



P R O S P E C T U S

- CIM - IBD - MBA - MSC - DEGREE - LEVEL - BA

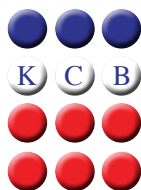
Kensington College of Business

MBA - MSC - DEGREE - LEVEL - BA - LLB - UFC - ICSA - CIM - IBD - MBA - MSC - DEGREE - LEVEL - BA



Business education,
to a higher degree





Excellence in education since 1982 message from the director

Welcome to Kensington College of Business (KCB).

KCB has been established since 1982 and over the years, although we have grown in size dramatically, we believe we still retain a personal service and friendly ethos. Class sizes are comparatively small allowing students and tutors to develop stronger dialogues and more individual attention. The College now delivers programmes in Business, IT/Computing and Law.

KCB is fully validated by the University of Wales to deliver an impressive suite of MBAs. These include a general MBA and MBAs Finance, Marketing, Human Resource and Healthcare Management. An MSc in Computing is also available.

At under graduate level KCB offers courses and instruction in BA Business Studies, BA Marketing, BA Accounting and Finance and BA Information Management. These subjects can be studied over a two or three year period. A BA Bridging programme is also available.

A one year University Foundation Course (UFC), is appropriate for students who need a programme of study to act as a bridge between high school and university.

All our courses are supported by English language tuition which enables students to acquire written, listening and speaking skills so vital for academic success.

All of the above courses are delivered by our professional team of lecturers at our Central London location, which is just 5 minutes walk from both Holborn and Covent Garden Tube Stations.

(Please visit www.kensingtoncoll.ac.uk for any further information you may require.)

I am confident that there will be a course in this prospectus that will suit you, and that you will join the thousands of past students who are enjoying successful careers after completing courses at KCB.



IAN PIRIE, MA Oxon, Director,
Kensington College of Business



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WHY CHOOSE KCB FOR A DEGREE?

A Specialist Business School

KCB does not offer a wide range of courses but concentrates on business related and law programmes, believing that specialisation leads to expertise. The lecturers, study environment and materials are therefore of the highest standards. KCB is committed to its students achieving the best possible results in their degree studies.

Personal Attention for Students

At Universities, lecture group sizes often exceed 100 in which students cannot receive personal attention. At KCB group sizes are deliberately kept smaller to ensure that the lecturers and administration staff know all their students on an individual basis. Hence, we are able to offer support in both academic and welfare matters.

Learning Resources of a Large University

KCB has its own library where all the main texts for its courses are held and also computer laboratories with up to date hardware and software. In addition, KCB students are registered as members of a University Library where they can access books, CD ROMs, etc., and with the British Business library which has the largest collection of business journals in the UK.

Location – Central London

Kensington College of Business has a fantastic location just five minutes from Holborn tube station. This station is on the Central and Piccadilly

tube lines giving easy and straight forward access for students living throughout the London area. Within five minutes walk of the college is Covent Garden with its excellent shopping and entertainment. To the east is the City of London famed as the world's greatest financial district.

Living in London is an exciting, rewarding and wonderful experience and KCB is superbly located so that students can take advantage of all the opportunities that London, the Olympic city of 2012, has to offer

Other Facilities

KCB has three computer labs all with internet access. The college has a library with access to a large range of academic books and journals

Teaching

KCB is proud of its reputation for using experienced, UK lecturers of a very high quality. All of our lecturers have many years worth of academic background teaching at top London universities. Many are former examiners. All have been fully vetted and accredited through the University of Wales.

Direct Entry & Scholarships

Students may apply through UCAS, or they can apply direct to KCB and a decision can be made without delay. For students who are not qualified for direct entry to a degree course, KCB has a University Foundation Course which, on successful completion, will guarantee entry to one of the Degree Courses in the following year. KCB is committed to equal opportunities in higher education and so operates a scholarship scheme for overseas students entirely based on academic ability and financial need. All overseas students are entitled to apply for a scholarship under this scheme.

Competitive Course Fees

Course fees are competitively priced and scholarships may be available.





Personal Attention for Students

LEARNING ENGLISH

English tuition at KCB

As part of KCB's continual support for students, the college offers the opportunity for English tuition for all students whose reading, writing or listening skills fall below the requirements of their chosen academic programme.

The college offers three different levels of English, dependant on student needs; Lower intermediate, Intermediate and Advanced.

Each course runs four times per year with starting dates in January, April, July and October. All students are tested for English on arrival at KCB and, if necessary, are assigned to the relevant class catering for their level needs. Here, specialist English teachers will help students improve their English before entry on to their main course of study.

Classes are lively and pro active allowing students to develop at their own pace and provides the knowledge students can build their future academic success upon.

All students are tested for their English levels on entry to KCB and if we feel extra English is required students are required to join either a lower intermediate group, an intermediate group, or an Advanced level group. These classes run from Monday to Friday and students are required to attend for 15 hours per week in their relevant class.



UFC - UNIVERSITY FOUNDATION COURSE

Why choose this course?

To Save Time Gaining Entry to a British University

The University Foundation Course (UFC) takes only nine months to complete and gives entry to a range of UK Universities. This replaces the need for a two year A-level programme. The UFC course provides a bridge for students between High School and University.

To Have a Choice of Universities and Degrees

The KCB Foundation course is designed to give successful KCB students entry to Year 1 of degrees in a range of UK Universities. Applications by students to these Universities will be dealt with on the basis of individual merit.

Continuous Assessment Rather Than Unseen End of Year Exams

On the UFC programme, students are assessed throughout the year by a combination of coursework and examinations in the same way as at University.

A Choice of Two Different Start Dates with the Same Year of Entry to University

Most A-level and Foundation courses start only in September but the KCB UFC course is divided into two parts (Semester A & B) which can be taken in either order. Students starting in September finish the UFC course in June, while those who start in February finish in August. Both groups can therefore begin their University course in October of the same year.

The KCB UFC Emphasises the Needs of Young People

The college prides itself on the pastoral care given to students on this programme. Students are encouraged to develop their social skills and build their confidence by undertaking trips and social activities.

To Study Subjects Before Choosing a Degree Course

Students taking A-levels in many cases choose their degree course without ever having studied the subject. This can lead to the choice of the wrong degree. On the UFC, modules are designed to fit seamlessly with the modules students will eventually study on the degree programme. Therefore, students can decide which subjects they prefer before joining University

Course Structure And Assessment

The course duration is 9 months and students can start in either: October and finish in June or in February and finish in September.

This enables students in both cases to start University in October. The course is divided into two semesters covering both study skills(A) and degree subjects(B).

Entry Requirements

A good High School Leaving Certificate including Maths and English, although students over 21 years old without these qualifications can apply as mature students. In both cases the student's English must be of a sufficient standard, demonstrated by a TOEFL or IELTS Test score. Students may be required to take an English course before joining the UFC.

BA BRIDGING COURSE

Why choose this course?

Gain entry to the final year of the UOW BA Degree

Students who pass the BA Bridging Course are qualified to join the final year of the University of Wales BA (Hons) degree in: Business Studies, Business Information Management or Marketing at KCB. The University of Wales Business School is one of the top ranking in the country with the highest rating of excellence by the UK Government.

To have the best preparation for BA Degrees

The BA Bridging course has been purpose designed to give students the best possible preparation for the degree. Firstly, the subjects and syllabus have been chosen to provide the essential knowledge required. Secondly, the combination of examinations and coursework ensure that students both understand and also become familiar with the assessment methods and requirements of a UK degree course.

Course Structure and Duration

The BA Bridging Course takes between 3-5 months of study with all courses ending before the beginning of the degree final year programme. A choice of 3 different start dates are available:

BRIDGING COURSE START DATE	BRIDGING COURSE END DATE	DURATION	DEGREE START DATE
September	December	<i>4 Months</i>	<i>January Next Year</i>
February	June	<i>5 Months</i>	<i>July Same Year</i>
July	September	<i>3 Months</i>	<i>October Same Year</i>

The course consists of 4 subjects, each assessed by means of 1 examination and 1 piece of coursework which must both be passed in order to pass the subject as a whole. The four subjects are:

1. Strategic Management

2. Human Resource Management / IT Management

3. Marketing Management

4. Financial Management

Students must pass all subjects to pass the course overall and to become qualified for admission to the final year of the degree.

Entry Requirements

To join the course students must have a qualification rated by the University of Wales as equivalent to 180 credit points or approximately half of a BA degree in Business.

Examples of such qualifications include:

1. The Association of Business Executives (ABE) Diploma parts 1 & 2.
2. The Chartered Institute of Marketing (CIM) Professional Diploma.
3. The Institute of Chartered Secretaries & Administrators (ICSA) Diploma

However students are welcome to submit details of other qualifications.

