

U CAN BE



Undergraduate
Prospectus
2019



UCB
University College Birmingham

ACCREDITED BY THE UNIVERSITY OF BIRMINGHAM



Enquiries

Course Enquiries

For initial enquiries about any of our courses, please contact our Marketing Department:

Tel: 0121 232 4300

Email: marketing@ucb.ac.uk

To register to attend an open day, please go to:
www.ucb.ac.uk/he-opensdays

Admissions Enquiries

UK and EU Students

If you have a query regarding your application, please contact our Admissions Department:

Tel: 0121 604 1040

Email: admissions@ucb.ac.uk

International Student Enquiries

For initial enquiries or further advice, please contact our International Student Centre:

Tel: 0121 232 2264

Email: international@ucb.ac.uk

We Want to Meet U

Open Days for Entry in 2018

Open days are the ideal opportunity to get a taste of university life before you apply through UCAS or direct to UCB. You can see our unique facilities, judge how we differ from larger universities and see that everything from student accommodation to shops and a vibrant nightlife is right on your doorstep at University College Birmingham.

Our open days run from 11am – 3pm

**Saturday
24 March 2018**

**Saturday
8 December 2018**

**Saturday
30 June 2018**

**Saturday
23 March 2019**

**Saturday
6 October 2018**

To register to attend an open day, please go to www.ucb.ac.uk/he-opendays

If you have any queries, please contact the Marketing Department:

Tel: 0121 232 4300

Email: marketing@ucb.ac.uk

Applying to UCB

Detailed information about when and how to apply for a place at UCB can be found on page 68 of this prospectus. However, please note that due to the specialist nature of our courses, we will consider applications up to 30 June 2019 if we have vacancies. For more information, please contact the Admissions Department:

Tel: 0121 604 1040

Email: admissions@ucb.ac.uk



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Welcome to UCB

“ Buzzing, open-minded and progressive, Birmingham has it all as a place to study and we are delighted you are considering University College Birmingham for your degree.

Based right in the heart of the UK's second biggest city, UCB is a welcoming, international institution with fantastic links to industry, while our student intake reflects the diverse, multi-cultural make-up of the UK's second largest city - home to just over a million people and 187 different nationalities.

We completely understand the importance of choosing the right degree at the right university. After all, it's a life-changing decision that will shape your future career and wider life choices.

A degree also represents a significant financial investment and, in addition to Birmingham being one of the top 10 most cost-effective cities to study in the UK, UCB's tuition fees are among the most cost-effective in the sector. We also offer an exceptional range of fee waivers and scholarships to prospective students.

So, why should you study at UCB? There are many compelling reasons.

Our specialist courses prepare graduates for a broad range of employment opportunities and we have long-term relationships with industry partners. We enjoy a deserved reputation for our outstanding teaching and training facilities - and the support we offer all our students is a priority.

UCB is proud to be accredited by the University of Birmingham. It means that, alongside our own degrees, many of our

foundation, BA and BSc courses lead to degrees of the University of Birmingham, one of the world's top-ranked institutions. We've also formed a ground-breaking partnership with the university to widen educational opportunities for young people, irrespective of background.

We remain committed to improving the student experience. The latest phase in our £100 million investment programme is our new, £42 million Moss House, providing superlative learning facilities in a modern teaching environment where students can flourish and achieve their goals.

Birmingham is an exciting and fun place to live, work and study and only a major destination such as Birmingham could offer such a wide array of social, sporting and cultural activities. Whatever your interests, there is bound to be something for you.

Our students and staff are UCB's greatest ambassadors and we would encourage you to come along and meet them at one of our popular open days. You will get a great insight into the University's unique character, our facilities and our courses. Once you have done that, we know you will want to come and join us.

We look forward to welcoming you to University College Birmingham.

Professor Ray Linforth
Vice-Chancellor & Principal



Your Future
Starts Here



University College Birmingham

Accredited by the University of Birmingham

UCB is in the heart of Birmingham, a city with one of the youngest, most diverse populations in Europe – not to mention more than 65,000 students. It's a combination that creates a vibrant atmosphere, with plenty of nightlife, cultural attractions and excitement.

All this activity is minutes away from our halls of residence in the city centre. Teaching benefits from our central location too: we're based in the conference and hotel quarter, which means opportunities for practical experience are on our doorstep.

Successful specialist courses depend on the best equipment and teaching facilities. We're investing heavily in the right resources as McIntyre House, a centre for undergraduate and postgraduate studies, opened in 2014 and a further campus is planned for completion during the 2019/20 academic year.

Our approachable staff work with smaller-than-average class sizes to enhance the individual teaching experience. In addition to well-equipped classrooms, we have a comprehensively stocked, specialist library where students benefit from the latest e-learning resources.



UNIVERSITY OF
BIRMINGHAM



UCB
University College Birmingham

In partnership – taking potential to new heights

A Great Place to Work and Study

There is nowhere quite like University College Birmingham. Not only are we Europe's leading specialist in management courses for the culinary arts, hospitality and tourism management, we are also situated in the heart of one of Britain's most vibrant cities. Our students enjoy the best of both worlds, academic and cultural.

Our vocational degree courses, experienced tutors and strong links with business give students the skills they need to tackle a career in a range of rapidly expanding industries. As well as excellent tuition, we pride ourselves on being a friendly place to study. As specialists, we are not a huge university and our facilities are spread over three sites and within a few minutes' walk of each building.

Students are never just a number at UCB. Our doors are always open to help and support you throughout your studies. In short, as a learning and life experience, UCB is hard to match.

Education with First-Class Rewards

- The quality of our undergraduate and postgraduate courses, both full-time and part-time, is further underlined by accreditation from the University of Birmingham
- In 2012, UCB was awarded full university status by the Privy Council of the United Kingdom in recognition of our expertise and excellence
- In 2017, UCB was awarded silver in the new Teaching Excellence Framework (TEF)



Courses that Lead to Real Jobs

We offer undergraduate courses in:

- Aesthetic Beauty Practitioner
- Aviation & Airport Management
- Applied Food & Nutrition
- Bakery
- Business Enterprise
- Childhood & Education
- Culinary Arts/Techniques
- Digital Marketing
- Events Management
- Food Development & Innovation
- Health & Social Care
- Hospitality
- Marketing Management
- Professional Cookery
- Specialist Hair & Media Make-up
- Sport
- Sports Therapy/Massage
- Strength, Conditioning & Sports Nutrition
- Tourism
- Youth & Community



Our Success and Expertise

We constantly strive to improve our credentials and experience by being accredited to industry bodies and participating in external assessment schemes. We are recognised by government and employer bodies as a centre of vocational excellence.

- An Accredited Institution of the University of Birmingham
- Affiliated with the Chartered Institute of Marketing (CIM) and the Chartered Management Institute (CMI)
- Beacon College status awarded by the Government
- Consistently awarded the Hospitality Assured Mark by the Institute of Hospitality
- First HE institution to gain recognition from the Tourism Management Institute (TMI) for our foundation degrees
- Centre of Excellence recognition from the Institute of Travel & Tourism (ITT)
- Centre of Excellence - Gold Star recognition from the Hospitality Guild AA College Rosette 2013/14, awarded by the Hospitality Guild for our training restaurants
- Accredited by the Institute of Hospitality
- Member of The National Skills Academy for Baking and Confectionery
- The Skills for Health Quality Mark awarded in recognition of our high standard of training
- Accredited by the Society of Sports Therapists (Sports Therapy course)
- The Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) provides student affiliated membership for Sports Management students



U and Your University

University College Birmingham has three sites – **Summer Row**, **McIntyre House** and **Richmond House** – which are within a short walking distance of each other in the heart of the city. UCB’s Phase 2 development – **Moss House** – will see a further £42m invested in student facilities.

Summer Row

Summer Row is the hub of campus life at University College Birmingham. The majority of undergraduate courses are taught here and at McIntyre House in nearby Holland Street.

Summer Row is conveniently located by the bustling Colmore Business District, which is abuzz with top restaurants, trendy bars and cool cafés. Cambrian Hall, one of the University’s two main accommodation sites, is just 150 metres away. Summer Row is home to several facilities including:

- A specialist library (there is a second library at Richmond House)
- Resource Centre
- Modern Language Centre
- Guild of Students
- Centre for Academic Skills and English (CASE)
- hired@UCB: careers, placements and employability service
- Training restaurants, kitchens and commercial bakeries
- Make-up studios
- Special effects/prosthetics studios

A remodelling of the 4th floor has seen the launch of the University’s new Food Science and Innovation Suite with sector-leading facilities for the delivery of new courses.

There are two new state-of-the-art kitchens, called Innovate It and Create It, and two dedicated food science laboratories, Analyse It and Evaluate It.

The kitchens and labs are complemented by a sensory suite for food testing, a videography and photography suite and a pilot plant room to study industrial processes.

Summer Row has a rooftop café serving a daily-changing menu of hot meals, sandwiches, cakes, teas and coffee. A large café, featuring a varied food offering including a salad bar, is based on the 5th floor. The popular Cakes and Bakes shop, selling delicious bakery products made by our students, is on the ground floor.

UCB excels at courses in culinary arts, food and beverage service, bakery and patisserie and the University’s award-winning training restaurants, the Atrium and the Brasserie, are at Summer Row. The restaurants, open to students and the public, offer fine dining and casual British and European cuisine and provide the backdrop for special theme evenings arranged by undergraduate students.





McIntyre House

McIntyre House is the University's purpose-built centre for undergraduate and postgraduate study, opened in 2014.

The four-storey building's stunning design is underpinned by the latest technology, a high-specification fit out, impressive functionality and cutting-edge environmental features.

McIntyre House, in Holland Street, has two 126-seat lecture theatres and a 250-seat flagship lecture theatre – the University's biggest – in addition to seminar rooms, comfortable tutorial studies and private meeting rooms. There are also break-out spaces on all floors for informal discussions or a quick catch-up with colleagues and lecturers.

ThinkSpace, on the ground floor, has glazed study pods for group work, such as presentation preparation and project planning. In total, there are more than 120 PCs available for students to use in modern, comfortable surroundings throughout the building.

The ground floor also has EatSpace, McIntyre House's café, which serves breakfasts, lunches, snacks and drinks and has a Starbucks concession. EatSpace adjoins a landscaped courtyard in the heart of the city's famous Jewellery Quarter.

An open-air ambiance is mirrored on the top floor where there is a terrace – with seating, planting and a water feature – offering panoramic views across the city centre. The Summer Row site – and the Library of Birmingham – are clearly visible from the roof terrace.



McIntyre House represents an investment of £26m

Richmond House

Richmond House is the University's main site for further education, and some undergraduate courses use the practical training facilities based here, including Sport, Health and Social Care, Specialist Hair and Media Make-up, and Aesthetic Beauty Practitioner.

It is also where you will find the gym, which has a wide range of cardiovascular equipment, resistance machines and free weights and qualified instructors who can advise on training courses. Gym membership includes access to the sauna, steam room and jacuzzi in the Spa, which is also based at Richmond House.

The Spa has hairdressing studios and beauty therapy salons offering a range of treatments and services at reduced prices. Additionally, there are specialist hair and media make-up studios at Richmond House.

There is a Sports Injury Clinic, where the University's Sports Therapy students offer a variety of services to professional athletes, students and members of the public. Students are trained to assess and treat patients with musculoskeletal injuries and deliver services such as massage and rehabilitation courses.

UCB's Sports Therapy students also offer sports therapy and strength and conditioning support to Guild of Students sports teams. Richmond House, in Newhall Street, has its own café, library and resource centre.

The University's new Health Hub is a purpose-built facility also situated at Richmond House. It allows students to experience the full range of settings they are likely to encounter in practice. In addition to high specification resources, the hub includes:

- A three-bedded ward area – allowing students to interact with simulation manikins in a virtual ward setting designed for adults and children
- A clinical treatment area – a realistic environment to learn clinical skills such as patient assessment, administration of medication and wound care
- A typical home area – allowing students to consider the challenges of delivering health and social care in the community
- A 24-seat teaching area – for group work and debriefing, linked to activities in the virtual learning environment

Each area also features camera recording equipment to allow students to view clinical skills demonstrations and practice in the teaching area.

Moss House

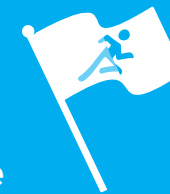
In 2019/20, three campuses will become four with the opening of our new, £42 million Moss House building in Birmingham's historic Jewellery Quarter, a short walk from our other campuses.



Moss House represents an investment of £42m



Flagship facilities for sport including a high performance & conditioning suite



Grand Opening 2019/20





Design Features

- Internal spaces with a fresh, industrial feel – exposed concrete columns, metal and glass
- Atrium flooded with natural light built around a central feature staircase
- Classic red brick with terracotta finishes to window sills and headers
- Larger windows at lower levels replaced by refined, thinner windows on upper level – reflecting the conservation area’s visual hierarchy

As the next phase of a £100 million capital expansion, show-stopping features within the four-storey higher education site in Holland Street (opposite McIntyre House) will include a high performance and conditioning suite for sports studies undergraduates, complete with a training laboratory.

Overlooking the courtyard, there will be 35-metre indoor running track for speed and strength work, forming a central part of UCB’s flagship sports teaching facilities, as well as a new gym.

There will be a large, relaxing ‘living room’ featuring not only a coffee shop, but a US-style diner with a centrepiece pizza oven that overlooks the courtyard and provides outdoor seating.

There will also be a modern exhibition space for student shows and curated work, as well as displays staged by local artists and craft workers. Plans at this stage also include a health facility and accommodation for the Guild of Students.

With a central atrium flooded with natural light with a central, wooden feature staircase with break-out seating, there will be 17 classrooms across two floors, for up to 50 students each, and three 100-seat lecture theatres.

There are also lots of break-out spaces and semi-formal meeting areas, where students and staff can discuss assignments and projects. Both floors also have offices for private meetings.

The new building will also house hired@UCB, UCB’s careers, placements and employability service, as well as UCB’s apprenticeships team.

Named in honour of Nigel Moss, Chancellor of the University Corporation, the higher education site will have 85,000 sq ft of new teaching space and a multi-storey car park for staff to park on campus, creating a design that celebrates the architectural heritage of the conservation area.



The next phase of our £100m capital investment – Moss House



Hands-on Experience

Training Restaurants

Students gain hands-on industry experience preparing and serving everything from fast food to silver service in our restaurants that enjoy a great reputation with the public and professionals alike.

Salons, Spa, Sports Injury Clinic and Gym

Our spa boasts hairdressing studios, beauty therapy salons, specialist hair and media make-up studio, sports therapy clinics, a spa pool, steam room, sauna, plus a multi-gym and fitness assessment suite.

Residential Visits and EU Exchange

We arrange and fund many of the overseas residential elements included in our tourism, events management, sport and business courses.

Previous students have:

- Attended residential visits in Prague, Seville and Krakow
- Completed Erasmus+ exchange courses with, the European University of Madrid (Spain), Troyes University of Technology (France), the University of Las Palmas (Canary Islands), Kalmar University (Sweden) and Stenden University of Applied Sciences (The Netherlands)
- Undertaken an international exchange programme with San Diego State University (USA) and Mahidol University (Thailand). In addition, the University has excellent working relationships with a range of employers, both in the UK and beyond.