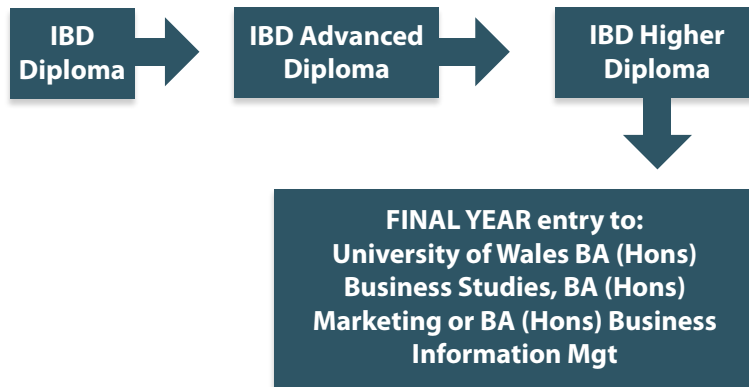
Students who have not been educated in the medium of English Language will need to provide evidence of a sufficient standard of English such as IELTS 5.5 or TOEFL 550 or the equivalent.

THE INTERNATIONAL BUSINESS DIPLOMA - IBD

Why choose this course?

Direct entry to the final Year (Year 3) of the University of Wales BA Business Studies

Holders of the IBD Higher Diploma can gain entry to the final year of the University of Wales BA (Hons) Degree. Taking the IBD Qualifications will therefore reduce both the duration and the costs of obtaining a BA (Hons) Degree.



A Qualification is Awarded at Each Stage of the Course

Each subject carries its own award, an IBD Certificate of Professional Studies, and as students progress through various stages of the courses they become eligible for the Diploma, Advanced Diploma and finally the Higher Diploma in International Business Diploma.

Exemptions for Holders of other Professional Qualifications or Degrees

Exemptions are given towards the International Diploma in Business Studies to qualified students from a wide range of other Professional qualifications including ICSA and ACCA and for students with academic qualifications such as MSc and MBA.

Practical Knowledge is gained for use in Business

The IBD qualifications were established as a practical international qualification and the subjects are designed to give students the essential knowledge required in the world of international business. Indeed, the Diploma stage would be appropriate for someone looking to start their own business, followed by the second and third stages for those who want to expand their business or are working for an established larger organisation.

Government Approved

The IBD qualifications are awarded by one of the oldest and largest Government approved National awarding bodies in the UK, the NCFE.

1. NCFE originates from 1848 (over 150 years old),
2. There were 150,000 registered NCFE students last year,
3. NCFE is approved by the Quality Control Agency (QCA) of the UK Government.



THE INTERNATIONAL BUSINESS DIPLOMA - IBD

Course content and assessment

The IBD is divided into three stages: Diploma, Advanced Diploma and Higher Diploma. However, subjects can be taken in any order (except for Strategic Management* and Financial Management* which are final level papers.) KCB recommends the following structure:

DIPLOMA	ADVANCED DIPLOMA	HIGHER DIPLOMA
1. Business Management	Human Resource Management	<i>Strategic Management*</i>
2. Business Communications	Marketing Management	<i>Financial Management*</i>
3. Economic Environment	Business Law	<i>Quantitative Analysis</i>
4. Business Accounts	Management Accounting	<i>Information Technology Management</i>

Course Duration

Exams are held twice a year in June and December and normally three months minimum is required for 4/5 subjects by full-time study. However, many courses give a free additional period of study of 2 months prior to the 3 months programmes as a foundation to studies. i.e. students can choose to study for 3 or 5 months for the same price.

1. January/February for June exams i.e. 3/5 months duration.
2. July/September for December exams i.e. 3/5 months duration.

For students on a 'fast track' course exams are also held in September for 4 subjects of the Higher Diploma with the course starting in July. This enables students to complete the whole course more quickly.

Entry Requirements

Students will need to have a High School leaving certificate or equivalent (e.g. the KCB Certificate) with a good standard of English to start the Diploma but those with higher qualifications e.g. ICOSA, CIM and others can apply for exemptions and so complete the course in a shorter time.





BA MARKETING

Why choose this course?

Provides an Excellent Springboard for Your Future Career

A Marketing Degree will enhance a student's employability. The qualification will help students to find the right job for them and should be a stepping stone towards an exciting and financially rewarding career.

Specialist Modules in E- Marketing and Global Marketing

The modules on the University of Wales degree are specially designed for tomorrow's marketing professionals. E- Marketing will empower students with the knowledge and skills to market within an ever-changing technological environment.

The Global Marketing module will help students to understand the truly international nature of marketing.

Provides Strong Foundation for Further Study

The BA marketing degree offers students the opportunity for direct entry on to KCB's MBA marketing course at a reduced fee. Many former KCB students have taken advantage of this opportunity.

Modules

NO	Modules level 4 (Year 1 Equivalent)
1	Business Accounting
2	Business Management
3	Business Economics
4	Business Communications
5	Marketing Management
6	IT Management

NO	Modules level 5 (Year 2 Equivalent)
7	Business Law
8	Management Accounting
9	Reflecting on Practice
10	HR Management
11	Marketing Communications
12	Marketing Research

NO	Modules level 6 (Year 3 Equivalent)
13	Contemporary Issues in Management
14	Corporate Strategy
15	E-Marketing
16	International Marketing
17	Contemporary issues in Marketing
18	1 option from IT or Finance

BA INFORMATION MANAGEMENT

Why choose this course?

Lucrative Career Opportunities in Information Technology for Business

The benefits from the commercial applications of Information Technology have been and will continue to be immense in the 21st century as IT has changed the way that business is conducted throughout the world.

The efficient use of IT is essential to the successful running of all modern organisations. Therefore, there will always be significant demand for suitably qualified IT Professionals in all business organisations.

Exciting Career (Competitive Advantage)

IT is changing the way we do business and often gives competitive advantage for those who are suitably qualified. Business IT graduates are vital to the success of a business in developing new strategies. A career in IT can be both financially rewarding and exciting especially in areas such as e-commerce and e-marketing.

Financially Rewarding

AIT staff are amongst the highest paid professionals in business. Their role can be crucial to business success and their skills are demanded in all firms. In addition, there are lucrative contracts available to those who work as IT Consultants.

Modules

NO	Modules level 4 (Year 1 Equivalent)
1	Business Accounting
2	Business Management
3	Business Economics
4	Business Communications
5	Marketing Management
6	IT Management

NO	Modules level 5 (Year 2 Equivalent)
7	Business Law
8	Management Accounting
9	Strategic Management
10	Financial Management
11	HR Management
12	Reflecting on Practice

NO	Modules level 6 (Year 3 Equivalent)
13	Contemporary Issues in Management
14	Corporate Strategy
15	Human Computer Interaction
16	IT Project Management
17	Strategic IT Management
18	1 option from Marketing or Finance

BA BUSINESS ACCOUNTING AND FINANCE

Why choose this course?

A Professionally Oriented Undergraduate Degree in Accounting and Finance

This course will equip students with a range of practical skills allowing them to function competently in a modern workplace specialising in Accounting and Finance. Students will gain critical understanding of the International Accounting Standards and professional practices within the sphere of Accounting and Finance.

Opportunities for gaining further Professional Qualifications in Accounting and Finance by being able to obtain exemptions or for pursuing postgraduate studies

Students graduating with this qualification can progress to Post-graduate level of studies within a relevant field and / or to continue their studies towards professional accreditation in the financial or accounting professions.

Exciting career opportunities within a wide range of areas

The Bachelors Degree in Business Accounting and Finance is a professionally oriented Undergraduate degree intended to provide a sound foundation for those who aspire to work in the highly challenging areas of professional accountancy investments, insurance, banking, financial analysis and management. All of the above career options are financially lucrative and provide high professional status.

Modules

Modules level 4 (Year 1 Equivalent)	
NO	
1	Business Communications
2	Business Management
3	Business Accounting
4	Economic Environment
5	Quantitative Studies
6	IT Management

Modules level 5 (Year 2 Equivalent)	
NO	
7	Company and Business Law
8	Marketing Management
9	Financial Accounting
10	Management Accounting
11	Financial Management 1
12	Taxation

Modules level 6 (Year 3 Equivalent)	
NO	
13	Financial Reporting
14	Performance Management
15	Financial Management 2
16	Audit and Assurance
17	Corporate Strategy
18	HR Management

BA BUSINESS STUDIES

Why choose this course?

It provides an excellent broad-based grounding in all aspects of business

The modules on the University of Wales Degree are specially designed for tomorrow's business professionals with a focus on:

Knowledge - Students within the Degree Course will study the main management functions including Finance, Marketing, Human Resources, IT and Production.

Skills - Students will acquire the practical skills needed in the modern work place including leadership, group working, project management and presentations.

A wide choice of Financially rewarding career opportunities

The broad coverage of the Business Degree will prepare students to work in general management and so eventually reach a highly paid position in a company such as Managing Director. Students could also specialise in one area of management after graduation, allowing them to utilise their general knowledge of other aspects of Management. In either situation, the graduate will be in a challenging and financially rewarding position.

It provides a strong foundation for further study

A University of Wales BA Degree will give students the opportunity to progress to an MBA programme at KCB or another UK University.

Alternatively students can decide to obtain a specialist professional qualification such as CIM or ICSA for which they will obtain significant exemptions.

Modules

NO	Modules level 4 (Year 1 Equivalent)
1	Business Accounting
2	Business Management
3	Business Economics
4	Business Communications
5	Marketing Management
6	IT Management

NO	Modules level 5 (Year 2 Equivalent)
7	Business Law
8	Management Accounting
9	Strategic Management
10	Financial Management 1
11	HR Management
12	Reflecting on Practice

NO	Modules level 6 (Year 3 Equivalent)
13	Contemporary Issues in Management
14	Corporate Strategy
	Modules 15,16,17 & 18 will be 4 options from: Marketing (3 modules) Information Mgt (3 modules) Accounting & Finance (2 modules)

LLB - DIPLOMA & DEGREE IN LAW

Why choose this course?

The University of London Law degree has an international standing and has provided the first step to a successful Law career for many thousands of practising lawyers. It also provides a well respected degree qualification for those seeking careers in industry and commerce.

The standard of a degree studied externally is identical to that of one studied internally and is recognised as being so by all leading employers and professions.

Admission to the Diploma in Law is by aptitude test and an interview.

The Diploma is designed to bring students to the same standard as those taking the first year of the degree itself.

Students benefit from the many advantages of studying on this degree which include: small classes, top quality lecturers drawn from higher education and from the professional field, flexible study arrangements and access to the University library in Malet Street, which is one of the leading academic libraries in London.

Course Structure and Content

The University of London is now offering its External students two alternative schemes of examination, called Scheme A and Scheme B taking a minimum of 3 and a maximum of 4 years at KCB.

Scheme A:

Takes 3 years study on a full-time basis (4 subjects per year).

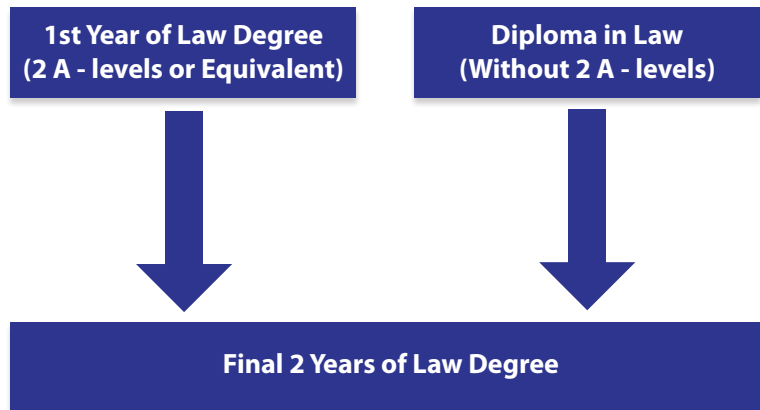
Scheme B:

Takes 4 years, part-time to complete allowing students to work as they study or to study at a slower pace (3 subjects per year).

The Diploma in Law and LLB Year 1 have the same subjects and examinations as shown below.

YEAR 1 (INTERMEDIATE) or DIPLOMA IN LAW	
1	Criminal Law
2	Public Law
3	Common Law Reasoning
4	Elements of the Law of Contracts

TERM	YEAR 2 LLB FINALS: PART 1	YEAR 3 LLB FINALS: PART:2
1	Law of Tort	<i>Jurisprudence</i>
2	Trust Law	<i>Optional Paper</i>
3	Land Law	<i>Optional Paper</i>
4	Optional Paper	<i>Optional Paper</i>



How Will I Be Taught?

The course offers a combination of lectures, seminars and tutorials and careful attention is given to the University syllabus and to examination preparation and skills.

The course is also supported by a range of other activities including:

- Visits to Criminal and Civil Courts
- Visits to Parliament
- Contact with companies and legal practices including help with short term placements
- Students' moots (legal debates)
- Continuing professional and careers guidance

Entry Requirements

Diploma in Law

Admission by aptitude test and interview for the Diploma in Law.

LLB (Hons)

Students must be:

1. Over 18 with 2 A levels and 3 GCSE passes or overseas equivalent
2. Applications are rarely accepted on the basis of age alone, and evidence of mature age study is invariably required. In each case, qualifications, relevant work experience and reasons for study are taken into account. A further qualification/s may still be required before an offer of registration for the External Programme can be made.



Why choose this course?

It provides an excellent broad-based grounding in all aspects of business.

It will enable students to learn knowledge and skills needed to:

- work in any management function
- work in a General Management position
- manage own/family business

An MBA with an International and Practical Emphasis

Today businesses operate in a global and dynamic environment and the University of Wales MBA at Kensington College of Business aims to recruit potential managers from all over the world which thereby provides a unique opportunity to share multicultural experiences.

Participants are actually involved in the analysis and management of organisational complexity through: Lectures, Case Studies, Student Presentations, Fieldwork and Workshops and are encouraged to reflect upon and consolidate their own experiences, values and competence as managers.

The management project at the end of the course requires students to tackle a 'live' managerial issue.

To obtain a senior level management qualification

A Masters Degree in Business Administration (MBA) is considered by many to be the highest management qualification for those who want to attain the most senior positions in business. It combines the high academic standards of a Postgraduate Degree with an emphasis on the practical applications of Business Studies and so has direct relevance to top management.

Wide range of optional modules within different management disciplines are available

Students are given a wide range of choices for the 2 optional modules that they have to complete as part of the MBA Programme. It is possible to study for 2 optional modules within the following disciplines:

- International Management
- Finance
- Marketing
- Human Resource Management
- Retail Management
- Health Care Management
- Travel, Tourism and Hospitality Management
- Banks and Financial Institutions Management
- IT Management
- Management of Innovation, Technology and Change

Knowledge & Skills

Upon successful completion of the MBA General Course you will have developed the knowledge and skills to:

- Integrate all aspects of management in strategic decision making
- Develop and manage innovative marketing plans giving your organisation a competitive advantage
- Interpret financial information and be able to manage the finance function of your organisation
- Manage people within your organisation from a strategic perspective
- Design and manage organisational processes to maximise operational output
- Be able to utilise business information to support your strategic decision making

Career Opportunities

The graduates of the MBA General Course will be equipped to cope with a diverse range of business circumstances due to the broad-based experience of the programme. It will be possible for them to consider a wide array of job opportunities at senior levels within different types of organisations ranging from banks and financial institutions to manufacturing companies.

The specialist knowledge and skills gained by pursuing optional modules of your own choice will enable you to maximise your career options and focus on your strengths. The broad range of knowledge and skills developed by pursuing this MBA programme will suitably equip you to either lead your family business or start your own company in the future.



MBA IN INTERNATIONAL MANAGEMENT

Why choose this course?

The increasing influence of international trade and the subsequent increase in demand for suitably qualified managers

Multinational operations have become the norm for many modern business organisations. Possessing internationally applicable management skills, in the areas of marketing, human resource management, finance, operations management and Information Technology, have become essential qualifications for business leaders and managers of the 21st Century. The MBA course, with a pathway in International Management, will provide students with the knowledge and skills to competently develop strategies and lead business organisations with a global focus.

The MBA International Management Course will provide the students with contemporary insights within the areas of International Marketing and Human Resource Management

This course will give students the opportunity to develop specialist knowledge and skills within the discipline of International Marketing in the areas of market entry strategies, marketing systems and macro-environmental variables. Additionally students will develop knowledge and skills within the discipline of Human Resource Management in the areas of leadership, managing change, training and development and managing diversity with an international perspective.

The “MBA International Management” qualification will enhance the career prospects of people from different backgrounds:

- Professionals with experience who wish to enhance their career prospects within businesses with international scope.
- Newly qualified graduates from a related field such as Business Studies / Management who wish to develop their career prospects within global businesses.
- Newly qualified graduates from a non-relevant field who wish to establish a career within businesses with international scope.