Work Placement Experience

We are strong believers that there is no substitute for industry experience and that is why so many of our courses have work placements (compulsory or optional) built into the curriculum. Unlike many universities, we have a specialised team of employability tutors who will provide you with the necessary skills and guidance to source a work placement.

Doing the work experience abroad exceeded my expectations and I'm so glad I had the opportunity to do it. I learned so much and I keep learning.

Georgian Amititeloia

BA (Hons) Hospitality and Tourism Management (work placement in USA)



Excellent work placements in the UK and overseas



Birmingham

U are at the Heart

A room in one of our halls of residence puts the best of both worlds on your doorstep. You'll enjoy being part of a small, friendly campus with plenty of practical stuff nearby, including supermarkets, banks, cafés and an excellent choice of student budget restaurants.

At the same time, you will benefit from being part of a 65,000-strong student population living life to the full in the city. With thousands of students to entertain, Birmingham really puts on a show, from music to shopping, theatre to food and comedy to sport.

Explore the City

Many students who come to our open days take the opportunity to explore Birmingham while they're here. For those that invest the time to look around, our location and the vibrant atmosphere often clinch the deal. Your studies inevitably come first, but hard work deserves rewards and there are plenty of those in the UK's second city. Alongside Birmingham's picturesque canals, waterside attractions, outstanding museums and galleries is an explosion of gastronomic restaurants, secret cocktail bars and craft breweries. 'Brum', as it's dubbed by locals, is buzzing.

Bargains to Designer Labels

Whether you're being careful with your budget or splashing out for a big event, Birmingham has a spectacular range of shops. Swanky designer brands can be found at Selfridges, The Mailbox, the Bullring and Grand Central – the £600m shopping centre which houses one of the biggest John Lewis stores in the UK. If vintage or bargain-hunting is your thing, you won't be disappointed with a visit to Digbeth's quirky clothes stores or the Indoor Rag Market.

This eclectic city is truly inspiring.

TripAdvisor (2017)



The Music Scene

There's no better place to build the soundtrack to your student years. Birmingham boasts major music venues showcasing international headliners, including performances from:

- Adele
- Ellie Goulding
- Ed Sheeran
- Lady Gaga
- Sam Smith
- Beyoncé
- Arctic Monkeys
- Stereophonics

The concert venues, parks, pubs and clubs of Birmingham offer an amazing and diverse range of live music.

One of the best things about Birmingham is its festivals programme. Taking place everywhere from Digbeth arches to world-class concert halls, you'll find a fantastic, colourful calendar of activity covering every artform imaginable - music, dance, film, new media, visual art, theatre, comedy and literature.

Want edgy club culture? It's out there. Want to dance around handbags with the girls? That lives on too. Both funky

and fun thrive together in this melting pot of beat-driven nightlife. From old school hip hop to nu jazz, head-banging rock to Cuban funk; all musical tastes are catered for in Birmingham.

Laughter (& tears) on a Stage Near U

When you're working hard, it pays to relax and have fun. Birmingham boasts three major comedy clubs, numerous art-house venues featuring cutting-edge productions and a host of pub nights. Grander shows are always on at Birmingham's Hippodrome - the UK's busiest theatre - while the Genting Arena plays host to comedy greats such as John Bishop and Flight of the Conchords.

Eating Out

With such a large student population to cater for, Birmingham is jam-packed with great places to eat and drink, from trendy street food markets and party nights to funky cafés and fine dining restaurants for special occasions. In fact, the Birmingham area has more Michelin star restaurants than any other city in England outside London.

The variety is staggering: Thai to pizza, Chinese to burger bars - or try German

at the Frankfurt Christmas market. You can even test your resilience at the annual Birmingham Chilli Festival. But, the highlight of most students' culinary experience has to be a meal in the city's legendary Balti Triangle, the epicentre of the curry capital of the UK.

Thirsty? Bars abound, with student nights constantly on offer from Broad Street to Brindleyplace and your own discoveries in between.

Plenty to Do in the Day, too

Not everything happens at night. The city is reputedly criss-crossed with more canals than Venice. A walk or cycle is a really pleasant way to unwind or to learn more about Britain's industrial past.

Selected as a designated City of Sport, Birmingham has Test cricket at Edgbaston, and top level football at Villa Park, The Hawthorns and St Andrews. The city hosts many major sporting events like the Rugby World Cup, the Davis Cup, International Athletics, World Judo and this year, it won the right to host the prestigious British Junior squash tournament until 2020. Could you make your mark?

[Birmingham] Full of energy and lively people

Dame Julie Walters



Brum by Numbers:



UCB: At the Heart of the UK

Birmingham isn't just a fantastic city - it's a fantastic city in a fantastic location.

With the highest rate of business growth nationally, Birmingham is a major business centre, right in the centre of the UK, and is incredibly well connected. Nowhere is too far away. The bright lights of Birmingham will keep you busy enough, but if you want to get out and about at the weekend or on holidays, then you couldn't be better placed.

Walking Distances

UCB is a short walk from a whole host of transport connections:

- New Street Station: 10 mins
- Flights Coach Stop: 10 mins
- Snow Hill Station: 6 mins
- Digbeth Coach Station: 20 mins

Flying to Birmingham

Birmingham airport, just nine miles from the main campus, is the third largest airport outside London in the UK.

Just tell us when you are due to arrive and we will arrange transfers to your accommodation. It is as simple as that.
Email: international@ucb.ac.uk

Location. Location. Location.

Shakespeare's birthplace, Stratford-upon-Avon, is a short journey away. You can experience the Bard's dramatic legacy in action at the Royal Shakespeare Theatre and explore the town he grew up in.

London is less than an hour-and-a-half away, but this is set to be cut to just 49 minutes when the proposed high-speed train line, HS2, opens in less than a decade. There are regular coach and train schedules across the UK - and with a bit of planning and student concessions, the tickets needn't cost too much.



Key

- | | | |
|-----------------------------------|-------------------------|------------------------------|
| 1 Barclaycard Arena | 9 New Street Station | 17 UCB |
| 2 Birmingham Rep | 10 Odeon Cinema | 18 Richmond House |
| 3 Brindleyplace | 11 Snow Hill Station | 19 The Maltings |
| 4 Broad Street | 12 St Philips Cathedral | 20 Cambrian Hall |
| 5 Bullring Shopping Centre | 13 Summer Row | 21 Moor Street Station |
| 6 Library of Birmingham | 14 Town Hall | 22 Digbeth Coach Station |
| 7 International Convention Centre | 15 Victoria Square | 23 Bath Row Medical Practice |
| 8 The Mailbox | 16 McIntyre House | |



Choosing Your Accommodation

U are Home

Knowing you have a comfortable place to live makes moving away from home and to a big city that little bit easier. We provide a comprehensive accommodation service, covering both University-owned and managed halls of residence and private accommodation within the city.

UCB has a dedicated service to help you find the accommodation you need, and we are open throughout the year, including the summer vacation. Student Services is available to all students enrolled at the University. You can use the service on a drop-in basis, or telephone or email us for advice and information about any housing-related issue. Our aim is to provide you with a high-quality, safe, affordable and happy environment for both your academic and social life.

For added peace of mind, our halls of residence are gated, secure sites overseen by full-time and part-time Hall Managers, who are responsible for your welfare and security, as well as offering advice. These are supported by night-time security and a comprehensive CCTV system.

Halls of Residence

We have different options to suit a range of tastes and budgets. More than 1,000 students can be accommodated in halls of residence within easy reach of shops, pubs, restaurants and rail and coach stations. Accommodation can be offered to all years and courses of study.

The main contract is 42 weeks, running from September to June. We also offer contracts to students studying on Erasmus+ courses and Study Abroad courses, along with those students undertaking a period of placement.

As a mature student, choosing to live at The Maltings certainly made the transition of returning to education after a long absence so much easier and enabled me to integrate and mix with students on different courses. I made some incredible friends and felt safe and secure at all times.

Abigail Reeve

BSc (Hons) Food Development and Innovation





The Maltings

The Maltings is popular with students coming to UCB for the first time and is conveniently located only 15 minutes' walk from the main campus, right in the heart of Birmingham's city centre.

There are 827 study bedrooms, including 809 en-suite rooms, of which five are twins and 18 rooms that have shared bathrooms. All rooms are fully furnished and have television points and free Wi-Fi.

Each study bedroom has a fitted wardrobe, desk, chair, shelves, notice boards and bed. En-suite rooms have a toilet, hand basin and shower. The rooms are self-catering,

so you will have to provide your own cooking utensils and bedding.

The majority of flats are mixed sex, typically housing between six and nine residents. Each flat has its own fully-fitted kitchen and dining areas with a fridge-freezer, electric cooker, iron, kettle and microwave.

A commercial laundry service is also available with washing and drying machines. The Maltings is situated in a prime location within easy reach of shops, pubs, restaurants and rail and coach stations. The site has landscaped gardens and facilities include a sports hall, fitness suite, a convenience store, Joshua's, and also the new Guild Space (see page 35).

Some ground floor rooms have been designed to accommodate students with special requirements, including accommodation for carers.

Weekly rent (2018/19):

£107 standard
£117 en-suite
£169 twin

All prices include heating, lighting, Wi-Fi and contents insurance

Cambrian Hall

Cambrian Hall is ideally located only 150 yards from the main University site and a couple of minutes' walk from Birmingham's city centre.

With an excellent location and keen pricing, Cambrian Hall is a very attractive option for many UCB students.

Cambrian Hall is a purpose-built hall of residence with 247 student places. All rooms are fully furnished with a wardrobe, desk, chair, shelves, notice board and bed and have television points and free Wi-Fi.

Bathroom facilities are shared between two students and comprise a toilet, hand basin and shower. Each flat contains a well-equipped kitchen and dining room.

The rooms are self-catering, so you will need to provide your own cooking utensils and bedding. The majority of flats are mixed sex, typically for 10 residents. Each flat has its own fully-fitted kitchen and dining area with a fridge-freezer, electric cooker, iron, kettle and microwave.

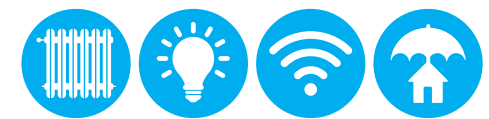
A commercial laundry service is also available with washing and drying machines.



Cambrian Hall is situated in a prime location within easy reach of shops, pubs, restaurants and rail and coach stations.

Weekly rent (2018/19):

£98



All prices include **heating, lighting, Wi-Fi and contents insurance**





Key Places

- 1 UCB Campus – Summer Row
- 2 Cambrian Hall
- 3 The Maltings and Sports Hall
- 4 McIntyre House
- 5 Richmond House



Private Accommodation

Birmingham has a good choice of affordable private sector accommodation. If you're looking for a flat or a shared house, we suggest you visit Birmingham during the summer to find the best place.

Privately rented accommodation costs around £50 – £80 per week, excluding bills.

More information about private providers can be found on the UCB Guild of Students website at www.ucbguild.org.uk

Living at The Maltings is great due to a combination of things – the prime city centre location, its affordable price, the high-level of security making you feel safe and the facilities give it a real sense of community.

Samantha Howard

BA (Hons) Marketing with Events Management

Applying for Accommodation

To apply for accommodation, please visit: students.ucb.ac.uk/accommodation

The application process begins in March 2019. Applications received before this date may not be accepted. Please complete all sections of the application form in full. Acknowledgment of applications will be sent via email and any specific requests must be listed under 'special requirements'.

Please note that the majority of first-year students will receive their unconditional offer in July/August, so don't worry if you don't hear from us until then.

If you require further information, please contact our Accommodation Department on:

Tel: 0121 232 4131

Email: accommodation@ucb.ac.uk

f: @ucbaccommodation

Guild of Students

Message from the Guild President

Getting involved with the Guild of Students at UCB will improve your overall student experience and enrich your professional life in the future.

Whether you choose to join a society, play for our sport teams, become a course representative or attend our events, we hope that we are able to help you make the most of your time at UCB.

The Guild of Students exists to provide support, representation, services, entertainment, events and activities. We hope that with our help, you take advantage of as many opportunities as possible.

Joining a sports team or Guild society is a fantastic way to meet lots of new people and have fun. Extra-curricular activities add another dimension to your CV and demonstrate that you have a well-rounded outlook on life. We also have a diverse range of thriving activities that are well supported by students. This includes Freshers' Week and daytime Welcome Activities to help

you settle into life at UCB. Remember: don't be shy, make sure you get involved in all aspects of university life and I guarantee you will not be disappointed.

For further information before enrolment, come and see us at open days and applicant days.

We are always looking for new ideas to engage students and enrich their experience, so if we don't offer an activity that interests you, no problem.

We have an open door policy, so you can pop along to the Guild Office or email guildinfo@ucb.ac.uk and we can assist you in setting up and running a new society or sports team.

You can also visit us at www.ucbguild.org.uk to find out more about what we are up to.



Your Guild Working for You

The Guild offers a number of services to students at UCB. The most important element is the representation of the student body. This can be for general issues that affect the student population as a whole or specific issues relating to housing, money and even relationships.

The Guild works closely with other departments at UCB, particularly Student Services, to ensure every student receives the help they require. For example, the Guild organises an annual housing fayre, works closely with a number of charities and co-ordinates the Course Representation Scheme to ensure your views and feedback is heard. We regularly update our website and social media with our latest projects and plans – have a look to see how you can get involved.

Sports and Societies:

- Basketball
- Boxing
- Cheerleading
- Cricket
- Football
- Hockey
- Ju-jitsu
- Netball
- Rugby
- Volleyball
- Art
- Christian (multi-faith)
- International
- Pole Fitness
- Positive Minds
- Yoga
- Zumba

Guild Space

Our new, multi-purpose community hub at The Maltings halls of residence is a relaxed and adaptable area with a host of specialised work and dining spaces. It also has a 'beanbag' cinema area for downtime off campus and a dance studio for sports clubs and societies, readily equipped for Zumba, Pole Fitness, yoga classes and much more.



[f: @UCBStudentGuild](https://www.facebook.com/UCBStudentGuild) [t: @ucbguild](https://twitter.com/ucbguild)

Creating a Great Environment for U to Work in

Learning Spaces and Services to Suit Your Needs

You can always find a space that suits you at UCB. In McIntyre House, you can work quietly on a PC or choose an area designed to promote group collaboration, including study pods where you can view your presentation on screen and practise your delivery. Summer Row has PCs in the ground floor Resource Centre, as well as the 9th floor Research Centre.

ThinkSpace on the 6th floor of Summer Row is a perfect place to meet and discuss group projects – and mind-map your ideas on the glass wipe boards.

The Library Service

Whilst there is an extensive stock of books and journals at our two libraries in Summer Row and Richmond House, there is much more to our libraries than reference books. We have an extensive range of e-resources accessible 24/7. On the 5th floor at Summer Row, there is space for silent study and a laptop loan service. Your best resource is the staff who offer support with your research inquiries, including dedicated subject librarians.

Library Services can:

- Provide expert staff to assist with using and finding information – and using resources
- Show you how to evaluate quality information for your assignments
- Help you access your module delivery reading scheme, which shows you all you need to know about your module, assignments and core reading
- Provide study spaces and PCs to suit your needs
- Offer outstanding Support

[There is] evidence of an investment in high quality physical and digital resources, which are used by students to enhance their learning...

Teaching Excellence Framework report 2017





Digital Library

Google has its limitations and you will improve your chances of achieving a better grade if you read reliable, academic information. The library has an immense print and online collection including books, e-books, electronic journals, newspapers, multimedia and a range of e-resources such as marketing reports. All online resources are available, 24/7, on and off campus.

Assignment Assistance

Specialist subject librarians provide comprehensive support for researching assignments. They deliver sessions in class and tutorials, providing invaluable advice on finding information and helping you develop information searching skills. These skills will be vital during your studies – and when you are searching for jobs.

The Library Space

The library is a quiet study area where you can concentrate on research and assignment work using individual study spaces close to the book collections. The library is Wi-Fi enabled so you can work on your own laptop or mobile device and recharge it, or use the laptop loan service (at the Summer Row library). You will be introduced to the library service during your induction and can arrange a library orientation tour at any time.

Resource Centre

The Resource Centre has 130 PCs with up-to-date software and internet access. The centre acts as a focal point for the University's centralised assignment handing and collection service. It also provides facilities for binding dissertations, sells stationery and offers IT support.

Modern Foreign Languages

The industries we serve are global in scope. Meeting the expectations of international visitors and organisations often means communicating with them in their own language. The benefits of being able to converse in another language are immense and anyone can acquire the basics of a foreign language, which greatly enhances future employment prospects.

UCB offers a range of language courses through our Modern Languages Department. Flexible opportunities exist for you to study one or more languages at a range of levels from complete beginner through the upper intermediate modern languages and cultural studies.

The languages currently available are:

- French
- Italian
- German
- Spanish



Equal Opportunities

We operate a strict Equal Opportunities Policy. Our Charter sets out our expectations of students and our responsibilities towards them. We recognise the importance of providing all our students with high quality tuition and support. We expect our students to study in an environment that positively encourages equality of opportunity and views discrimination, in any form, as a serious disciplinary matter. We actively challenge discrimination and work hard to ensure that all applicants, students, employees and users of our facilities and services receive equal treatment.

My study experience at UCB really helped me to improve my English language skills and make new contacts. I have enjoyed all the facilities, including the library and student accommodation.

Artjoms Kurakins
BA (Hons) Business Enterprise

All the Help and Support U Need

A successful university understands what it takes to help every student achieve their potential. Our Student Services plays a central role in making UCB an exceptional place for everyone to study.

Student Services is hugely experienced in giving students advice and practical support on everything from accommodation, financial matters, welfare and personal difficulties to health concerns, careers and employment opportunities.

You'll find staff easy to talk to, treating every matter with strict confidentiality.

Centre for Academic Skills and English (CASE)

CASE offers a range of academic support for all students at UCB:

- One-to-one support through the Academic Skills Centre
- CASE SENSitive: guidance and support for students with Special Educational Needs (SEN)
- CASE Toolkit: a comprehensive range of academic skills materials available online
- In-class sessions: a variety of academic skills sessions delivered direct to students. These sessions have included structuring academic writing, referencing and paraphrasing

Academic Skills Centre (ASC)

The Academic Skills Centre provides academic support to all students. It offers one-to-one appointments and drop-in sessions at Summer Row and at McIntyre House (available in the last four weeks of each semester), with experienced ASC lecturers helping students improve their academic skills. Academic support ensures assessed work meets the requirements of assignment briefs and is correctly formatted and structured. ASC lecturers can also provide support sessions outside the centre.

The ASC offers assistance in:

- Understanding assignment briefs
- Essay planning
- Research skills
- Referencing
- Using lecturer feedback to develop academic skills
- Academic writing

ASC lecturers provide feedback from an academic, not subject specific, perspective. Students can then make improvements prior to handing in assessed work.



Learning Support

We are committed to providing an educational experience of the highest quality for students with disability/learning difficulties.

We welcome applications from all students, regardless of physical disability, medical conditions or other specific special needs.

Applications are considered on equal merit, using academic grounds as the sole basis of selection. We work hard to support students with specific learning needs through the provision of specialist assistance, wherever possible.

However, the nature of some of our specialist facilities may not always be appropriate for your needs. We will provide an honest assessment of the suitability of the facilities for your requirements and we encourage you to visit us and discuss your individual circumstances. Simply contact the Admissions Department, which will make the necessary arrangements.

Tel: 0121 604 1040

If you think you have a disability, apply to Student Finance for an assessment and they may be able to fund your needs through the Disabled Student Allowance (DSA). Students from outside the UK (including Europe and further afield) are not entitled to financial assistance through the DSA and may need to fund their own support.

University College Birmingham has a comprehensive Disability Statement. For a copy of this, please contact the Marketing Department:

Tel: 0121 232 4300

Health Care

You never know when you might need to see a doctor and so we encourage students to register with nearby health centres when they enrol. The University nurse also manages a team of first-aiders on-site to help with minor ailments or injuries.

Tel: 0121 604 1000 Ext 2296

Counselling

We want you to enjoy your time at UCB. But we understand that personal and academic problems can sometimes get in the way. We run a free, confidential counselling service to help you share any issues you find hard to discuss with friends or family. Staff have the experience and contacts to give you practical support and guidance in difficult times.

Student Services

Tel: 0121 604 1000 Ext 2269



hired@UCB



hired@UCB is the careers, placements and employability service for students and alumni at University College Birmingham. We have a team of specialist and qualified staff with the knowledge and experience to support our students to recognise and build the skills needed to be successful in the world of work.

Our service is structured around 6 key themes:



To help you get started, in addition to the support offered within each course, we have a team of Employability Tutors who have specialist industry knowledge and experience to help you identify career goals and develop employability skills during your time at UCB.

One-to-one career guidance interviews provide impartial and confidential careers advice to support you in your career decision-making process.



To help you get skilled, support is available to develop the skills you need to achieve your career goals. These will be delivered through the curriculum, careers support, work experience and through hiredconnect, our new online careers and employability platform that is specifically designed to improve student, graduate and alumni employability.

Career presentations and workshops are available throughout the academic year on a broad range of employability topics, including job searching, CV writing, interview techniques, networking skills, the use of social media, plus many more. Again, all of this is supported and enhanced through hiredconnect, which provides a wide range of online employability learning materials and information to help you compete.



To help you get experience, you will be supported to secure work experience to help develop the knowledge, skills and behaviours needed for your chosen occupation.

Work Placements

With all periods of work placement, the aim is for students to gain experience in a professional environment. You will have the opportunity to discuss your career pathway with an Employability Tutor to determine the type of experience most suitable. They will help you to secure your work experience placement and suggest possible employers, taking into account your experience and level of vocational knowledge and skills. The Employability Tutor will also be available to support you and the employer throughout your work experience placement.

For many students, a work placement is compulsory, whilst for others it is optional. Therefore, you need to consider the overall benefits and implications regarding your course length and funding. When thinking about a work placement, it is important to remember that experiencing the world of work is the most effective way of improving and developing your skills so that you are employable on graduation. Most employers actively seek out graduates who already have industry experience within their sector and are able to demonstrate an understanding and passion for the sector.

One significant benefit is that the work experience placement may lead to a full-time job after graduation and/or a part-time job alongside the remainder of your studies.



To help you get hired, we can help you secure part-time employment and/or voluntary work, which will enhance your employability skills.

UNITEMPS

Unitemps is our campus-based recruitment agency. Whether you would like part-time work during term time, seasonal work or full-time work during the vacation periods, Unitemps is here to help you. You can register by visiting www.unitemps.com or visit our Recruitment Consultants within hired@UCB on the 7th floor of Summer Row.

hired connect

Our hiredconnect facility provides students and alumni with online access to a wide variety of part-time, full-time and seasonal vacancies, with many vacancies specifically aimed at the student and graduate labour market. This enables you to search and apply for suitable vacancies wherever you are based.

Volunteering

Volunteering is a great way to gain additional experience during your studies, and we will support you in gaining employment at the end of your course. The hired@UCB team works in partnership with local charities and not-for-profit organisations to support the recruitment of volunteers by:

- Advertising volunteering opportunities around the University – online, on screens and on volunteering notice boards
- Hosting volunteer recruitment events on campus to give you the opportunity to talk to organisations face-to-face

- Organising one-off volunteering opportunities on and off campus for you to get involved with



To help you get enterprising, the hired@UCB team works in partnership with all schools to support you to develop the innovation, self-motivation and enterprise skills required to succeed in the world of work.

To support this, The Business School, as part of a European funded project called BSEEN, will provide:

- Skills development and new start-up support
- Enterprise competitions
- Business grant information to help kick-start your business
- Tailored mentoring to suit your business needs
- Fantastic networking opportunities and events



To help you get on, we will support you to make informed choices about your next steps, whether that is further study, employment or self-employment.

Employer Engagement and Alumni Support

Throughout the academic year, the hired@UCB team coordinates a wide range of opportunities for you to meet with local, national and international employers and alumni. Events include recruitment fairs, employer presentations and alumni support through mentoring and networking. As an alumni member, you can receive support from hired@UCB for five years after graduation.



Enterprise Hive is a consultancy service, launched by UCB, to connect businesses and help turn students' business concepts into reality with the help of our expertise. Part of the University's Enterprise Hive, the Hive Network nurtures partnerships between companies and UCB's entrepreneurial students and academic experts. It offers great opportunities for students to get first-hand industry knowledge and insights.

As a UCB student who joins Enterprise Hive, you will benefit from a variety of workshops delivered by experienced professionals, tailored mentoring, networking opportunities and one-to-one support, equipping you with the skills you need to succeed. For more information, email enterprise@ucb.ac.uk



If you have ambitions of becoming the CEO of a successful company, or want to develop enterprising skill sets to become more employable, or grow into an entrepreneurial leader of the future, then BSEEN (Birmingham Skills for Enterprise and Employability Network) is for you.

The BSEEN project (a partnership between the European Union Regional Development Fund and four Birmingham universities) aims to support students and graduates who want to set up a business or social enterprise through training workshops, mentoring, a £500 grant and use of our incubator space. For more information, email enterprise@ucb.ac.uk

apprenticeships @UCB



University College Birmingham currently offers a number of specialist higher apprenticeships and degree apprenticeships in healthcare, business administration and hospitality.

Our apprenticeships are ideal for employees already working in the primary and secondary healthcare sector, hospitality/catering and in business administration/management roles. They offer superb opportunities for the acquisition of new skills and career advancement.

There is also the option of progressing to apprenticeship degree-level study* or degree-level study at the University on completion of your higher apprenticeship. UCB already runs a large number of apprenticeships, offering trainees the chance to earn as they learn while broadening their knowledge to boost future salaries.

Our new higher apprenticeships follow the same effective formula and draw on our experience of working successfully with our valued industry partners. They are suitable for people who do not, at this stage, wish to follow the traditional higher education/degree pathway and would like to work, and be paid, as they study.

As an apprentice, you will:

- Work with experienced staff
- Earn a wage and get holiday pay
- Gain valuable job skills
- Study towards a related qualification
- Benefit from UCB's vast network of industry partners

They [UCB] have positioned the University as the strategic partner of choice for a wide range of employers and educational partners. As a result, students benefit from high-calibre and meaningful work placements and good engagement with the world of work.

Ofsted 2017

* Where nationally approved and validated





Apprenticeships we Offer:

Higher Apprenticeships

- Hospitality Management (Level 4)
- Operational/Departmental Manager (Level 5)
- Assistant Practitioners in Healthcare (Level 5)
- Care Leadership and Management (Level 5)
- Nursing Associate (Level 5)

Degree Apprenticeships

- Chartered Manager Degree Apprenticeship (BA (Hons) Business Management) (Levels 4, 5 & 6)
- Teaching Degree Apprenticeship (Level 6) – coming soon

Salaries are dependent on sector, geographic region and apprenticeship level, but some higher apprenticeships can pay as much as £300 to £500 per week.

We were delighted to commence 10 trainees on the new apprenticeship for care support workers, AHP and support technicians and assistants, providing the skills and knowledge needed to perform advanced roles within clinical practice and lead others in adult health and social care provision.

Clare Spencer

Head of Training & Development,
Staffordshire & Stoke-on-Trent
Partnership NHS Trust

I am now doing the Level 6 top-up degree at UCB, after completing my apprenticeship, which will open up other avenues for my future career prospects. The lecturer support at UCB is outstanding and it is a friendly environment which has inspired me all the way.

Sarah Castledine-Pearce

Assistant Practitioners in
Healthcare Higher Apprentice

Benefits

Apprenticeships are designed to equip you with the necessary skills, knowledge and behaviours you need for specific job roles, future employment and progression. As an apprentice, you will be entitled to an employer's normal terms and conditions, which include:

- Paid holidays including Bank Holidays
- Sick pay
- Any additional benefits e.g. childcare voucher schemes
- Any additional support e.g. coaching or mentoring

Apprenticeships involve two forms of training:

- On-the-job – working with a mentor to learn job specific skills in the workplace
- Off-the-job (at least 20%) – training in the workplace, through 'day release' at university and/or tutors visiting off-site premises, e.g. relevant training days or workshops, enrichment, attendance at events and masterclasses

Contact Details

For further information regarding apprenticeships, including how to apply and specific entry requirements, please contact the Apprenticeship team:

Tel: 0121 232 4091 (Monday-Friday, 9am-5pm)

Email: apprenticeships@ucb.ac.uk


UP TO 28,000
apprenticeship
vacancies are available
online at any one time

AFTER FINISHING...

77%
of apprentices

stayed with the
same employer

36%

reported
getting a
promotion

46%

received
a pay rise

Celebrating U

Awards Congregation

To celebrate the achievements of our students, we organise awards congregations in the magnificent Symphony Hall at the International Convention Centre in Birmingham each September. The congregations provide the ideal opportunity for family, friends and UCB staff to applaud the success of students who have completed courses during the previous academic year.



Graduation Dates

- Monday 16 September 2019
- Friday 25 September 2020



Alumni (al-lumm-nie): graduates or former students of a specific school, college or university.

UCBeyond

You are about to embark on a relationship with us that doesn't end when you complete your studies. When you graduate, you will automatically become a member of UCBeyond, the University College Birmingham Alumni Society.

As well as holding a hard-earned and prestigious qualification from UCB, you'll have access to a society which has welcomed tens of thousands of people like you into a network that spans the globe. The aim of our society is to keep in touch with former students.

You can use hired@UCB, our student and alumni support service for careers, employability and enterprise skills, for five years after graduation so that you can keep abreast of the opportunities in your chosen field.

UCB is launching a new careers and employability portal, hiredconnect. This will provide you with a range of fabulous e-learning, resources and career tools that

will help to kick-start your career or help you build vital career management skills. The portal gives you access to a multitude of careers and employability resources, information on UCBeyond plus any online vacancies. You will even be able to book a one-to-one careers appointment with the hired@UCB team.

As you can see from the profiles of past students throughout the prospectus, we retain links with many of our graduates and follow their lives and careers with great interest. You may be invited to come back to talk to current and potential students about your time at UCB, your career and life after university. Many of our lecturers are past students who, after a time in industry, come back to share their knowledge with a new generation of students.