Knowledge & Skills

Upon successful completion of the MBA International Management course, students will have developed the knowledge and skills to:

- Integrate all aspects of management in strategic decision making.
- Manage and control different disciplines such as finance, marketing and human resources within the setting of an international business.
- Assume leadership in international marketing with a specific focus on market entry strategies, issues related to standardisation versus adaptation of product and/ or services, marketing systems and macro environmental variables.
- Manage human resources with specialist knowledge and skills within the areas of leadership, managing change, training and development and managing diversity with an international perspective.
- Be able to work in different cultural contexts.

Career Opportunities

- This rigorous and career oriented MBA International programme tells your future employer that you can think strategically from a broad perspective. Graduates of this programme have immense scope for strategic leadership roles at an International level.
- The knowledge and skills gained in the different disciplines of a business will enable students to function in a senior managerial capacity in all types of organisations.

Course content and assessment

Pathway Modules

International Marketing Management (15 credits)

The module aims to develop an awareness and understanding of the particular difficulties and opportunities posed by marketing in an international context and the importance of different cultural perspectives in international markets. It also seeks to build skills in analysis, evaluation and generation of different strategies for successful global marketing. Finally, the International Marketing Management module aims to help students appreciate the need to understand the dimensions of the international environments within which marketing decisions are made. It helps develop students' ability to evaluate the suitability of specific international and global marketing strategies and build an understanding of risk assessment when conducting business in international markets.

Contemporary Issues in International Human Resource Management (15 credits)

The module aims to equip students with a unique learning experience: it is resource based and will promote the students' analytical skills, creativity and independent thinking. Learners are provided with the opportunity to develop a subject area of their interest via focusing on a Human Resource Management topic at both international level (comparative study) and within the learners' own cultural context of Human Resource Management System, which may form the foundation of the final project.

The Final Project (60 Credits) should focus on an International Management topic.

NO	MODULE NAME	ASSESSMENT
1	Managing Finance	1 Exam
2	Managing Markets	1 Coursework
3	Managing Information	1 Coursework
4	Managing People	1 Exam
5	Managing Operations	1 Exam
6	Managing Strategy	1 Coursework
7	Research Methods	1 Coursework
8	International Marketing Management	1 Coursework
9	Contemporary Issues in International Human Resource Management	1 Exam
10	Dissertation	15,000 - 20,000

COURSE START DATE	COURSE END DATE	DURATION
July	July	12 months
October	October	12 months
January	January	12 months
April	April	12 months

TERM	DURATION	STUDY
1	3 months	3 modules
2	3 months	3 modules
3	3 months	3 modules
4	3 months	Dissertation
Total	12 months	9 modules plus Dissertation

MBA IN MARKETING

Why choose this course?

Marketing is a core function and qualified marketing professionals play leading roles in businesses

Marketing is one of the most central functions in all types of organisations, regardless of size, scope, location and industry. Every aspect of a successful business revolves around marketing.

Marketing has become important in government organisations

There is an increasing understanding even among not for profit and public sector organisations of the importance of marketing. It has become a necessity for these organisations to employ managers with a sound knowledge of marketing.

A highly recognised “MBA Marketing” qualification will prepare you for a successful career

A career in marketing has become very popular because of the prospects of high financial rewards as well as interesting and stimulating challenges.

Completing a globally recognised University of Wales MBA with a “Pathway in Marketing” will equip graduates with the necessary management and marketing knowledge as well as the skills that are required by employers.

Knowledge & Skills

Upon successful completion of the MBA Marketing course you will have developed the knowledge and skills to:

- Integrate all aspects of management in strategic decision making
- Develop and manage innovative marketing plans which will give your business competitive advantage
- Adapt to different challenges in marketing
- Appreciate international marketing issues, including the management and co-ordination of international marketing strategies and operations
- Develop and manage Integrated Marketing Communications programme/s

Career Opportunities

Increasingly organisations are demanding leaders with a strong grounding in Marketing.

The MBA Marketing Course provides graduates with opportunities to pursue careers in general management and/or in marketing within private, public and not-for-profit sector organisations.

It is also possible to follow a very well-paid career within specialist marketing areas such as advertising, market research and public relations.

This versatile course will enable successful candidates to start their own businesses in numerous fields of marketing consultancy and marketing research.

Course content and assessment

Pathway Modules

Marketing Communications (15 credits)

The module identifies the contribution that marketing communications make towards companies and their marketing strategies. It considers, in detail, a variety of communication tools and techniques based on contemporary marketing communications.

International Marketing Management (15 credits)

The module aims to develop an awareness and understanding of the particular difficulties and opportunities posed by marketing in an international context and the importance of different cultural perspectives in international markets. It also seeks to build skills in analysis, evaluation and generation of different strategies for successful global marketing. Finally, the International Marketing Management module aims to help students appreciate the need to understand the dimensions of the international environments within which marketing decisions are made. It develops students' ability to evaluate the suitability of specific international and global marketing strategies and build an understanding of risk assessment when conducting business in international markets.

The Final Project (60 Credits) should focus on a Marketing topic.

NO	MODULE NAME	ASSESSMENT
1	Managing Finance	1 Exam
2	Managing Markets	1 Coursework
3	Managing Information	1 Coursework
4	Managing People	1 Exam
5	Managing Operations	1 Exam
6	Managing Strategy	1 Coursework
7	Research Methods	1 Coursework
8	Marketing Communications International	1 Coursework
9	Marketing Management	1 Exam
10	Dissertation	15,000 - 20,000

COURSE START DATE	COURSE END DATE	DURATION
July	July	12 months
October	October	12 months
January	January	12 months
April	April	12 months

TERM	DURATION	STUDY
1	3 months	3 modules
2	3 months	3 modules
3	3 months	3 modules
4	3 months	Dissertation
Total	12 months	9 modules plus Dissertation



MBA IN HUMAN RESOURCE MANAGEMENT

Why choose this course?

Human Resource Management plays a strategic role within organisations

Managing people is one of the most crucial activities within an organisation, especially in the “knowledge based” and globalised economic environment of the 21st Century. Human Resource Management is no longer a specialist function and has become an integral part of the overall strategy of all types organisations. An organisation’s human capital is the most important resource and the effective management of this resource is vital to organisational success.

Effective management of the acquisition and development of people is crucial for achieving organisational objectives

An organisation’s objectives can only be achieved via its people. Managing the human resource of an organisation requires the appreciation of key issues such as diversity (issues related to race, gender, culture and age), newly emerging international markets for labour forces and ever changing employment legislation. As a result, leaders and managers with the knowledge and skills to effectively manage the acquisition and development of people are highly sought after within all types of organisations in the 21st Century.

A highly recognised “MBA Human Resource Management” qualification will prepare you for a successful career

A career in Human Resource Management means that you will be strategically involved with an organisation’s activities. An internationally reputed University of Wales MBA of this kind will enable you to possess the knowledge skills to pursue a highly successful career in Human Resource Management and/or in General Management.

Knowledge & Skills

Upon successful completion of the MBA Human Resource Management Course you will have developed the knowledge and skills to:

- Develop and manage strategies from a holistic perspective
- Manage the processes of “recruitment”, “selection”, “assessment”, “performance” and “reward” of an organisation
- Manage the process of training and development
- Successfully manage the Human Resource function of an organisation.
- Be at the forefront of change management within an organisation

Career Opportunities

- There is a need for Human Resource Management experts with an understanding of all aspects of management to facilitate strategic decision making.
- The “MBA Human Resource Management” Course provides graduates with opportunities to pursue a career in general management and/or in Human Resource Management within private, public and not-for-profit sector organisations.
- It is also possible to follow a career within specialist areas such as recruitment and selection, training and development, human resource planning, employee relations, etc.



Course content and assessment

The course contains nine modules in which there are seven compulsory modules, two HR modules and a project. The assessments are exams and coursework based. Students have to pass 9 modules plus the dissertation to be awarded the MBA Marketing.

Course Duration and Structure

The course duration is 12 months of full-time study, which is divided into 4 terms with flexible start dates in January, April, July and October every year.

The year (12 months) is divided into 4 terms and students study 3 modules per term for the first 3 terms with the dissertation in the final term.

Entry Requirements

Entry onto the MBA programmes is the standard University of Wales matriculation requirements, either an initial degree recognised by the University of Wales or with 2 years relevant experience in a management capacity.

MBA IN FINANCE

Why choose this course?

The importance of the role of Finance within organisations

The demand for Financial Specialists continues to grow as organisations increasingly realise the importance of financial information and control. In a successful modern business, an organisation's sustainability heavily depends on the sound management of its finances.

Financial controls are key to survival and growth of a business

Finance Managers and Accountants now play a more strategic role in businesses. The role of the financial expert has developed from operational tasks to that of planning developing and managing financial strategy.