So, wherever you end up and whatever you do, UCB will be with you for life. To find out more, visit www.ucb.ac.uk/alumni



U Thought



UCB has been hugely supportive throughout my career, helping me to realise my dream of running a successful patisserie business. I trained in professional cookery at the University's excellent College of Food and the experience helped me to find work in a Michelin star restaurant and a luxury hotel. When I started my company, Miss Macaroon, as a Birmingham-based social enterprise, UCB allowed me to use its kitchens. Now my products are being stocked at John Lewis's flagship store at the new Grand Central shopping centre in Birmingham and I am looking to expand my company and give new opportunities to creative young people. The skills and disciplines I learned at UCB have proved to be invaluable throughout the exciting, and ongoing, adventures of Miss Macaroon.

Rosie Ginday
Professional Cookery



This is the type of job I dreamt about as a child; it's a dream come true. Financially, things were difficult. I was working constantly throughout my studies to provide for my daughter. I worried my lack of work experience within the industry would prevent me getting the job with Adidas on their brand activation team, but they said my honesty, passion and life experience won me the job. Throughout the first day of an intensive two-day assessment, we were watched by two assessors and eight directors who scrutinised how we handled everything, from teamwork to how we behaved on our breaks. Only 15 of us got through to the final interview. When I found out I had got the job, I can honestly say I cried like a baby!

Akin Akintoye
BA (Hons) Marketing and Events Management

International Students

A Warm Welcome to International Students

We warmly welcome applications from international students outside the EU. If you accept the offer of a place at UCB, you will join our international student community, which in 2017/18 comprised more than 1,300 students from over 60 countries. International students come to UCB because of our reputation for excellent degrees and our first-class facilities.

International Student Centre

The aim of the International Student Centre is to make sure your time at UCB is enjoyable and rewarding. The support we offer starts before you arrive in the UK and we try and ensure that the process of applying and arriving here goes as smoothly as possible. Our international team has a wealth of experience in working with, and teaching, international students. The team will also assist you with other issues, including academic support, accommodation, welfare support, visa applications and immigration issues.

Visas and Immigration

For those who are applying outside the European Union, you will be assessed under a points-based immigration system in order to obtain the necessary Tier 4 student visa. You must show UCB your educational documents in order to obtain an offer letter to study a degree at UCB and sponsorship (a CAS). You must then show this sponsorship and evidence of sufficient funds to pass a maintenance test set by the visa issuing authorities.

You may also be interviewed about your chosen course by the Home Office either in the UK or overseas as part of the process in applying for your visa.

Guidance on how to apply for a general student (Tier 4) visa can be found on our website at www.ucb.ac.uk or alternatively, please contact the International Student Centre via international@ucb.ac.uk

International Student Scholarships

Industry support and personal donations have created a number of special entrance scholarships for which international undergraduate applicants may apply. Scholarships provide part of the 'tuition fee', but do not cover travel, accommodation or similar expenses. Scholarship applications should be made at least four weeks prior to enrolment. Normal academic entry requirements will still apply in the event of a scholarship application being made.

Applications are only considered after an applicant has applied for and been offered a place on a course, whether this offer be conditional or unconditional.

For further information on the range of scholarships available and how to apply, please refer to our website at www.ucb.ac.uk/international/scholarships or contact Registry registry@ucb.ac.uk



Living Expenses

It is very difficult to advise international and European Union students on living costs in the UK, since a lot will depend on each student's expectations and needs. However, if you refer to the UCB website at www.ucb.ac.uk, there are suggestions on living costs.

For those requiring a Tier 4 study visa to study in the UK, the Home Office will expect you to have a minimum of £9,300 in your bank account to cover living expenses for your first year.

If you have been previously studying in the UK, you will require a Tier 4 extension visa to come and study at UCB. Details on tuition fees for international students can be found on our website.

English Language Requirements

Level of Study	IELTS
BA/BSc (Hons)	6.0 (minimum 5.5)
Foundation Degree (FdA)	5.5 (minimum 5.0)
International Foundation Diploma (IFD)	5.0 (minimum 4.5)

English language requirements for international students are shown in the table above. We also accept other English language qualifications which can be found on our website at www.ucb.ac.uk/international

Centre for Academic Skills and English (CASE)

As an international student, you may feel that you need assistance with your academic skills and English. The Centre for Academic Skills and English (CASE) offers high-quality academic support for all students at UCB:

- One-to-one support through the Academic Skills Centre
- CASE SENSitive: guidance and support for students with Special Educational Needs (SEN)
- CASE Toolkit: a comprehensive range of academic skills materials available online
- In-class sessions: a variety of academic skills sessions delivered direct to students

For more details on CASE, please see page 40.

In addition, if English is not your first language, you will qualify for UCB's free proof-reading service (English Language Support). Here, our experienced team of proof readers will be able to check the grammar and spelling in your academic work.

Orientation Programme

This one-week course takes place in September (and is repeated in January for January starters) before your chosen course begins. The Orientation Programme has been developed for all international and EU students who are new to the UK. It is an ideal opportunity to settle in, find out more about life at UCB and living in the UK. Sessions introduce the various support services at UCB and cover how you will be expected to study and work and how assessed work should be presented. The Orientation Programme covers important aspects of living in the UK, such as registering with a doctor, opening a bank account and even where to shop for bargains! It gives you the chance to meet other students and to explore the social and cultural life of the UK.



European and International Links

The development of an international focus in the curriculum is viewed as a key objective in UCB course development, reflecting as it does the nature of the competitive environment characterising the industries we serve. In addition, we are actively involved in numerous collaborative courses with institutions and industry organisations throughout the world. Our courses provide students with the opportunity to travel, study and gain work experience in the European Union as well as in the USA, Canada, Asia and Australia.

We hold an Erasmus+ University Charter in recognition of the extensive reciprocal study exchange courses facilitated with more than 30 partner universities throughout Europe.

Further international student exchange courses exist with partner universities in Australia, Malaysia, Thailand and the USA.

Many of these exchanges involve courses taught in English, whilst for those seeking to develop their modern language skills, UCB's Modern Language Centre provides supporting language classes prior to departure.

UCB has specific progression agreements with institutions around the world, including partners in Brunei, China, France, Greece, Germany, Hong Kong SAR, India, Ireland, Lithuania, Malaysia, Singapore, Spain, Taiwan, Thailand, the UAE and Vietnam. These agreements offer students from our partners the chance to enter courses with advanced standing at UCB. Students requiring further information on transferring and possible exemptions from parts of our courses should write to the International Student Centre or email international@ucb.ac.uk

I have gained a lot of knowledge and experience while studying at UCB. I received a lot of support from staff and made a lot of friends. This has motivated me to study more, which hopefully will go a long way.

Ardjana Gjoni
BA (Hons) Business Enterprise

Welcoming U from Around the World

UCB has strong international links and students from the following countries have studied here:

- Angola ▪ Argentina ▪ Australia ▪ Austria ▪ Azerbaijan
- Barbados ▪ Bangladesh ▪ Belarus ▪ Belgium ▪ Bhutan
- Botswana ▪ Brazil ▪ Brunei ▪ Bulgaria ▪ Burundi
- Cambodia ▪ Cameroon ▪ Canada ▪ China (P.R.) ▪ Colombia
- Croatia ▪ Cyprus ▪ Czech Republic ▪ Denmark ▪ Eire
- Estonia ▪ Finland ▪ France ▪ Gambia ▪ Germany ▪ Ghana
- Greece ▪ Hungary ▪ Hong Kong ▪ Iceland ▪ India ▪ Indonesia
- Iran ▪ Israel ▪ Italy ▪ Ivory Coast ▪ Jamaica ▪ Japan
- Kazakhstan ▪ Kenya ▪ Kuwait ▪ Latvia ▪ Libya ▪ Lithuania
- Luxembourg ▪ Macau ▪ Malawi ▪ Malaysia ▪ Maldives ▪ Malta
- Mauritius ▪ Mexico ▪ Morocco ▪ Myanmar ▪ Nepal ▪ Nigeria
- Norway ▪ Oman ▪ Pakistan ▪ Philippines ▪ Poland ▪ Portugal
- Romania ▪ Russia ▪ Singapore ▪ Slovakia ▪ Slovenia
- South Africa ▪ South Korea ▪ Spain ▪ Sri Lanka
- St Kitts & Nevis ▪ St Lucia ▪ Sweden ▪ Taiwan (ROC)
- Tanzania ▪ Thailand ▪ Trinidad & Tobago ▪ Tunisia ▪ Turkey
- Uganda ▪ Ukraine ▪ United States of America ▪ Uzbekistan
- Vietnam ▪ Zambia ▪ Zimbabwe

Entry Requirements

UCB is committed to considering applications from prospective students from a range of entry qualifications. We are also committed to widening participation and fair access, and encourage applicants from all social and cultural backgrounds, striving to admit only suitably qualified applicants who have the potential to successfully complete their studies.

The entry requirements listed below were prepared using the most up-to-date information available when this prospectus was produced. This was, however, some time before the start of the 2019/2020 academic year and may be subject to review.

Please find below example Tariff points for AS Level, A-level and BTEC National Qualifications.



GCE & AS / A-level			
GCE AS Level	GCE A-level	GCE Applied A Double Award	UCAS Tariff
		A*A*	112
		A*A	104
		AA	96
		AB	88
		BB	80
		BC	72
		CC	64
	A*	CD	56
	A	DD	48
	B	DE	40
	C	EE	32
	D		24
A			20
B	E		16
C			12
D			10
E			6

BTEC Qualification (RQF)				
National Extended Diploma	National Diploma	National Extended Certificate	National Certificate	UCAS Tariff
D*D*D*				168
D*D*D				160
D*DD				152
DDD				144
DDM				128
DMM	D*D*			112
	D*D			104
MMM	DD			96
MMP	DM			80
MPP	MM			64
		D*		56
PPP	MP	D		48
	PP	M		32
			D*	28
			D	24
		P	M	16
			P	8

Applying With a UCAS Tariff Based Qualification

If you are studying for, or have completed, qualifications included in the UCAS Tariff, we will, in most cases, make you an offer using Tariff points. The offer may also include certain conditions with regard to which of your qualifications must be included in your Tariff points score. The academic entry requirements shown indicate the range of minimum achievement required. For more specific details, please check the relevant course entry requirements for each course included in this prospectus.

For BA/BSc offers, a student must achieve a minimum of 96-104 UCAS Tariff points from at least two A-levels or equivalent. For foundation degree offers, students must achieve a minimum of 56 UCAS Tariff points from at least one A-level or equivalent.

Please note, some courses have additional specific entry requirements, for example, Professional Cookery, Specialist Hair and Media Make-up, Aesthetic Beauty Practitioner. Please refer to the relevant course page on the UCB website at www.ucb.ac.uk

These minimum academic entry requirements are only a guide and each application is treated on an individual basis. Please visit the UCB website to access our UCAS Tariff calculator www.ucb.ac.uk/UCASstariff. This will help you to understand the tariff value of your qualification.

Applying With a Non-UCAS Tariff Based Qualification

UCB also accepts a variety of Level 3 qualifications that may not currently be included on the UCAS Tariff. These can include a wide range of vocational Level 3 and EU qualifications. To find out if we accept your qualification for entry, please email admissions@ucb.ac.uk

Applying With a Work-Based Background

For foundation degree offers, we also give equal consideration to applicants who are currently in work and wish to apply to UCB. To apply, you must have a minimum of 3 years' relevant work experience, demonstrating management or supervisory duties. Your application must also include a reference from your current line manager supporting your entry to higher education. For further details, please email admissions@ucb.ac.uk

Qualification	Degree Course	FdA
GCE AS/A	A minimum of 96-104 UCAS Tariff points, to include a minimum of two A-level passes, or equivalent.	A minimum of 56 UCAS Tariff points from a minimum of one A-level, or equivalent.
BTEC Nationals RQF	A minimum of 96-104 UCAS Tariff points to be obtained from the Extended Diploma and Diploma. Subsidiary Diploma and Certificate can only be considered with other qualifications.	A minimum of 56 Tariff points from the Extended Diploma, Diploma and Subsidiary Diploma. Certificate can only be considered with other qualifications.
OCR Nationals	A minimum of 96-104 UCAS Tariff points to include the Diploma or Extended Diploma. The Certificate can only be considered together with other qualifications.	A minimum of 56 UCAS Tariff points from the Certificate, Diploma or Extended Diploma.
Cache Diploma in Childcare and Education	A minimum of 96-104 UCAS Tariff points.	A minimum of 56 UCAS Tariff points.
International Baccalaureate	Pass Diploma with a minimum of 104 points.	Certificate with a minimum of 56 UCAS points.
NVQ Level 3	Can only be considered together with other qualifications.	Pass in an appropriate vocational area.
Level 3 Diplomas	Accepted (Tariff points to be confirmed by UCAS).	Accepted (Tariff points to be confirmed by UCAS).
Access to HE Diploma	A minimum of 96-104 UCAS Tariff points.	A minimum of 56 UCAS Tariff points.
Scottish Highers/ Advanced Highers	A minimum of 96-104 UCAS Tariff points, to include passes in at least three subjects at Higher Level, or two subjects at Advanced Higher Level.	A minimum of 56 UCAS Tariff points, to include passes in at least two subjects at Higher Level, or one subject at Advanced Higher Level.
Irish Leaving Certificate	A minimum of 96-104 UCAS Tariff points, to include passes in a minimum of three subjects at Higher Level.	A minimum of 56 UCAS Tariff points, to include passes in a minimum of two subjects at Higher Level.
Welsh Baccalaureate	Can only be considered together with other qualifications.	A minimum of 56 UCAS Tariff points.

International Entry Requirements

Entry requirements for undergraduate degree courses offered by UCB are detailed for individual countries on the UCB website at www.ucb.ac.uk/international

English Language – International Applications

To apply for any undergraduate degree, if your first language is not English, you will need to sit an approved test in English. For those outside the EU, this might include achieving IELTS for UKVI of 6.0 with no less than 5.5 in any band. If you are applying for the International Foundation Diploma, you will need IELTS for UKVI of 5.0 with no less than 4.5 in any band. IELTS can be taken at various British Council offices throughout the world.

For more information, please email the International Student Centre international@ucb.ac.uk

Applicants from countries where English is the first language may not need to sit for IELTS, but will require evidence of their language ability.

Please note that the date of your IELTS award must be within two years of your degree start date.

English Language – EU Applications

In addition to IELTS, for EU applicants, UCB accepts a number of country-specific English language qualifications as evidence of English language ability. These are shown under the 'Country Requirements' tab of the UCB website at www.ucb.ac.uk

For further information, please email euadmissions@ucb.ac.uk

English Language Support

Proficiency in English is essential for undergraduate study. Don't worry if you do not yet meet the entry requirements as UCB offers a range of English language courses to prepare you for academic study.

Pre-Sessional Summer English Language Courses

If you hold an IELTS for UKVI of at least 5.0 (with a minimum of 4.5 in each band), we offer pre-sessional English language courses.

The 10 week course runs between the end of June and the beginning of September.

Alternatively, if you hold an IELTS for UKVI of at least 5.5 (with a minimum of 5.0 in each band), you need only do the six-week pre-sessional English language course. This runs from the end of July until the beginning of September.