A highly recognised "MBA Finance" qualification will prepare you for a successful career

A career in Finance is often considered the best route to the top business positions such as "Chief Executive Officer" or "Managing Director". An internationally reputed University of Wales MBA in Finance which is recognised by employers, Professional Associations and Universities, would provide you with core skills in Finance.

Knowledge & Skills

Upon successful completion of the MBA Finance Course you will have developed the knowledge and skills to:

- Develop and manage strategies from a holistic perspective
- Interpret, analyse and use management accounting information in a business environment whether manufacturing, service or public sector
- Be able to generate and use simple IT management accounting models and apply the concepts and theories of management accounting for decision making purposes
- Use derivative instruments to manage risks

Career Opportunities

- There is a need for Financial experts with an understanding of all aspects of management to facilitate strategic decision making.
- The MBA Finance course provides graduates with opportunities to pursue a career in general management and/or in finance within private, public and not-for-profit sector organisations.
- It is also possible to follow a career within specialist finance and investment areas such as financial analysis, corporate finance, investment banking, stock broking, etc.



Course content and assessment

The course contains nine modules in which there are seven compulsory modules, two optional modules and a project. The assessments are exam and coursework based. Students have to pass 9 modules plus the Dissertation to be awarded the MBA Marketing.

Course Duration and Structure

The course duration is 12 months of full-time study, which is divided into 4 terms with flexible start dates in January, April, July and October every year.

The year (12 months) is divided into 4 terms and students study 3 modules per term for the first 3 terms with the Dissertation in the final term.

Entry Requirements

Entry onto the MBA programmes is the standard University of Wales matriculation requirements, either an initial degree recognised by the University of Wales or with 2 years relevant experience in a management capacity.



NO	MODULE NAME	ASSESSMENT
1	Managing Finance	1 Exam
2	Managing Markets	1 Coursework
3	Managing Information	1 Coursework
4	Managing People	1 Exam
5	Managing Operations	1 Exam
6	Managing Strategy	1 Coursework
7	Research Methods	1 Coursework
8	Manangement Accounting	1 Coursework
9	Corperate Finance	1 Exam
10	Dissertation	15,000 - 20,000

COURSE START DATE	COURSE END DATE	DURATION
July	July	12 months
October	October	12 months
January	January	12 months
April	April	12 months

TERM	DURATION	STUDY
1	3 months	3 modules
2	3 months	3 modules
3	3 months	3 modules
4	3 months	Dissertation
Total	12 months	9 modules plus Dissertation

MBA IN BANKS AND FINANCIAL INSTITUTIONS MANAGEMENT

Why choose this course?

Increasing business environmental pressures necessitate a new strategic management approach for Banks and Financial Institutions.

Banks and Financial Institutions all over the world face challenges in terms of new paradigm shifts in their operating environments. As a result, there is an increasing emphasis on these financial sector institutions being managed from a strategic perspective by incorporating accountability and transparency.

The “MBA with a Pathway in Banks and Financial Institutions Management” Course provides students with key insights into contemporary managerial issues.

- Within the Banking and Finance sector, there is a great demand for managers who are able to integrate their knowledge of financial markets structure and process with that of strategic thinking.
- There is also a requirement to transform the management approach to include greater emphasis on long-term sustainability and shareholder value creation.

The “MBA with a Pathway in Banks and Financial Institutions Management” Course will enhance the career prospects of people from different backgrounds.

- Professionals with experience within the Banking and Finance sector who wish to enhance their career prospects.
- Newly qualified graduates from a related field such as Business Studies / Management / Accounting / Finance who wish to develop their career prospects within the Banking and Finance sector.
- Newly qualified graduates from a non-relevant field who wish to establish a career within the Banking and Finance sector.

- Professionals with experience in other industries who wish to make a career move to the Banking and Finance sector.

Knowledge & Skills.

Upon successful completion of the “MBA with a Pathway in Banks and Financial Institutions Management” Course you will have developed the knowledge and skills to:

- Integrate all aspects of management in strategic decision making.
- Manage and control different disciplines such as Finance, Marketing and Human Resource Management within Banking and Finance sector organisations.
- Make strategic decisions with the critical understanding of macro economics, monetary theory, factors that impact on foreign currency fluctuations and risk mitigation techniques, the role of Central Bank and important themes pertinent to financial markets structure and process.
- Analyse the issues related to monetary policy, currency and interest rate risk, political risk, sovereign credit risks associated with emerging and third world markets and opportunities for speculators, hedgers and intermediation/ arbitrage in relation to Banking and Finance.
- Be at the forefront of innovation and change within a “Banking and Finance” organisation by adapting and introducing international best practices.

Career Opportunities.

- An “MBA with a Pathway in Banks and Financial Institutions Management” qualification will enable you to find varied opportunities within the lucrative Banking and Finance sector at an international level.
- It is possible to pursue rewarding careers both within general managerial level as well as within specialist areas such as commercial banking, corporate finance, financial planning, insurance, investment banking, wealth management and real estate.

Course content and assessment

The assessments are exams and coursework based. Students have to pass 6 Core modules, 2 Pathway modules and the Dissertation (combined with the Research Methods module) in order to be awarded the “MBA with a Pathway in Banks and Financial Institutions Management” Degree.

Pathway Modules

Financial Markets and Applied Strategy for Banks and Financial Institutions (15 credits).

The module aims to develop the learners’ ability to demonstrate critical awareness of the important issues related to the structure and process of different financial markets. It also seeks to facilitate the process of the learners’ acquiring analytical skills that will help them in their decision making on a range of issues related to structure and process of different financial markets. Finally, the module aims to develop the successful learner to become capable of functioning in varying strategic roles within the sphere of Banking and Finance.

Contemporary Issues in Managing Global Banking and Finance (15 credits).

The module aims to equip students with a distinct learning experience. The module is resource-based and it will promote the students’ analytical skills, creativity and independent thinking. Learners are provided with the opportunity to develop a subject area of their interest via focusing on a management topic and relating it to the Banking and Finance Industry with a global focus, which may form the foundation of the final project.

The Final Project (60 Credits) should focus on a Banks and Financial Institutions Management topic.

Entry Requirements

Entry onto the “MBA Banks and Financial Institutions Management” Course is the standard University of Wales matriculation requirements: either an initial degree in any discipline recognised by the University of Wales or with 2 years of relevant experience in a management capacity.

Candidates must have a minimum English certification comparable to an Overall IELTS Band Score of 6.0 with a Score of not less than 5.5 in each part of the IELTS Test.

NO	MODULE NAME	ASSESSMENT
1	Managing Finance	1 Exam
2	Managing Markets	1 Coursework
3	Managing Information	1 Coursework
4	Managing People	1 Exam
5	Managing Operations	1 Exam
6	Managing Strategy	1 Coursework
7	Financial Markets and Applied Strategy for Banks and Financial Institutions	1 Coursework
8	Contemporary Issues In Managing Global Banking and Finance	1 Coursework
9	Research Methods	1 Coursework
10	Dissertation	15,000 - 20,000

COURSE START DATE	COURSE END DATE	DURATION
April 2010	April 2011	12 months
July 2010	July 2011	12 months
September 2010	September 2011	12 months
January 2012	January 2012	12 months

TERM	DURATION	STUDY
1	3 months	3 modules
2	3 months	3 modules
3	3 months	3 modules
4	3 months	Dissertation
Total	12 months	9 modules plus Dissertation

MBA IN RETAIL MANAGEMENT

Why choose this course?

The International Retail Industry of the 21st Century provides exciting career opportunities for qualified leaders and managers

The international retail industry has many dimensions and provides a range of opportunities both within developed and developing markets. As a result of the considerable changes that have taken place in the business environment of retail organisations in terms of globalisation, increased competition, new technology, logistics, customer values and the retail mix, it has become a necessity to employ competent retail managers who have a strategic perspective towards decision making.

The MBA Retail Management Course enables students to combine strategic ideas from different disciplines with that of the best practices from the retail industry

The Course enables students to develop knowledge and skills to competently manage a retail organisation by incorporating strategic ideas from different managerial disciplines with the best practices of the retail industry on an international level.

The “MBA Retail Management” qualification will enhance the career prospects of people from different backgrounds:

- Professionals with experience within the Retail sector who wish to enhance their career prospects.
- Newly qualified graduates from a related field such as Business Studies / Management who wish to develop their career prospects within the Retail sector.
- Newly qualified graduates from a non-relevant field who wish to establish a career within the Retail sector.
- Professionals with experience in other industries who wish to make a career move to the continuously expanding retail sector.