These courses are designed to improve your speaking, writing, reading and listening skills and prepare you for study in the UK. Cultural visits are also included to practice English away from the classroom environment.

Intensive English Course

If you hold an IELTS for UKVI of 4.0 (with a minimum of 4.0) a three-semester intensive English course is available: either September to September or January to January.

If you hold an IELTS for UKVI of at least 4.5 (with a minimum of 4.5 in each band), a two-semester intensive English course is provided.

If you hold an IELTS for UKVI of 5.5 (with no element below 5.0), a one-semester intensive English course is provided.

Both the one and two semester courses have entry points in September and January each year.

The intensive English course is aimed at developing your English language skills to cope with your chosen course and is based upon 18 hours of tuition a week plus a one-hour pastoral tutorial.

International Foundation Diploma (IFD)

This one-year course is specifically designed for applicants who have completed secondary education in their own country and who now wish to enter higher education without having previously studied A-levels or equivalent qualifications for university entry. You should have obtained IELTS for UKVI of at least 5.0 (with a minimum of 4.5 in each band) in order to join this course.

You can enrol in either September or January on the IFD course. Those who successfully complete the International Foundation Diploma can apply for entry onto a degree offered at UCB in the fields of business, marketing, hospitality or tourism.

For further information, please refer to page 110. You can apply for the IFD course via our online application form to be found on the UCB website at www.ucb.ac.uk/IFD

Fitness to Practise

Several UCB courses bring students into contact with children or vulnerable adults. Students on these courses are subject to Fitness to Practise:

- BA/FdA Childhood Studies
- BA/FdA Childhood Studies (Practitioner Status)
- BSc/FdSc Health & Social Care
- BA/FdA Youth, Community & Families
- BSc/FdSc Sports Therapy
- FdA Sports Massage & Remedial Therapy

Disclosure and Barring Service (DBS) Checks

Students on these courses must also undergo an enhanced Disclosure and Barring Service (DBS) check before they can enrol onto the course. The University will contact you and organise this at a later date. You will not need to arrange it yourself.

If you have any queries regarding this requirement, please contact:

Tel: 0121 232 4234 (Childhood Studies, Health and Social Care and Youth, Community and Families courses)

Tel: 0121 604 1000 Ext 2446 (Sports courses)

Certificate of Good Conduct

European and international applicants who have not lived in the UK will be required to obtain a Certificate of Good Conduct, or equivalent. For further details, please contact euadmissions@ucb.ac.uk



Applications

Application Procedures

This section provides a brief outline about our admissions procedures, entry requirements and open days. For more detailed information, please refer to our website at www.ucb.ac.uk

Open Days

Before you complete your UCAS application, we strongly recommend that you take the time to visit UCB on an open day. The open day will provide you with the information you require to select the courses you would like to include in your application.

Lecturers will explain in detail the content of the courses, what will be expected of you and how your work will be assessed. In addition, you will have the chance to meet current UCB students, view our unique facilities and find out about the range of careers and opportunities open to graduates.

Saturday
24 March 2018

Saturday
8 December 2018

Saturday
30 June 2018

Saturday
23 March 2019

Saturday
6 October 2018

Details of these events can be obtained from our website www.ucb.ac.uk/he-opendays Alternatively, please call our Marketing Department on **Tel: 0121 232 4300**

Meet with Our Representatives

If you are an international applicant, our international team and representatives attend a number of overseas exhibitions and events throughout the year in countries and territories as diverse as India, Hong Kong, Thailand, China, Japan, Malaysia and Colombia, as well as throughout the EU.

Please check our website for regular updates about forthcoming visits, whilst the 'Country Specific Information' section under the 'International Student' tab on the UCB website gives details of UCB representatives in each country.

In the meantime, if you have any questions please email international@ucb.ac.uk

These events provide a great opportunity to find out about University College Birmingham first-hand - and to gain a great insight into our courses, facilities and philosophy.



How to Apply

UCAS Applications

UK and EU applicants wishing to apply for more than one course must apply through UCAS at www.ucas.com

Students at a School or College Registered with UCAS

All UK schools and colleges (and a small number of establishments overseas) are registered with UCAS, which manages their students' applications. You will need to obtain a 'buzzword' from your teacher or careers advisor, which you will require when you register with UCAS.

If you require any guidance on the application process, please contact the Admissions Office:

Email: admissions@ucb.ac.uk
Tel: 0121 604 1040

UCB Direct Applications

Applicants who have already achieved their qualifications and only want to apply to UCB can use our UCB Direct process. To apply direct to UCB, you must satisfy the following criteria:

- You must not have previously applied via UCAS during your year of entry (we will complete this on your behalf)
- You already have your results and you meet the entry criteria for your chosen course
- You must complete the UCB Direct enquiry form so that the Admissions Office can confirm if an unconditional offer can be made
- You must be a UK or EU applicant for residency purposes

You can apply direct via www.ucb.ac.uk/ucb-direct-apply

Other Applications

If any of the below are applicable, you can also apply direct to UCB through the various online application systems via www.ucb.ac.uk

- If the course is to be studied part-time
- If you are making an application for the International Foundation Diploma (IFD)
- If you are applying to study the intensive English course or the pre-session English course
- If you are making an application for an apprenticeship

International Applicants

To make an international application, you can use UCAS if you wish. Alternatively, you can apply using our online application form, which can be accessed via our website at www.ucb.ac.uk/internationalapp

When you make your application, you will be able to add additional documents and you should submit:

- Transcripts of previous qualifications held
- One reference
- A copy of the page in your passport showing your photograph
- Transcripts of any English language qualifications held (such as IELTS for UKVI)
- Copies of any previous CAS documents held

Upon receiving complete applications, UCB will send you an offer. Once your application receives a definite offer of a place at UCB, you will be asked to pay a deposit of £4,500 so we can start the process by which the Confirmation of Acceptance for Studies (CAS) is issued to you.

If you require any guidance on the application process, please contact the International Student Centre:

Email: international@ucb.ac.uk
Tel: 0121 232 4029



When to Apply

Applications can be received via UCAS, UCB Direct or the UCB international student online system from early September 2018 for entry in September 2019. Due to the specialist nature of our courses, UCB will consider many applications up to the 30 June 2019 if we have vacancies and these will be clearly stated on the UCAS website and UCB's own website.

To be given equal consideration, it is important that all applications are received by the 15 January UCAS deadline. Applications received after this date will only be considered if there are still places available on the course applied for. We aim to make a decision by the 31 March on all applications received by the 15 January deadline.

Most of our courses will still be available after the UCAS 15 January deadline, therefore we will still accept applications after this date.

Questions or Concerns About Your Application

UK and EU applicants can track the progress of any application on the UCAS website using UCAS Track. You will be supplied with a password for this in the Welcome Letter that UCAS will send you when they first receive your application.

If, at any point you have any questions about the progress of your application, please do not hesitate to contact the Admissions Office or the International Student Centre:

Tel: 0121 604 1040
Email: admissions@ucb.ac.uk
international@ucb.ac.uk

Taking a Year Out

You may be thinking of taking a gap year. We are pleased to consider applications during the 2018/19 admissions cycle for entry in September 2020. If you are accepted, the conditions of your offer must be satisfied by the 31 August 2019.

Admissions Process and Procedures

University College Birmingham is committed to ensuring its admissions process is fair and transparent. The University's admissions procedures also adhere to guidance regarding good practice issued by other bodies, including the Quality Assurance Agency's UK Quality Code for Higher Education, and such documents and directives as may be issued by the Higher Education Funding Council (England). The Admissions Policy can be found on our website at www.ucb.ac.uk

Receiving Your Application

When we receive your application from UCAS, UCB Direct or the UCB online international student application system, the Admissions Office will endeavour to deal with it as promptly and efficiently as possible within 28 days.

Each application is considered individually and careful consideration is given to all the information supplied. In assessing your applications, the Admissions Office is looking for:

- Evidence that you meet UCB's general entry requirements
- Evidence that you have the correct and relevant qualifications for the course applied for or that your predicted grades are close to the entry requirements
- Evidence that you have an interest in the subject for which you have applied from your personal statement and your reference
- Evidence from your reference that your predicted grades are realistic

If you do not submit a personal statement or reference or indicate your predicted grades, this will affect your chances of being offered a place through UCAS.

International students applying through the UCB online application system will receive an offer from UCB's International Student Centre, whilst if you are applying through UCAS, you will receive an official offer from them.

Your offer may be conditional if you still have examinations to take, or unconditional (definite) if you have already satisfied the entry requirements.

Topping Up from Your Foundation Degree, Higher National Diploma (HND) or Equivalent Level Qualifications

We welcome applications from applicants seeking to 'top-up' to the final year of degree courses offered by UCB, from related HND or foundation degree courses or equivalent qualifications, particularly those from our progression partnerships.

For more information, UK and EU applicants should email direct@ucb.ac.uk, whilst international students should email international@ucb.ac.uk

Transferring from Another Institution

We welcome applications from students who wish to transfer from one year of a related course at another institution to UCB.

For more information, UK and EU applicants should email direct@ucb.ac.uk, whilst international students should email international@ucb.ac.uk

Accreditation of Prior Learning (APL)

Applicants who have completed part or all of a higher education qualification may be exempt from one or more modules/years of a higher education course at UCB. Before you apply, UK and EU applicants are advised to contact the Admissions Office, and international students the International Student Centre, providing as much information as possible about your previous course.



Tuition Fees and Financial Assistance

Tuition Fees

- There is NO upfront payment required
- The tuition fee for all bachelors and foundation degrees is £9,250 for new home or EU students in the 2018/19 year
- This is a yearly fee, and will increase with inflation in subsequent years. You can apply for a government loan, from Student Finance, to cover your fees, which you will not start repaying until you leave the course and are earning over £25,000 a year
- There is NO tuition fee for any placement activity, including full-year placements

Support from UCB

UCB is committed to widening access and full details of the financial support package we provide is available at www.ucb.ac.uk

Maintenance Support

Maintenance support is available from the Government through Student Finance (www.gov.uk/student-finance) to assist you with your living costs.

The country you live in will determine the type and level of maintenance support you can apply for. Additional information about what support you can apply for and how to apply can be found at www.ucb.ac.uk

Tuition Fees for International Students (non-EU)

The tuition fee for all bachelors and foundation degrees is £9,900 for new international students in the 2018/19 year.

With the exception of the deposit required from applicants to secure the CAS, there is no upfront payment required.

Uniform and Equipment

For certain courses, you will be required to purchase a uniform and basic set of equipment. For further information regarding the ordering process and supplier details, please see our website www.ucb.ac.uk



The Kick-Start Scheme

UCB will provide all UK, EU and Channel Isle undergraduate, full-time students, who are paying fees at the maximum rate with credit to use to purchase a variety of resources such as books and equipment to support you in your studies at UCB. This money does not need to be paid back and is for each taught year of your course (except if you are repeating study). More information can be found at www.ucb.ac.uk.



The Business School

Courses

Aviation & Airport Management BA (Hons)/FdA	Page 82
Business Enterprise BA (Hons)/FdA	Page 86
Digital Marketing BA (Hons)/FdA	Page 90
Events Management BA (Hons)/FdA	Page 94
International Tourism Business Management BA (Hons)/FdA	Page 98
International Tourism Management BSc (Hons)	Page 102
Marketing Management BA (Hons)/FdA	Page 106
International Foundation Diploma	Page 110

UCB offers a Chartered Manager Degree Apprenticeship (BA (Hons) Business Management) and an Operations/Departmental Manager Higher Apprenticeship. Please see page 46 for further details.





Industry and U

Choosing a business or marketing course at UCB demonstrates your desire to establish yourself within a dynamic profession that allows for flexibility as you develop your career aspirations. Going for a tourism-focused course, meanwhile, sets you en-route to being part of an exciting, global travel and tourism industry worth over 7.6 trillion US dollars.

Either way, each course is not only accredited by the University of Birmingham, but opens up a host of work placement opportunities for you to apply academic theory to real-life industry challenges.

Designed to create 'business-ready' graduates, UCB's business, marketing and events students have the opportunity to take a 48-week optional placement in their second year, while UCB also offers shorter placements and internships to give you a significant advantage in your chosen career.

Each placement is designed to give you an in-depth understanding of business and management in practical detail, including 'live project' assessments, virtual business simulations, developing your own business plan and exploring an activity in more detail through your research project.

Chartered Management Institute

CMI is delighted to partner with UCB and to work with Business Enterprise students. Our partnership is all about improving students' employability, enriching their learning experience and providing evidence of professional achievement. The students gain an additional CMI qualification in management and leadership, which demonstrates to employers that they have all-important practical skills for the workplace. The students have access, during their course as well as in the year after, to great CMI online content and resources to help them in their learning and in getting a job. Our experience is that UCB students are already highly motivated and engaged; CMI helps them to stand out from the crowd even further.

Orange

I had the privilege to guest lecture at The Business School and the one thing that stood out was the practical focus given to the teaching. As we are in a fast moving world where focus is about entrepreneurship, UCB is providing the right tools for the students' success. UCB students are challenged to go beyond the theory. Involving industry professionals ensures the content of the modules are up-to-date and facilitates the sharing of knowledge.

Anicet Bossia
Head of International Marketing

Ian Myson
Director of Higher Education Partnerships

Enterprise Hive

Enterprise Hive is a unique business incubation space supporting all students interested in setting up their own enterprise. It also connects businesses and helps companies grow through our expertise and consultancy services. As a UCB student who joins Enterprise Hive, you will benefit from a variety of buzz workshops delivered by experienced professionals, tailored mentoring, networking opportunities and one-to-one support. You may also have access to funding to kick-start your business idea. See page 45 for more information.

IKEA Birmingham

I can clearly see the theme of employability being developed across all levels. I think it is so important to offer curriculum and provision that embeds employability skills. The courses have a very strong 'practitioner' focus and the right mix of theory to produce business-ready graduates.

Nadeem Yousaf
Regional Marketing Manager

Chartered Institute of Marketing

The Chartered Institute of Marketing (CIM) is the leading international professional marketing body. Our marketing courses have been successfully accredited by the CIM, which enables you to study for various CIM professional qualifications, either during or at the end of your study.

Chartered Management Institute

The Chartered Management Institute (CMI) promotes the highest standards in management and leadership excellence. UCB's Business Enterprise courses have been dual accredited by the CMI, so when you successfully complete your course, you will also be awarded a highly-recognised level 5 professional qualification from the CMI in management.

Tourism and Aviation

Recognised as a Centre of Excellence by the Institute of Travel and Tourism, UCB enjoys longstanding, successful relationships with many tourism organisations, which inform our curriculum, teaching and assessment, contribute to our 'Visiting Speakers' programme and work with us to enhance the employability skills and attributes of our tourism undergraduates. Playing a role within an extensive tourism network over the years, both within the UK and overseas, tourism courses are recognised by various professional industry bodies. Indeed, we were the first in the UK to have our foundation degrees recognised by the Tourism Management Institute (TMI).

FlyBe

UCB's resources continue to win them deserved accolades across a wide range of industries. The aviation industry can be confident going forward that applicants from UCB have experienced the very best combination of theory/practical preparation before entering the aviation workplace.