Knowledge & Skills

Upon successful completion of the MBA retail Management Course you will have developed the knowledge and skills to:

- Integrate all aspects of management in strategic decision making.
- Manage and control different disciplines such as finance, marketing and human resource management within a retail sector organisation.
- Strategically manage the retail mix of a retail sector organisation
- Integrate technology within an organisation retail strategy
- Be at the forefront of innovation and change within a retail business by adapting and introducing international best practices

Career Opportunities

An MBA Retail Management qualification will enable you to find varied careers within the dynamic retail sector in different parts of the world, including in the UK, the Middle East (including like Dubai and Abu Dhabi), the Far East Asia, South East Asia and the highly lucrative emerging economies of China and India.

The retail sector itself is highly diversified and includes large super markets, specialist equipments stores, high end fashion outlets and online stores. There will be leadership and managerial opportunities within these organisations at head offices in general and in specialist areas, in the field (managing chain of stores as Area Managers) and within the stores.

Large multinational manufacturing and marketing organisations require specialists in retail management to assume leadership positions within the areas of marketing and supply chain management.

Establish your own retail organisation or develop and lead your family or group company.

Course content and assessment

Pathway Modules

A Strategic Perspective of Retail Management (15 credits)

This module aims to provide learners with the opportunity of attaining the knowledge and skills that are necessary for taking strategic decisions within the sphere of retail management. It incorporates a varying range of environmental influences including globalisation and changing perception of customer value.

Contemporary Issues in Retail Management (15 credits)

The module aims to provide learners a distinct learning experience on the basis that it is resource-based and promotes the learners' creativity and independent thinking.

By addressing a management issue and relating it to the retail industry learners are given the freedom to select a subject area of their interest, which may form the foundation of their final project.

The Final Project (60 Credits) should focus on a Retail Management topic.

NO	MODULE NAME	ASSESSMENT
1	Managing Finance	1 Exam
2	Managing Markets	1 Coursework
3	Managing Information	1 Coursework
4	Managing People	1 Exam
5	Managing Operations	1 Exam
6	Managing Strategy	1 Coursework
7	Research Methods	1 Coursework
8	A Strategic Perspective of Retail Management	1 Coursework
9	Contemporary Issues in Retail Management	1 Exam
10	Dissertation	15,000 - 20,000

COURSE START DATE	COURSE END DATE	DURATION
July	July	12 months
October	October	12 months
January	January	12 months
April	April	12 months

TERM	DURATION	STUDY
1	3 months	3 modules
2	3 months	3 modules
3	3 months	3 modules
4	3 months	Dissertation
Total	12 months	9 modules plus Dissertation



MBA IN INFORMATION TECHNOLOGY MANAGEMENT

Why choose this course?

All types of Organisations of the 21st Century are dependent on the commercial applications of Information Technology

The benefits from the commercial applications of Information Technology have been and will continue to be immense in the 21st Century as IT has changed the way organisations conduct businesses globally.

Almost all businesses today require IT in many different areas including Marketing, Sales, Finance, Human Resource Management and Operations. Managers with the knowledge and skills of the practical applications of IT who can integrate this knowledge into the different disciplines of a business will be highly sought after.

Hybrid Managers who bridge the gap between IT and Management have become essential within the IT sector

IT will provide the central platforms for 21st Century organisations in terms of facilitating a range of functions. This has led to the growth of various IT related businesses and professions in areas such as IT consultancy, provision of IT solutions and software development.

The IT sector itself is diverse with many different opportunities and the demand for suitably qualified managers who are able to bridge the gap between the technical aspects of IT and Management are required for leadership positions.

The “MBA Information Technology Management” qualification will enhance the career prospects of people from different backgrounds:

- Professionals with experience within the Information Technology Management discipline who wish to enhance their career prospects.
- Newly qualified graduates from a related field who wish to develop their career prospects within the Information Technology discipline.

- Newly qualified graduates from a non-relevant field who wish to establish a career within the Information Technology discipline.
- Professionals with experience in other industries who wish to make a career move to the Information Technology discipline.

Knowledge & Skills

Upon successful completion of the MBA Health Care Management Course you will have developed the knowledge and skills to:

- Integrate all aspects of management in strategic decision making.
- Manage and control different disciplines such as finance, marketing and human resource management.
- Competently manage a range of IT projects and computer networks through the application of appropriate techniques.
- Plan and develop strategies in internet related technologies.

Career Opportunities

Career opportunities are available within a diverse range of Information Technology areas such as IT solutions and software development at managerial levels where general managerial as well as specialist skills such as IT Project Management will be greatly utilised. It is possible to work independently in various IT consultancy capacities in general and specific areas such as electronic commerce in a range of organisations.

Senior Managers of all dynamic organisations require a good grasp of IT. Consequently, MBA IT Management Degree holders have a definite advantage when being considered for top level positions within organisations such as Chief Executive Officer and Chief Information Officer.

Course content and assessment

Pathway Modules

IT Project Management (15 credits)

IT software and hardware are introduced into organisations by means of projects.

In order to be successful, the projects need to be managed in terms of deliverables, time and resource control.

Networking and the Internet (15 credits)

This module aims to provide a comprehensive introduction to the Seven Layer OSI Network Architecture model and to explore its application to Internet systems.

The Final Project (60 Credits) should focus on an Information Technology Management topic.

NO	MODULE NAME	ASSESSMENT
1	Managing Finance	1 Exam
2	Managing Markets	1 Coursework
3	Managing Information	1 Coursework
4	Managing People	1 Exam
5	Managing Operations	1 Exam
6	Managing Strategy	1 Coursework
7	Research Methods	1 Coursework
8	IT Project Management	1 Coursework
9	Networking and the Internet	1 Exam
10	Dissertation	15,000 - 20,000



COURSE START DATE	COURSE END DATE	DURATION
July	July	12 months
October	October	12 months
January	January	12 months
April	April	12 months

TERM	DURATION	STUDY
1	3 months	3 modules
2	3 months	3 modules
3	3 months	3 modules
4	3 months	Dissertation
Total	12 months	9 modules plus Dissertation

MBA IN MANAGEMENT OF INNOVATION TECHNOLOGY & CHANGE

Why choose this course?

The importance of technology for all types of organisations

Technology is evolving rapidly and has an impact on all sectors of business. It has become essential to consider “technology” as integral to organisational strategy to ensure efficiency and success in the 21st century.

Innovation, change and organisational learning enables organisations to continuously achieve transformation, essential for sustainable, competitive advantage

Transformation management has emerged as an important component of organisational strategy especially to ensure continuous adaptation to achieve sustainable competitive advantage. Innovation, organisational learning and change are cornerstones of transformation management.

The MBA Management of Innovation, Technology and Change will enable students to be at the forefront of innovation and change within technology-intensive organisations

The course enables students to gain knowledge and skills that are essential to successfully manage organisational strategy by incorporating technology, innovation, learning and changes.

The MBA Management of Technology, Innovation and Change qualification will enhance the career prospects of people from different backgrounds:

- Professionals with work experience in technology related sectors who wish to enhance their career prospects.
- Newly qualified graduates from a related field such as Engineering / Management who wish to develop their career prospects within a Technology orientated organisation.

- Newly qualified graduates from a non-relevant field who wish to establish a career within a technology oriented organisation. Professionals with experience in other sectors who wish to enhance their career prospects within a technology oriented organisation.

Knowledge & Skills

Upon successful completion of the MBA Management of Innovation, Technology and Change Course, students will have developed the knowledge and skills to integrate all aspects of management in strategic decision making.

KCB Management of Innovation, Technology and Change

- Manage and control different disciplines such as finance, marketing and human resource management.
- Incorporate technology as a key element within organisational strategy.
- Develop innovation strategy and manage innovation process within different types of organisations.
- Lead and manage sustainable change within organisations by taking into consideration of various factors such as environment, organisational structure, organisational culture, power, politics and leadership.

Career Opportunities

- Engineering Graduates are required to possess managerial knowledge and skills to progress to senior executive positions within most types of Engineering and Technological organisations.
- The rapidly changing environment strongly influences all types of present day businesses. The MBA Management of Innovation, Technology and Change will provide you with a sound basis for being at the forefront of transformation within all types of organisations including services companies.

Course content and assessment

Pathway Modules

Managing Technology Intensive Organisations (15 credits)

Technology is evolving fast and has an impact on many sectors of businesses. It has become essential for businesses to consider “technology” as integral to organisational strategy to ensure competitiveness. The module of “Managing Technology Intensive Organisations” aims to provide learners with the knowledge and skills that are required for developing and managing organisational strategies by incorporating “technology” as a key influence.