Paul Willoughby
Regional General Manager UK (South)

Tourism Exchange Programmes

UCB holds an Erasmus+ University Charter under which students studying tourism courses at UCB can receive a grant to study for 3-12 months at one of our partner universities in the European Union. Alternatively, students can undertake an international study abroad exchange programme with a partner university in Australia, China, Malaysia, Thailand or the USA. The credits obtained from these experiences will contribute to a student's overall degree award.

For more information about the exchange programmes offered at UCB, go to www.ucb.ac.uk/undergraduate/erasmus-exchange



Career Opportunities

Graduates are well placed to play an important role in the development and expansion of the dynamic international tourism and aviation industries.

A sample of the range of careers our graduates have enjoyed over the years include:

- Helicopter Crewman, Royal Air Force
- Adventure Tour Guide, Central America
- Founder and CEO of VisitSliven (Bulgaria)
- United Nations War Crimes Officer
- International Market Executive, EnjoyEngland (part of VisitBritain)
- Business Development Manager, Travel Counsellors
- Regional Manager, Europe, Middle East and Africa at Association of Corporate Travel Executives
- Spain Marketing Manager for Meliá Hotels International (Madrid)
- Head of Department, Tourism & Hospitality, Namibia Polytechnic, Namibia
- Events Coordinator, NH Constanza, Barcelona
- Customer Operations Executive, Exodus Travel
- Founder and CEO of Able Journeys
- Operations Manager, Adaptable Travel

Institute of Travel & Tourism

As UCB is an Institute of Travel and Tourism Centre of Excellence, we are aware of the high quality of learning resources that UCB students can access. I have also been particularly impressed with the facilities at McIntyre House, as well as the extensive online resources available to students. The teaching team is very passionate about travel and tourism and engage effectively with industry to ensure their currency of knowledge.

Claire Steiner

- Tourism Marketing Officer, Marketing Birmingham
- Operations Manager, Whitbread
- Account Manager, trip.me
- Human Resources Manager, Intrepid Travel, Melbourne

Professional Bodies who Work with UCB

Students may apply for individual membership to professional bodies which work with UCB, awarding them many benefits, including invitations to different conference and industry events and regular newsletters identifying key trends and developments in the sector.

UCB enjoys successful relationships with several professional and industry bodies:

- Institute of Travel and Tourism
- Tourism Management Institute
- The Institute of Hospitality
- The Tourism Society
- Royal Aeronautical Society
- Tourism Concern
- The Association of Tourism in Higher Education
- Institute of Directors (Birmingham)

Our tourism networks also include Birmingham Commonwealth Association, Marketing Birmingham, Birmingham City Council, Birmingham Conservation Trust, Birmingham Airport, Swissport, Airport Placements, Flying in Formation, Heritage Trails, Avoncroft Museum, Birmingham Coffin Works, Nina & Pinta Consultancy (global travel), Worcester Bid, Cotswold Tourism and various district councils.

Our international networks are extensive and include VisitSliven, VisitBulgariaOn, Able Journeys and the Maekok River Village Resort (Thailand), as well as international universities and institutes, tourist boards and our own global alumni.

U Thought



In the summer of my second year, I secured an internship with Dow Jones in London, working in the marketing and advertising department at The Wall Street Journal. I created presentations for potential clients, did marketing research and helped commission sponsored articles on the latest trends. I also pitched an idea for a new app to the CEO of Dow Jones, which was a truly amazing opportunity.

Dan Clarke

BA (Hons) Marketing Management



The best part about this course is that you're given the opportunity to explore every element of the art of business. I have made so many friends from all over the world, but have also been given plenty of opportunities to work independently and develop my own ideas. I am also actively involved in UCB's Enterprise Hive, which is a professional network of students, businesses and academics.

Michal Trytek

BA (Hons) Business Enterprise



UCB is known for its tourism courses due to the number of opportunities it offers to students. The residential visits organised as part of this course have been a real highlight for me so far. While they are all closely linked to your modules, you also still get time to explore destinations fully and make some unforgettable memories.

Maria Balitska

BA (Hons) International Tourism Business Management



Aviation & Airport Management

BA (Hons)/FdA

Accredited by the University of Birmingham



Overview

Airlines welcomed 3.8 billion passengers in 2016 – up from 2.8 billion passengers in previous years, according to the International Air Transport Association (2017). The projected 29% increase will see almost 500 million new passengers travelling on domestic routes and 331 million new passengers on international services. Global connectivity is seen as a key factor in the economic competitiveness of a country, with both business and leisure tourism offering a range of economic opportunities. Global cities, 'mega-regions' and emerging destinations are experiencing phenomenal growth in aviation development.

Within the UK, Birmingham is at the heart of a £110 billion regional economy, with plans to significantly develop the role of Birmingham Airport within the region. Other national airports are also experiencing expansion plans. UCB, is therefore, playing a key role in providing industry-ready graduates for this predicted growth in passenger aviation.

The Aviation and Airport Management course has been developed in response to these trends, specifically in partnership with Swissport, the aviation ground operations specialist, and Airport Placements Ltd, meeting the demand for appropriately trained personnel.

Course Content

Both the Foundation Degree and BA (Hons) Degree follow a similar course in the first two years.

Year 1:

The first year of the course will introduce you to the global aviation environment, the value and scale of the aviation industry and its contribution to national economies. In addition, you will study the theories associated with regulation, business, management and passenger operations within an aviation context. The course will provide opportunities to develop key employability skills in team building, communication, research, digital literacies and customer service. You will also have an opportunity to participate in visits to airports and UCB will support you in your application for aviation work experience, either as part-time alongside your studies or during the summer months.

and project management. The second year also provides an opportunity to specialise through the portfolio of optional modules. Organised visits to airports will be embedded into the second year of the course. UCB will support you in your application for aviation work experience, either as part-time alongside your studies or during the summer months. At this stage, students on the Foundation Degree may be considered for the final year of the BA (Hons) Aviation and Airport Management Degree.

Year 2:

The second year of the course will focus on ground and airside operational management. In association with our industry links, you will work on real aviation projects, with an emphasis on problem-solving, decision-making

Year 3:

The final year examines strategic decision-making and problem-solving of the aviation industry, with particular focus on managing change within a dynamic, uncertain and competitive environment. You will have the opportunity to specialise further through the portfolio of optional modules. The research project creates an opportunity for you to critically analyse a particular field of the aviation industry that is of interest to you.

In Brief



Course Title:

BA (Hons) Aviation & Airport Management

UCAS Code:

B35 N854

Typical Offer:

A minimum of 96 UCAS Tariff points.

Course Title:

FdA Aviation & Airport Management

UCAS Code:

B35 N853

Typical Offer:

A minimum of 56 UCAS Tariff points. Other Level 3 qualifications outside the UCAS Tariff, plus work-based applications, are also welcome.

For further information, please refer to page 60.

Residential Visits

You will have the opportunity to participate in a range of visits to airports in the UK, Europe and further afield. The costs for the essential elements of these visits will be covered by UCB. These visits will provide a fantastic opportunity to experience many elements of aviation within the broader destination context, and to put theory into practice.

Work Experience

It is essential that you obtain, where possible, relevant work experience within the aviation industry. This can be done either on a part-time basis (at local airports) or during the summer months (UK or overseas), focusing predominantly on ground handling and passenger services. UCB will support you in your application for aviation work experience, subject to airport security clearances as well as the normal application process. In addition, there are opportunities to engage further with industry, throughout the year, through industry events, short projects and voluntary opportunities.

Career Opportunities and Further Study

The course has been developed to meet the needs of employers in preparing students for entry into the aviation industry with specific focus on:

- Airport ground handling
- General aviation operations
- Airline management
- Corporate aviation management
- Airport administration

BA (Hons) Degree graduates who want to continue their studies can progress onto postgraduate level courses offered at UCB, the University of Birmingham or elsewhere.

Optional Modules

Given the specialist nature of the aviation course, it is important to broaden your expertise of the wider tourism and transport environment in order to develop more creative/innovative skills. Many aviation providers are implementing various initiatives that go beyond simply 'transporting passengers' to creating 'airport entertainment zones', to having an active involvement in community and environmental programmes and collaborating with other tourism/transport sectors. Accordingly, the range of optional modules offered in years 2 and 3 reflect this dynamic macro tourism/transport environment in which aviation operates.

U Thought



It was the modules on this degree that first attracted me to UCB, along with the University's location in the UK's second largest city and how friendly and welcoming the teaching staff were on the open day. The best part of my course has to be the residential visits we get to do each year. So far, I have been to Amsterdam, Berlin and Dubai. My part-time job at Birmingham Airport has already given me the opportunity to put everything I learn at university into practice. I look forward to expanding that role when I graduate and progressing through the aviation industry.

Evangelia Tzorili

BA (Hons) Aviation & Airport Management

Course Structure

Year 1

Aviation Business and Regulatory Environment

Aviation Passenger Operations

Aviation Professional Practice

Airline Crew Resource Management

Travel Geography

Travel and Tourism Marketing

Opportunity for Summer Work Experience

Year 2

Aviation Operations Management

Airport Planning

Aviation Pricing and Revenue Management

Aviation Investigations

Managing Human Factors in Aviation

Plus One Option From:

Cruise Operations

Events Planning

Sustainable Aviation Management

Voluntary Initiative

Tourism Marketing Management

Social Media in Aviation and Tourism

Tourism Operations Management

Modern Languages (Upper Intermediate)

Opportunity for Summer Work Experience

Year 3

Final Year Honours

Aviation Crisis Management

Strategic Aviation Management

Contemporary Aviation Issues

Choose One Option From:

Research Project

OR

Enterprise and Innovation Showcase

Plus One Option From:

Financial Strategy

Destination Management

Organisational Learning in Tourism

Modern Languages and Cultural Studies

International Marketing

Enterprise



Business Enterprise

BA (Hons)/FdA

Accredited by the University of Birmingham

Overview

In an increasingly competitive business environment, demand has risen for creativity, innovation and uniqueness. This has created a growing demand for businesses to be enterprising and entrepreneurial.

Our Business Enterprise course has been developed in close partnership with industry experts to give you the business knowledge and work experience you need to advance in management positions throughout the enterprising service sector or set up your own business. This course gives you the opportunity to develop your knowledge and understanding of core business functions and activities and to appreciate how they work together in

a contemporary global and increasingly digital business environment.

In addition, the course is dual accredited by the Chartered Management Institute (CMI), a recognised professional management body. This means that if you successfully complete the Business Enterprise Foundation Degree or BA (Hons) Degree, you will also receive a professional Level 5 Award in Leadership and Management from the CMI. You also gain CMI membership for the duration of your course, which allows you access to a wide range of additional CMI learning resources to further support your studies. The CMI Award in Leadership and Management is a recognised award and will increase your attractiveness to potential employers.

Course Content

Both the Foundation Degree and BA (Hons) Degree follow a similar course in the first two years.

Year 1:

You will be introduced to the contemporary business environment and given a thorough understanding of management functions and practices. You will learn the principles of operations management, marketing dynamics and communication and finance. You will also develop your commercial skills through a diverse range of teaching methods.

At this stage, students on the Foundation Degree course may be considered for the final year of the BA (Hons) Degree.

Year 3:

In the final year, you will examine how to manage innovation and creativity in enterprise by studying live case studies of existing business start-ups. You will learn about enterprise risk management and leadership strategies, and choose a specialist optional module in a specific area of interest to you.

Your final year allows you to take a step closer to your chosen career. We will give you the opportunity to choose between developing a detailed practical business plan accompanied by a short pitch for your final capstone research project, or the more traditional dissertation.

Year 2:

This year focuses on boosting your entrepreneurial skills. You will explore how the key business functions work together, learn how to project manage and how to start up a business. You will be able to develop a specialism that relates to your future career by choosing from a wide range of optional modules, including Applied e-Business and e-Marketing, Creative Communications and Operational Sales Management.

In Brief



Course Title:

BA (Hons)
Business Enterprise

UCAS Code:

B35 N190

Typical Offer:

A minimum of 96
UCAS Tariff points.

Course Title:

FdA Business Enterprise

UCAS Code:

B35 N100

Typical Offer:

A minimum of 56 UCAS
Tariff points. Other Level
3 qualifications outside
the UCAS Tariff, plus
work-based applications,
are also welcome.

For further information,
please refer to page 60.

Enterprise Hive

Our new business incubation space, Enterprise Hive, has been created for those with feasible business start-up ideas. You will receive intensive start-up support and guidance for new business ventures, plus a variety of business development workshops, networking opportunities, tailored mentoring from industry experts and incubation space.

Work Placements

We encourage you to gain valuable work placement experience throughout your course. After completing the second year of this course, you will be given the opportunity to take a 48-week optional placement. If you choose to do so, you will be supported by our highly-experienced hired@UCB staff, who organise presentations and meetings with employers to help you identify the kind of placement you want. Whether your ideal work environment is overseas or somewhere in the UK, there is an extensive choice available. We also offer shorter placements and internships with local entrepreneurs and businesses.

Career Opportunities and Further Study

Upon successful completion of this course, previous students have started their own businesses, whilst others have developed careers in a wide variety of business sectors. Graduating with this degree will enable you to pursue a career path in:

- Enterprise management
- Sales and marketing
- Business development
- Small business consultation
- Product design and development

Many graduates pursue entrepreneurial ambitions and start their own successful business. Graduates preferring to continue their studies can progress to postgraduate level courses available at UCB, the University of Birmingham or elsewhere.

U Thought



I was initially going to go to university in Denmark, but UCB caught my eye because of the content of its Business Enterprise course and the opportunity to do a work placement. I am currently completing a year-long placement for BMW working on supply chain and logistics projects. Working away from university for a whole year has actually been invaluable to my studies and I will come back to UCB more confident than ever before, as the placement and my course complement each other perfectly. The transferable skills I have learned throughout my time at university are endless – independence, time management, professionalism, analysis, budget handling – the list goes on. When I graduate, I'd like to go straight into working for a large company like BMW or similar. I know I will get there because this degree will give me such an edge over other graduates.

Sven Opolcer

BA (Hons) Business Enterprise

Course Structure

Year 1

External Business Challenges
Introduction to Operations Management
Marketing Dynamics
People and Organisations
Planning for Professional Development
Principles of Communication
Principles of Finance

Year 2

Enhancing Employability
Enterprise Start-up Studies
Finance for Enterprises
Leading People
Research for Enterprise
Enterprise Simulation

Plus One Option From:

Voluntary Initiative
Modern Languages (Upper Intermediate)
Applied e-Business and e-Marketing
Creative Communications
Operational Sales Management
Advertising Psychology
Business Innovation and the Environment

Professional Placement (optional 48-week placement)

Year 3 Final Year Honours

Enterprise Risk Management
Innovation, Creativity and Entrepreneurship
Leadership and Change Management

Choose One Option From:

Research Project
OR
Business Plan Research Project
Plus One Option From:
Financial Strategy
Brand Management
Strategic Human Resources Management
Modern Languages and Cultural Studies
Advertising and Media Management
International Marketing
Digital and Social Media Marketing
Social Entrepreneurship
Contemporary Entrepreneurial Studies

Digital Marketing

BA (Hons)/FdA

Accredited by the University of Birmingham

Overview

Digital technology has revolutionised the marketing landscape. Employers from all sectors of business are seeking out graduates with digital marketing skills to enhance this knowledge base within their organisations.

If you are currently working, or aspire to work in, the areas of marketing, media and digital technologies, this course will enable you to gain an insight into marketing and digital applications.

You will develop an awareness of the current practices underpinning digital marketing and get first-hand experience of the issues which are prevalent in today's digital marketing environment.

Course Content

Both the Foundation Degree and BA (Hons) Degree follow a similar course in the first two years.

Year 1:

Studying the essentials of social media and digital marketing will help you appreciate the digital landscape and its many platforms. You will explore the principles of the different areas that are crucial to a successful digital business such as communication, budgets and marketing dynamics.

Year 2:

You will build on skills acquired in your first year, employing advanced techniques to develop your knowledge of marketing intelligence, mobile marketing and digital toolkits. You will also get to tailor your studies to an area that interests you such as digital content, creative communications or business innovation. At this stage, students on the Foundation Degree course may be considered for the final year of the BA (Hons) Degree.

Year 3:

Your third year will bring together all the knowledge and digital techniques you have acquired during your course and encourage you to apply them to real-life business situations. Your modules will provide you with leading-edge practical skills and knowledge that will enhance your competitive advantage in the digital sector.

Instead of a traditional dissertation, you will be required to research and develop a new digital concept, idea or process in the Marketing Showcase module. All concepts are presented to industry professionals in a final showcase exhibition. This clearly enhances your practical application of digital skills gained on the course.

In Brief



Course Title:
BA (Hons) Digital Marketing

UCAS Code:
B35 9N05

Typical Offer:
A minimum of 96
UCAS Tariff points.

Course Title:
FdA Digital Marketing

UCAS Code:
B35 9N04

Typical Offer:
A minimum of 56 UCAS
Tariff points. Other Level
3 qualifications outside
the UCAS Tariff, plus
work-based applications,
are also welcome.

For further information,
please refer to page 60.

Exchange Opportunities

There are opportunities for you to gain European/international experience during your time as a student with us. Exchange programmes, involving the study of a part of your course with one of our partners overseas, is an excellent way of gaining overseas experience.

Work Placements

We encourage you to gain valuable work placement experience throughout your course. After completing the second year of this course, you will be given the opportunity to take a 48-week optional placement. If you choose to do so, you will be supported by our highly-experienced hired@UCB staff, who organise presentations and meetings with employers to help you identify the kind of placement you want. Whether your ideal work environment is overseas or somewhere in the UK, there is an extensive choice available. We also offer shorter placements and internships with relevant employers.

Career Opportunities and Further Study

Digital marketing is a cutting-edge marketing sector with unlimited potential. It is an integral part of marketing strategies which businesses use to compete in a dynamic commercial environment.

Graduating with this degree will enable you to pursue a career path in:

- Web design and digital marketing
- Media development and advertising
- Online community management
- Social media marketing and management
- Digital planning, strategy and analytics

Alternatively, BA (Hons) Degree graduates who want to continue their studies can progress onto postgraduate level courses offered at UCB, the University of Birmingham or elsewhere.

U Thought



Initially I was drawn to UCB as a friend recommended it to me who had a brilliant experience there. But once I looked further into the modules available on the Digital Marketing top-up course, I knew it was the place for me. I am more interested in the artistic, imaginative side of marketing and so, for me, Creative Digital Innovation has been the best module so far. We were given total creative freedom to work on our own digital projects as well as learning about the most cutting-edge digital processes and applications used by modern marketing companies. I currently work as a surveyor for my family business, and directly as a result of my degree I have gradually taken on the business' social media presence too, which I am really enjoying. When I graduate, I plan to either launch my own business or apply for a digital marketing grad scheme - I've currently got my eye on Apple's summer internship.

Charles Slammon
BA (Hons) Digital Marketing Top-up

Course Structure

Year 1

Essentials of Social Media and Digital Marketing
External Business Challenges
Marketing Dynamics
People and Organisations
Planning for Professional Development
Principles of Finance
Digital Toolkit

Year 2

Marketing Intelligence
Consumer Insights*
Mobile Marketing
Advanced Digital Toolkit
Enhancing Employability
Enterprise Simulation

Plus One Option From:

Digital Content and Copy
Enterprise Start-up Studies
Modern Languages (Upper Intermediate)
Operational Sales Management
Creative Communications
Business Innovation and the Environment
Voluntary Initiative

Professional Placement (optional 48-week placement)

Year 3

Final Year Honours

Digital Planning and Analytics
Creative Digital Innovation
Managing Online Communities
Marketing Showcase

Plus One Option From:

Brand Management
Social Entrepreneurship
Advertising and Media Management
International Marketing
Modern Languages and Cultural Studies
Enterprise Risk Management

*Consists of an overseas residential trip as part of the module assessment, where you will be given an opportunity to explore digital marketing techniques in international markets.

Overview

A career in the rapidly growing events sector requires managers with robust communication, leadership and managerial skills to create the 'wow' factor in today's thriving industry. This course seeks to develop these employability attributes. The course looks to provide you with a detailed appreciation of events planning, financial management, project

management, events marketing, risk and crisis management, giving you an effective platform to launch your future career.

Managing events is exciting and the potential for graduates is considerable; opportunities are varied and can lead to careers in sub-sectors such as meetings and exhibitions, sporting events, festivals, wedding planning and incentive travel.

Course Content

Both the Foundation Degree and BA (Hons) Degree follow a similar course in the first two years.

Year 1:

You will explore the key contemporary practices of events business and management required for success in the diverse areas of the sector. The learning will include a consideration of aspects such as planning administration, health and safety, legislation, finance and support services. Your creativity will also be enhanced using desktop publishing software. You will complete the year with a comprehensive knowledge of the sector and the processes involved in creating a successful event.

their own events management company. Alternatively, you may opt to select a modern language. A key component of the year is the use of specialist Cvent event management software in planning and managing your live event.

At this stage, students on the Foundation Degree course may apply for the final year of the BA (Hons) Degree.

Year 3:

The final year of the course draws on the contemporary and future environment with an emphasis on the changing nature of the events industry. A focus on the management of large scale 'mega' events and festivals and tourism is undertaken. Higher level decision-making skills are tested in Event Crisis Strategy, whereby you are exposed to environmental turbulence and crisis situations. A choice of options will enable you to explore specialist avenues of digital marketing, event branding, and financial strategy. Again, you can build your employability skills with a study of modern languages. During the final year of the course, you will take part in an overseas residential field study. Previous students carried out a field study at the Milan World Expo.

Year 2:

Second year studies emphasise the management of events systems and 'live' event and project management. The event business management core includes a specific events focus on finance for events, events marketing and as part of the Event Hospitality Management module, groups will participate in an overnight residential within the UK. An optional module allows you to tailor your study to specific career interests. This includes a study of the MICE (management of meetings, incentives, conferences and events) sector in Dynamics of Business Events or managing events in the sport and leisure sectors by the study of Stadium and Arena Management. Enterprise start-up is ideal for students aspiring to run

Events Management

BA (Hons)/FdA

Accredited by the University of Birmingham

In Brief



Course Title:
BA (Hons)
Events Management

UCAS Code:
B35 N820

Typical Offer:
A minimum of 104
UCAS Tariff points.

Course Title:
FdA Events Management

UCAS Code:
B35 N821

Typical Offer:
A minimum of 56 UCAS
Tariff points. Other Level
3 qualifications outside
the UCAS Tariff, plus
work-based applications,
are also welcome.

For further information,
please refer to page 60.

Work Placements

Throughout the course, we will give you opportunities to learn in the workplace with a variety of field visits, case studies and live project work. The Professional Events Practice module offers you the opportunity to gain practical experience, build a portfolio of work and earn academic credit for your learning experience. The hired@UCB team will assist you in finding appropriate experience.

To give you greater flexibility in your studies, the course is also validated with a one-year (optional) work placement.

Career Opportunities and Further Study

Qualified events graduates are sought after in the industry. Graduates with proven managerial skills, drive and leadership can progress quickly.

Career opportunities exist in:

- Convention and exhibition centres
- Festivals and cultural events
- Sporting events
- Events management companies

The scope for a career in events management is expanding, and employment pathways in the sector are evolving. Graduates can also seek positions as event managers in corporate businesses, museums, leisure centres and hotel resorts.

Alternatively, BA (Hons) Degree graduates who want to continue their studies can progress onto postgraduate level courses offered at UCB, the University of Birmingham or elsewhere.

U Thought



The most valuable part of the course for me has been, for one, receiving the kind of support to help me get the best out of my studies. On top of that, the trips and visits throughout the course, talks from renowned industry figures and real-life focused assignments have all been amazing. I have volunteered for a number of events through my course including the Big Bang Fair and the FIT Show at the NEC, as well as my paid role as a student ambassador. All of those have provided me with an insight into the events and marketing industry behind-the-scenes. I'd love to begin my career assisting at similar events when I finish university.

Nika Gurung
BA (Hons) Events Management

Course Structure

Year 1

Event Studies
Event Business
Environment
Managing Activities
and People
The Events Industry
Planning for Events
Support Services
for Events
Event Design

Year 2

Events Finance
Event Hospitality
Management
Events Marketing
Research Principles
Project Management
for Events
Live Events Project
Plus One Option From:
Dynamics of
Business Events
Training and Development
Skills for Managers
Creative Business
Enterprise
Modern Languages
(Upper Intermediate)
Professional
Events Practice
Stadium and Arena
Management
Social Media in Aviation

**Work Placement
(optional 48-week
placement)**

Year 3

Final Year Honours
Winning Events Contracts
Mega Events
Festivals and
Events Tourism
Event Crisis Strategy
International
Research Project
Plus One Option From:
Destination Management
Modern Languages
and Cultural Studies
Strategic Human
Resources Management
Financial Strategy
Global Marketing Solutions
Dark and Thanatourism
Management
Personal Effectiveness
and Behavioural Skills



International Tourism Business Management

BA (Hons)/FdA

Accredited by the University of Birmingham



Overview

Tourism has become a global phenomenon over the last 50 years, with many economies and tourism businesses relying on their ability to attract visitors. International tourism providers operate within a dynamic, uncertain and competitive environment.

In terms of the international tourism business environment, according to the World Travel & Tourism Council (2017), tourism businesses and destinations need to keep abreast of the macro-led drivers of change within the global tourism landscape. Against this background, providers need to re-invent their products, businesses and ways of working to emerge stronger and more resilient to future challenges.

This course is recognised by the Tourism Management Institute and the Institute of Travel and Tourism. It equips you with the business management skills and attributes that the industry is seeking – the ability to analyse tourism trends, operate within a turbulent and dynamic environment and devise innovative and creative strategies to compete successfully within the marketplace. You will also get the opportunity to specialise by choosing from our large portfolio of industry-related modules. Whether you are interested in operations management in the airline industry, international marketing, events management or nature tourism, you will find a field or sector of the tourism industry that is in line with your future career aspirations.

Course Content

Both the Foundation Degree and BA (Hons) Degree follow a similar course in the first two years.

Year 1:

The first year of the course examines the broad environment in which tourism operates, focusing on the significant value and scale of global tourism activity and the wide range of organisations working within the industry. Business and management theoretical models are applied to the international tourism industry, with a focus on developing the skills needed to analyse tourism trends and developments and an introduction to devising successful strategies.

overall visitor experience. The second year also provides an opportunity to specialise, by choosing a module that relates to your future career path.

At this stage, students on the Foundation Degree may be considered for the final year of the BA (Hons) International Tourism Business Management Degree.

Year 2:

This year, the emphasis is placed on short-term management aspects of tourism, with a focus on developing tourism operational management skills. In association with our industry networks, you will work on 'live' projects with an emphasis on problem-solving and decision-making skills. You will examine how tourism providers evaluate the feasibility of new products, whilst examining how resources are used to improve the

Year 3:

The final year focuses on strategic decision-making of tourism providers and destinations within a dynamic and uncertain global environment. Emphasis is placed on risk assessment and management, tourism crisis management and the impact of the global factors on tourism providers. You will have the opportunity to specialise further through the portfolio of optional modules, whilst the research project creates an opportunity to critically analyse a particular area or field of the international tourism industry.

In Brief



Course Title:

BA (Hons) International Tourism Business Management

UCAS Code:

B35 N810

Typical Offer:

A minimum of 96 UCAS Tariff points.

Course Title:

FdA International Tourism Business Management

UCAS Code:

B35 N891

Typical Offer:

A minimum of 56 UCAS Tariff points. Other Level 3 qualifications outside the UCAS Tariff, plus work-based applications, are also welcome.

For further information, please refer to page 60.

Specialist Module Options

In years 2 and 3, we offer you a portfolio of optional modules so you can gain expertise in a field that relates to your career path. You can choose to specialise in the same field in both years, or you can broaden your expertise by choosing different modules each year.

Work Placements

You are encouraged to undertake work experience throughout your course. This could take the form of working part-time, during the summer months or, for those studying a BA (Hons), there is the opportunity to complete a 48-week optional placement. On successful completion of the FdA, students can complete a placement year as part of their progression to the BA (Hons).

The hired@UCB team will assist you in finding suitable experience within the relevant industry sectors. In addition, there are opportunities to engage further with industry throughout the year, through industry events, short-projects and voluntary opportunities.

Residential Visits

As part of your course, you will be required to participate in visits, predominantly overseas. The costs for the essential elements of these visits will be covered by UCB. The projects you will undertake overseas will give you a unique insight into how major international destinations develop their tourism industries. Previous destinations include Krakow, Prague, Budapest, Barcelona, Seville, Berlin, Amsterdam, The Gambia, Cyprus, Toronto, Boston, Washington, New York and Iceland.

Career Opportunities and Further Study

International tourism is a relatively young industry and opportunities exist for rapid advancement in the public, private and voluntary sectors. Graduates are employed in a wide variety of roles and areas:

- Tour operations
- Destination Management Organisations (DMOs)
- Tourism marketing
- Aviation sector and airlines
- Events management
- Corporate travel

BA (Hons) Degree graduates who want to continue their studies can progress onto postgraduate level courses.

U Thought



Knowing that UCB specialised in vocational courses is what pushed me to apply, as I knew it would be an excellent choice for studying tourism. The fact that the University was named a centre of excellence by the Institute of Travel and Tourism only persuaded me further. My favourite element of the course was definitely the fantastic residential visits we got to do each year. Over the course of my degree, I got to visit Dublin, Belfast, Amsterdam and Reykjavik – all of which were funded by the University. These visits gave us a unique insight into how international destinations develop their tourism industries and linked very closely to the modules we were studying. Everything is focused on industry skills and knowledge in this course and that means you're constantly being prepared for the outside world. The combination of HR and business modules, along with tourism modules, on this course equips you with everything you need to impress employers.