Managing Innovation, Organisational Learning and Change (15 credits)

The module aims to address the need to integrate “innovation”, “organisational learning” and “change” to provide learners with the opportunity to develop knowledge and skills to manage transformation within organisations and achieve sustainable competitive advantage. The module also aims to enable the students to critically analyse the role of digital and internet technologies in developing innovation strategy in addition to providing scope for them to acquire the practical and transferable skills to competently manage sustainable organisational change.

The Final Project (60 Credits) should focus on a Management of Innovation, Technology and Change topic.

NO	MODULE NAME	ASSESSMENT
1	Managing Finance	1 Exam
2	Managing Markets	1 Coursework
3	Managing Information	1 Coursework
4	Managing People	1 Exam
5	Managing Operations	1 Exam
6	Managing Strategy	1 Coursework
7	Research Methods	1 Coursework
8	Managing Technology Intensive Organisations	1 Coursework
9	Managing Innovation, Organisational Learning and Change	1 Exam
10	Dissertation	15,000 - 20,000

COURSE START DATE	COURSE END DATE	DURATION
July	July	12 months
October	October	12 months
January	January	12 months
April	April	12 months

TERM	DURATION	STUDY
1	3 months	3 modules
2	3 months	3 modules
3	3 months	3 modules
4	3 months	Dissertation
Total	12 months	9 modules plus Dissertation

MBA IN TRAVEL TOURISM & HOSPITALITY MANAGEMENT

Why choose this course?

Tourism and Hospitality is one of the fastest growing and largest industrial sectors in the world

The range of businesses within the sector includes many involved in multi-national operations. Subsequently, there is a great demand for suitably qualified managers.

The highly recognised “MBA Tourism and Hospitality Management” will prepare you for a successful career

The ability to co-ordinate all areas of operations to provide “service excellence” is the key to success in the Tourism and Hospitality sector. Your knowledge and skills will be widely sought after to enable all the different departments in an organisation to harmonise for the benefit of the whole.

The “MBA Tourism and Hospitality Management” qualification will enhance the career prospects of people from different backgrounds including;

- Professionals with experience within the Tourism and Hospitality sector who wish to enhance their career prospects
- Newly qualified graduates from a related field who wish to develop their career prospects to Tourism and Hospitality sector,
- Newly qualified graduates from a non-relevant field who wish to establish a career within the Tourism and Hospitality sector
- Professionals with experience in other industries who wish to make a career move

Knowledge & Skills

Upon successful completion of the MBA Tourism and Hospitality Management Course you will have developed the knowledge and skills to:

- Integrate all aspects of management in strategic decision making
- Manage and control different disciplines such as finance, marketing and human resource within a tourism and hospitality business
- Strategically integrate all areas of operations to achieve “service excellence”
- Be at the forefront of innovation and change by adapting and introducing international best practices
- Be able to work in different cultural contexts

Career Opportunities

An MBA in Tourism and Hospitality Management from the University of Wales will provide you with a wide range of international career choices in a financially rewarding industry.

It is possible to find rewarding career opportunities at senior managerial level within different types and classes of hotels, hotel complexes, and leisure centres. Other organisations within the leisure industry include, ski resorts, golf clubs, sports centres and safari parks, health & spa resorts, and cruise liners.

The possibility of a variety of managerial opportunities in other TTH sector related areas such as leisure and tourism, airlines, catering and Government departments (Tourism Promotion Boards).

Course content and assessment

The course contains nine modules in which there are seven compulsory modules, two optional modules and a project. The assessments are exam and coursework based. Students have to pass 9 modules plus the Dissertation to be awarded the MBA Marketing.

Course Duration and Structure

The course duration is 12 months of full-time study, which is divided into 4 terms with flexible start dates in January, April, July and October every year.

The year (12 months) is divided into 4 terms and students study 3 modules per term for the first 3 terms with the Dissertation in the final term.

Entry Requirements

Entry onto the MBA programmes is the standard University of Wales matriculation requirements, either an initial degree recognised by the University of Wales or with 2 years relevant experience in a management capacity.



NO	MODULE NAME	ASSESSMENT
1	Managing Finance	1 Exam
2	Managing Markets	1 Coursework
3	Managing Information	1 Coursework
4	Managing People	1 Exam
5	Managing Operations	1 Exam
6	Managing Strategy	1 Coursework
7	Research Methods	1 Coursework
8	Applied Strategic Hospitality Management	1 Coursework
9	Contemporary Issues in Hospitality Management	1 Exam
10	Dissertation	15,000 - 20,000

COURSE START DATE	COURSE END DATE	DURATION
July	July	12 months
October	October	12 months
January	January	12 months
April	April	12 months

TERM	DURATION	STUDY
1	3 months	3 modules
2	3 months	3 modules
3	3 months	3 modules
4	3 months	Dissertation
Total	12 months	9 modules plus Dissertation

MBA IN HEALTH CARE MANAGEMENT

Why choose this course?

The need for suitably qualified Leaders and Managers within the expanding Health Care Sector

Leaders and managers with the right knowledge and skills in health care management are highly sought after in the continuously expanding public, private and not-for-profit Health Care Sector. There is a global demand for graduates with skills in this specialist management sector in hospitals, private medical practices, nursing and care homes and pharmaceutical companies.

A highly recognised “MBA Health Care Management” qualification will prepare you for a successful career

It is essential to have a professional approach towards the management of a health care organisation with an appreciation of the specific needs and requirements of the industry. An MBA in Health Care Management will enable you to successfully lead Health Care Sector organisations.

The “MBA Health Care Management” qualification will enhance the career prospects of people from different backgrounds

- Medical Doctors who wish to advance to senior positions within Medical establishments or gain managerial knowledge and skills to manage their private practices
- Para Medical graduates and professionals including those from within the disciplines of Nursing and Pharmacology who wish to enhance their career prospects within the health care sector
- Graduates and professionals from other disciplines who wish to make a career move

Knowledge & Skills

Upon successful completion of the MBA Health Care Management Course you will have developed the knowledge and skills to:

- Integrate all aspects of management in strategic decision making
- Manage and control different disciplines such as finance, marketing and human resources within a health care organisation
- Manage relationships with employees and clients
- Manage processes and achieve the desired results within a health care organisation
- Continuously introduce and apply best practices from comparative health care systems at local and international level to improve the existing systems and processes of a health care organisation

Career Opportunities

It is possible to find rewarding career opportunities at senior managerial level within a wide range of institutions including hospitals, medical practices, medical consultancy, pharmaceutical institutions, care facilities, nursing homes, community centres, etc. These careers are stimulating, socially rewarding and well paid.

Course content and assessment

The course contains nine modules in which there are seven compulsory modules, two optional modules and a project. The assessments are exam and coursework based. Students have to pass 9 modules plus the Dissertation to be awarded the MBA Marketing.

Course Duration and Structure

The course duration is 12 months of full-time study, which is divided into 4 terms with flexible start dates in January, April, July and October every year.

The year (12 months) is divided into 4 terms and students study 3 modules per term for the first 3 terms with the Dissertation in the final term.

Entry Requirements

Entry on to the MBA programmes is the standard University of Wales matriculation requirements, either an initial degree recognised by the University of Wales or with 2 years relevant experience in a management capacity.



NO	MODULE NAME	ASSESSMENT
1	Managing Finance	1 Exam
2	Managing Markets	1 Coursework
3	Managing Information	1 Coursework
4	Managing People	1 Exam
5	Managing Operations	1 Exam
6	Managing Strategy	1 Coursework
7	Research Methods	1 Coursework
8	A Strategic Perspective of Health Care Management	1 Coursework
9	Comparative Study of Contemporary Issues in Health Care Management	1 Coursework
10	Dissertation	15,000 - 20,000

COURSE START DATE	COURSE END DATE	DURATION
July	July	12 months
October	October	12 months
January	January	12 months
April	April	12 months

TERM	DURATION	STUDY
1	3 months	3 modules
2	3 months	3 modules
3	3 months	3 modules
4	3 months	Dissertation
Total	12 months	9 modules plus Dissertation

MSc IN COMPUTING

Why choose this course?

This course is provided through a partnership between Kensington College of Business and the University of Wales.

KCB has developed as a centre in London delivering university degree courses that equip young people with commercial skills and qualifications for the job market – Business Studies, Marketing, Computing and Business Information Management.

About the course

This is a modular one-year full time course. The main emphasis is on the effective design, development and management of information systems. It is appropriate for students who have little or no previous experience of computing or information technology as well as for students who already have a background in computer science. One of its major strengths is the opportunity it provides for you to combine knowledge learned on the award with your previous knowledge and experience.

Our students come from a wide variety of backgrounds and from a number of disciplines. The programme will be of interest if you plan to move into the computing and information systems fields, or you have found that computing is playing an increasing role in your work environment.

Entry requirements

A good first degree from a recognised university is normally required. However, it is also possible to accept mature students who can show a suitable level of experience.

Course content

The award will provide up-to-date knowledge and understanding coupled with professional and technical skills that relate to the development, management and usage of information systems applications in a variety of organisations.

How will you study

Teaching is delivered in the form of lectures, tutorials and practical laboratory sessions. The average number of hours in lectures, tutorials and lab sessions is 15 hours per week (half of this time will be practical work). You will also need to spend time working independently on reading, working on coursework assignments and other computer-related activities. Some modules are assessed entirely through coursework and others involve coursework and an examination. The MSc project, which will take the form of a dissertation on a computing related topic, is an integral part of the course. This will provide an opportunity for students to demonstrate the application of their computing, award and research skills, and to apply their knowledge to a complex problem.

Career Opportunities

Possible careers include systems analyst, analyst programmer, database developer and systems administrator. Graduates from this award have a very strong record in gaining employment. You will be eligible for an extended Work Permit under the IGC Scheme.

Detailed Module Content

Software Development

This module enable students to use an OO programming language to develop object oriented applications and enable critical appraisal of the object-oriented approach to software development. Students will use the Java programming language to develop practical applications of object oriented methodologies and concepts such as abstraction, inheritance and polymorphism

IT Systems Development

This module aims to enable students to apply object oriented methodologies to the analysis and design of software applications. It aims to expose students to current and developing data models and database systems, to enable them to apply related concepts to conventional and advanced database systems applications.

It covers Object Oriented Analysis and Design, focusing on the UML methodology; Relational Database design and administration using Oracle RDBMS; Multi-tier database architecture and web site - database connectivity using Java.

IT Management

This module aims to explore critically the ways in which the strategic deployment Information Technology can enable and empower employees and organisations to improve their operations and practices. It also aims to develop an understanding of the importance of planning and management to the successful development and implementation of information systems. It will critically examine modern IT systems such as CSM, CRM and ECommerce.

Networks and the Internet

This module aims to provide a comprehensive introduction to the Seven Layer OSI Network Architecture model and to explore its application to Internet systems. It will include network theory (the Seven and Five Layer Models), design and how Internet protocols such as TCP/IP and HTTP fit into these models. The module will include the construction and maintenance of an Ethernet network.

Project Management

This module aims to enable students to use and critically evaluate project management techniques and tools; such as Network Analysis, CPA and Gantt Charts. Students will develop an understanding of the broader context of IT project management and demonstrate their understanding of both theoretical models of IT project management and practical approaches to the subject.

Research Methodology

The module will prepare and equip students with the knowledge, presentation skills and critical faculties necessary for dissertation / project and provide the necessary underpinning skills to ensure that competent work and standards are achieved and maintained throughout the programme of study. This will encompass the development of professional level information handling and analysis skills and will provide a broad introduction to the purpose and methods of carrying out various types of academically based research; and also providing an introduction to ethical issues

MSc Project

This aims to provide the opportunity for students to demonstrate the application of their computing, award and research skills, and to apply their knowledge to a complex problem. The project will be assessed by a written report and a combined presentation and oral examination. In general, a successful MSc project should be within context of the particular MSc award for which a student is enrolled. and should show a mastery of a topic area requiring the integration of the award within an application area.

NO	MODULE NAME	ASSESSMENT
1	Software Development	1 Exam
2	IT Management	1 Coursework
3	IT Systems Development	1 Coursework
4	Networks and the Internet	1 Exam
5	Project Management	1 Exam
6	Research Methodology	1 Exam
7	MSc Project	15,000 - 20,000

COURSE START DATE	COURSE END DATE	DURATION
July	July	12 months
October	October	12 months
January	January	12 months
April	April	12 months

TERM	DURATION	STUDY
1	3 months	3 modules
2	3 months	3 modules
3	3 months	3 modules
4	3 months	Dissertation
Total	12 months	9 modules plus Dissertation

Registration

College Application Procedure

When you have decided to join the course, complete the College application form and return it together with:

- photocopies of your qualifications, cv and references
- 2 passport sized photographs

If you are applying for the first time, please complete and return the application form to the College Registrar. (Students applying for UK Govt. Student Loans or Grants must indicate this in their application form). We will then send you an appropriate offer.

Having considered this, you should send in your acceptance, together with the deposit. We will send you a registration letter indicating the next two start dates of your course. You may choose to start on either date. You will also receive an acknowledgement of the arranging of your accommodation if you have completed the Accommodation Application form and paid the appropriate deposit.

Those of you who are already studying for a professional qualification here need only to complete the application form quoting your registration number with your professional body. Return the complete form together with the appropriate deposit. We will then immediately send you a registration letter.

For an overseas student to study in the UK, it is necessary to obtain a student visa from the British High Commission.

Visa Application Procedure

To apply for this visa, students will need:

- 1.** A College Registration Letter to show they have been accepted on a course and have either paid a deposit or full fees. It is better for the student to pay the whole fee or a large proportion in advance, if possible, as this will provide evidence that the student is committed and able to study the course.
- 2.** Evidence of a Financial Status sufficient to enable the student to pay both the tuition fees and living expenses for the period of stay in the UK. The UK Government is concerned that students will be unable to support themselves and might have to rely on public funds or work illegally. The evidence required will depend on whether the student is sponsored by the Government or a firm or whether they are self or parent sponsored; ie, bank statements, letters, etc.
- 3.** To attend an interview at the High Commission where the Government wants to establish whether the application is by a serious student who wants only to study whilst in the UK and then return home. Therefore the student will have to know all about the course and how it will benefit his/her career.

Terms and Conditions

1. Students are required to attend all lectures, classes and test/exams and to submit written work as required by lecturers and tutors.
2. The Director reserves the right to expel a student if he/she does not fulfil the above requirements, or for behaviour disruptive to the general conduct of the college.
3. When enrolling, each student will be required to produce evidence of previous relevant examination performance and/or work experience. The Academic Board reserves the right to refuse admission to students who do not provide such evidence.
4. Normally, all fees are payable in advance *Attendance at classes can only be allowed when the fee has been paid, or an application has been made to pay by installments or for its remission. *Students whose fees are to be paid by the Local Education Authority, employer or other body direct to the College must produce written evidence of this at enrolment (or earlier).
5. In the event of an LEA, employer, or other body not paying such fees, the student will remain personally liable for them. Students whose fees remain unpaid may be denied access to the College facilities, and the College reserves the right to withhold examination results, until payment is made.
6. Fees are strictly non-refundable except where notification is received from the UK authorities that the student has been refused entry into this country. In this case, all fees paid that are less than £100 are refundable.
7. The college reserves the right not to commence any classes set out in the prospectus and to close, alter or combine classes which have commenced. In that event it further reserves the right to decide whether the whole fee, or any portion of it, shall be returned to the student.
8. This leaflet is correct at time of printing but is subject to alteration.

Industry Links

All of the organisations listed below have employed or are employing former KCB students.

- Bank Of England
- Bat Industries
- British Airports Authority
- Bristol & West Building Society
- British Aerospace
- British Gas
- British Telecom
- British Steel
- Bupa
- Capita
- Chartered Institute Of Marketing
- Citibank
- Committee Of University Vice-Chancellors
- Computershare
- Coopers & Lybrand Deloittes
- Corporation Of Lloyds
- County Natwest
- Crown Prosecution Service
- Department Of Environment
- Department Of Health
- Diageo
- Dresdner Kleinwort Benson
- Fimbra
- Department Of Social Security
- Ernst & Whinney
- Goldman Sachs Int.
- Halifax Building Society
- Harvey Nichols
- Higgs & Hill
- Home Office
- Hoskyns Group Plc
- Imperial College
- Imperial Chemical Industries (Ici)
- Institute Of Chartered Accountants
- 59 Kcb Prospectus Industrial Links
- Industry Links
- All Of The Organisations Listed Below Have Employed Or Are Employing Former Kcb Students.
- International Stock Exchange
- J Sainsbury Plc
- Jersey States Personnel Department
- Jordans
- Kpmg Peat Marwick
- Liffe
- Lloyds Bank Registrars
- London Borough Councils (Various)
- London Electricity
- London School Of Economics
- London Underground
- Ministry Of Defence
- Morgan Stanley
- National Rivers Authority
- Nottingham City Council
- Oxfordshire Council
- Price Waterhouse
- Rank Organisation Plc
- Royal Bank Of Scotland
- Save & Prosper
- Smith New Court Plc
- Storehouse Group
- Taylor Woodrow
- Texaco Ltd
- Thames Water Plc
- Touche Ross
- Trafalgar House
- University Of East London
- Wellcome Foundation
- Wessex Health Authority
- Whitbread Plc.



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