Kayleigh Parrott-Goldthorp

BA (Hons) International Tourism Business Management

Course Structure

Year 1

Developing People in Tourism
Tourism and Media
Tourism Business Environment
Travel Geography
Tourism Professional Practice
Travel and Tourism Marketing

Year 2

Destination Planning and Development
Leading People in Tourism
Tourism Investigations
Tourism Marketing Management
Tourism Operations Management

Plus One Option From:

Adventure Tourism
Airport Planning
Creative Communications

Cruise Operations

Dark Tourism

Enterprise Start-up Studies

Events Planning

Modern Languages

Responsible Nature-based Tourism

Social Media in Aviation and Tourism

Sustainable Tourism Management

Voluntary Initiative

Work Placement (optional 48-week placement – on the BA (Hons) only)

Optional Exchange Programme with a Partner Institution – one semester during year 2

Year 3 Final Year Honours

Managing Tourism Activity
Strategic Tourism and Hospitality Management

Tourism Crisis Management

Choose One Option From:

Research Project

OR

Enterprise and Innovation Showcase

Plus One Option From:

Adventure Tourism Issues and Futures

Anthropology of Tourism
Dark and Thanatourism Management

Destination Management

Festivals and Events Tourism

Financial Strategy

International Marketing

Modern Languages and Cultural Studies

Organisational Learning in Tourism

International Tourism Management

BSc (Hons)

Accredited by the University of Birmingham

Overview

Tourism is one of the largest and fastest growing industries in the world. Mass flows of tourists and rapid expansion of tourism means the industry is facing many challenges, notably in how global tourism activity can sustain such growth in the long-term, whilst providing benefits to local communities and minimising environmental damage.

The United Nations World Tourism Organisation (UNWTO), the World Travel & Tourism Council (WTTC) and the Global Sustainable Tourism Council are leading the way in providing a roadmap for a holistic, integrated, sustainable and cross-cultural approach to tourism development and practices. Many destinations and tourism businesses have responded positively by devising sustainable practices and policies.

The BSc (Hons) International Tourism Management course focuses on the wider management issues impacting on tourism and the challenges caused by the growth in tourism activity. Sustainable tourism is embedded throughout the course.

There is an increase in demand for skilled professionals to work in both destination management organisations and tourism businesses which promote responsible and sustainable/smart tourism practices, and this course offers graduates a route into these careers, as well as within the wider tourism industry.

Course Content

Year 1:

The first year examines the intercultural and social dimensions of international tourism. Emphasis is placed on changing global tourism patterns, the key drivers of tourism activity, the changing nature of tourists and their interface with host communities. Generic management theories and concepts are applied to international tourism activity.

Year 2:

Approaches to managing tourism development are examined through concepts of policy and planning, understanding in more depth the tourist experience and applying principles of sustainability to international tourism activity. In addition, opportunities will be provided to apply research tools to investigate and propose solutions to a range of tourism organisation and destination problems/scenarios.

Year 3:

Higher level management concepts and techniques are applied to destinations and tourism organisations within the context of uncertainty and dynamism. The course will examine sustainability within the context of international tourism policy and strategy and how destinations can compete with advantage. In addition, opportunities will be provided for strategies for the management of a range of tourism crises. An in-depth, extended individual research project will enable you to study a topic of your choice.

In Brief



Course Title:

BSc (Hons) International Tourism Management

UCAS Code:

B35 N800

Typical Offer:

A minimum of 104 UCAS Tariff points.

For further information, please refer to page 60.

Specialist Module Options

In years 2 and 3, you will have the opportunity to specialise by choosing from our large portfolio of optional modules, enabling you to focus on a field or aspect of tourism linked to your future career aspirations.

Opportunities are also provided to improve your language skills (you can choose from French, German, Italian or Spanish), which will further enhance your future career prospects.

Overseas Trips and Residential Visits

Each year of the course, you will participate in visits, predominantly overseas. The costs for the essential elements of these visits will be covered by UCB. The projects you will undertake overseas will give you a unique insight into how major international destinations develop and manage tourism. Previous destinations include Krakow, Prague, Budapest, Barcelona, Seville, Berlin, Amsterdam, The Gambia, Cyprus, Toronto, Boston, Washington, New York and Iceland.

Work Placements

You are encouraged to undertake work experience throughout your course. This could take the form of working part-time, during the summer months or there is the opportunity to complete a 48-week optional placement, normally starting after year 2 of the course. The hired@UCB team will assist you in finding suitable experience within the relevant industry sectors. In addition, there are opportunities to engage further with industry throughout the year, through industry events, short-projects and voluntary opportunities.

Career Opportunities and Further Study

International tourism is a relatively young industry and opportunities exist for rapid advancement in the public, private and voluntary sectors. Course graduates are employed in a wide variety of roles and areas:

- Destination Management Organisations (DMOs)
- Tourism businesses (as sustainable managers)
- Sustainable/responsible/cultural/eco-tourism organisations
- Sustainable tourism consultants
- Responsible travel officers (in commercial organisations)
- Cultural tourism directors

BSc (Hons) Degree graduates who want to continue their studies can progress onto postgraduate level courses.

U Thought



The three years I spent at UCB helped me more than I ever thought they would. My aim was to gain knowledge on a worldwide scale in order to work in the tourism industry. I had the opportunity to visit Glasgow in Scotland for a 'live' project and UCB facilitated another trip to Copenhagen, Denmark, for learning purposes and assessment. International Tourism Management opened my eyes and made me realise the opportunities available in this huge industry. I discovered many niche sectors of the tourism industry, such as dark tourism and religious tourism. I have learnt that there are so many unexplored markets which can offer me a great chance of doing something useful with my life, but also with the lives of other people.

Paul Creanga

BSc (Hons) International Tourism Management

Course Structure

Year 1

Developing People in Tourism
Tourism and Media
Tourism and Society
Travel Geography
Tourism Professional Practice
Cross-cultural Tourism

Year 2

Destination Planning and Development
Leading People in Tourism
Sustainable Tourism Management
The Tourist Experience
Tourism Investigations

Plus One Option From:

Adventure Tourism
Airport Planning
Creative Communications
Cruise Operations
Dark Tourism

Enterprise Start-up Studies
Events Planning
Modern Languages (Upper Intermediate)
Responsible Nature-based Tourism
Social Media in Aviation and Tourism
Tourism Marketing Management
Tourism Operations Management
Voluntary Initiative

Work Placement (optional 48-week placement)

Optional Exchange Programme with a Partner Institution – one semester during year 2

Year 3 Final Year Honours

International Tourism Policy
Managing Tourism Activity
Tourism Crisis Management

Choose One Option From:

Research Project

OR

Enterprise and Innovation Showcase

Plus One Option From:

Adventure Tourism Issues and Futures
Anthropology of Tourism
Dark and Thanatourism Management
Destination Management
Festivals and Events Tourism
Financial Strategy
International Marketing
Modern Languages and Cultural Studies
Organisational Learning in Tourism

social media
management

digital
media
branding

Marketing Management

BA (Hons)/FdA

Accredited by the University of Birmingham

business
advertising
finance
marketing

Overview

Marketing is an essential function in all businesses. The need to communicate with customers via appropriate marketing channels and a good understanding of customer purchasing motivations is pivotal to the success of any organisation.

This course gives you the business and marketing theory, as well as the practical experience, you need to succeed in this demanding field. You will gain a thorough grounding in marketing principles, creativity and innovation. The modules have been designed to develop your practical marketing skills and competencies.

Using our extensive workplace partner links, this course features promotional and PR work, with market research and market planning briefs conducted with local organisations in order to apply theory to practice. A key feature of this course lies in the use of live projects and case studies, which will bring you into contact with professionals and provides an opportunity to demonstrate your marketing knowledge and skills in a commercial setting.

Course Content

Both the Foundation Degree and BA (Hons) Degree follow a similar course in the first two years.

Year 1:

You will be introduced to the main marketing functions and how they operate in the contemporary marketing industry. You will study business and marketing principles, whilst gaining practical experience in public relations and promotions, as well as through a range of assessments, some of which are live projects.

Year 2:

In your second year, you will take an in-depth look at market research, market planning and marketing and sales management. You will further develop your practical skills in promotions and digital media management using live projects and case studies, and you will be able to choose a specialism from a wide range of optional modules.

At this stage, students on the Foundation Degree course may be considered for the final year of the BA (Hons) Degree.

Year 3:

In the final stage, issues of a strategic nature are explored, with an emphasis on the impact of the contemporary marketing environment upon business activity.

The final year research project provides an opportunity for you to carry out a detailed investigation into a relevant marketing issue of your choice. This can be delivered in the format of a written dissertation or a more practical marketing showcase exhibition, where you are required to develop a concept, idea or process and present to industry professionals. You can also enhance your study by undertaking a Professional Marketing Qualification, awarded by the Chartered Institute of Marketing (CIM), during or after completing the course.

In Brief



Course Title:

BA (Hons)
Marketing Management

UCAS Code:

B35 N500

Typical Offer:

A minimum of 96
UCAS Tariff points.

Course Title:

FdA Marketing Management

UCAS Code:

B35 N501

Typical Offer:

A minimum of 56 UCAS
Tariff points. Other Level
3 qualifications outside
the UCAS Tariff, plus
work-based applications,
are also welcome.

For further information,
please refer to page 60.

Exchange Opportunities

Opportunities to participate in an EU-funded student exchange are provided on this course, with previous students having studied part of the course at the Copenhagen Business School, for example. You also have the opportunity to take modern language studies throughout the course and engage in a host of international study exchange courses across Europe, South East Asia, Australia and the USA.

Work Placements

We encourage you to gain valuable work placement experience throughout your course. After completing the second year of this course, you will be given the opportunity to take a 48-week optional placement. If you choose to do so, you will be supported by our highly-experienced hired@UCB staff, who organise presentations and meetings with employers to help you identify the kind of placement you want. Whether your ideal work environment is overseas or somewhere in the UK, there is an extensive choice available. We also offer shorter placements and internships with relevant employers.

Career Opportunities and Further Study

Graduates have secured jobs in event promotions, sales management and marketing research. Many graduates also pursue entrepreneurial ambitions and start their own businesses.

Graduating with this degree will enable you to pursue a career path in:

- Advertising and media management
- Communications and marketing
- Strategic marketing
- Public relations

On successful completion of the Foundation Degree course, students can progress to the final stage of the BA (Hons) Marketing Management Degree. Graduates who want to continue their studies can progress to postgraduate level with courses offered at UCB, the University of Birmingham or elsewhere.

U Thought



At PepsiCo, no day is the same. Based in the heart of PepsiCo UK & Ireland headquarters, I was given an internship position that allowed me to work alongside the UK Commercial and European Research and Development team, company directors, project leaders and key players in support of the development and innovation of strategic developments. Through the success of my internship, I was offered the opportunity to continue my employment working one day a week during my final year studies, with potential unlimited career prospects upon graduation.

Anilkumar Measuria

BA (Hons) Marketing Management

Course Structure

Year 1

External Business Challenges
Introduction to Operations Management
Marketing Dynamics
People and Organisations
Planning for Professional Development
Principles of Communication
Principles of Finance

Year 2

Consumer Insights*
Creative Solutions for Business
Enhancing Employability
Marketing Intelligence
Advertising Psychology
Enterprise Simulation
Plus One Option From:
Voluntary Initiative
Modern Languages (Upper Intermediate)
Applied e-Business and e-Marketing
Creative Communications
Enterprise Start-up Studies
Operational Sales Management
Business Innovation and the Environment
Professional Placement (optional 48-week placement)

Year 3

Final Year Honours

Digital and Social Media Marketing
International Marketing
Leadership and Change Management

Choose One Option From:

Research Project

OR

Marketing Showcase

Plus One Option From:

Brand Management
Modern Languages and Cultural Studies
Advertising and Media Management
Enterprise Risk Management
Social Entrepreneurship
Contemporary Entrepreneurial Studies
Contemporary Business Environment

**Consists of an overseas residential trip as part of the module assessment, allowing you the opportunity to explore marketing practice in international markets.*



International Foundation Diploma

Overview

This one-year International Foundation Diploma is designed to prepare you for degree-level study by providing an introduction to the world of business and its related services and giving you the opportunity to develop your English language and study skills. Successful completion of this course will give you access to the range of higher education courses offered by UCB in the fields of business, marketing, hospitality and tourism management. You can choose to start the course either in September or February.

U Thought



As an international student, I was afraid of adapting to a different culture, a new language, making new friends and above all, new ways of studying and teaching, which I had never experienced before in my country. However, I felt really welcomed at UCB. In particular, the International Foundation Diploma (IFD) course helped me tackle many obstacles within my study, the culture shock and breaking the language barrier. I felt prepared and developed very good academic skills in the English language study skills classes, and fundamental lessons of business and management theories by the dedicated lecturers. More importantly, meeting a lot of new friends from different countries made UCB feel like a second home.

Chi Duong
International Foundation Diploma

Course Content

On this diploma course, you will:

- Gain an introduction to business and management
- Learn important business and management skills
- Learn the English language study skills you will need to study at degree level

You will undertake a range of industry-related assignments in preparation for higher education study and develop expertise in areas such as:

- Managing tasks
- Problem solving
- Communication
- Group work

Course Structure

English and Study Skills A

English and Study Skills B

Foundation Management

The Business Organisation in its Environment

Foundation Studies in Marketing

Foundation Studies in Finance

Entry Criteria

The course is designed for students who have completed high school, but who do not have qualifications equivalent to A-levels. International applicants must hold an IELTS for UKVI of at least 5.0 (with a minimum of 4.5 in each element).

Career Opportunities and Further Study

If you successfully complete the International Foundation Diploma, you may continue your studies at degree level in your chosen field (students would need to achieve at least 40% overall in the English language modules, with a minimum of 40% in each element before progressing). To progress onto English and Study Skills B, you are required to successfully complete English and Study Skills A.

How to Apply

Applications should be made directly to UCB. To download an international application form, please visit www.ucb.ac.uk/IFD

For further information, contact our International Student Centre on
Tel: (+44) 121 604 1090
Fax: (+44) 121 200 1376
Email: international@ucb.ac.uk

School of Education, Health & Community

Courses

Childhood Studies (with or without Practitioner Status) BA (Hons)/FdA **Page 118**

A choice of two pathways is available:

- Early Years
- Primary

Health & Social Care BSc (Hons)/FdSc **Page 122**

Youth, Community & Families BA (Hons) **Page 126**

PGCE Primary (Primary 3-7 years, Primary 5-11 years) and PGCE School Direct Route (Primary) are available at UCB.

UCB also offers an Assistant Practitioners in Healthcare Higher Apprenticeship, a Nursing Associate Higher Apprenticeship and a Teaching Degree Apprenticeship. Please see page 46 for further details.





Industry and U

A career in education, health and social care and community is an extremely rewarding opportunity to help members of our society realise their potential and support them at their greatest time of need. At UCB, we aim to equip you with the most robust foundation for working with children, families and vulnerable people in a range of settings.

Courses within the school are geared towards a broad variety of careers and specialisms, including progression to the Postgraduate Certificate (PGCE), taught by expert staff with vocational experience.

Being able to put theory into practice in real-life scenarios during your studies maximises your prospects on graduation and our work placements can put you in the strongest position possible.

From NHS Trusts to local education authorities and youth agencies, UCB works with a wide range of private and public sector employers to ensure students are 'work-ready' when they leave university.

Work placement opportunities include working everywhere from nurseries, playgroups, children's centres, schools and community organisations to targeted youth, health, social and welfare services.

Edgbaston Park Day Nursery

Edgbaston Park Day Nursery has had students on placement from UCB for more than five years and their standard has been consistently high. We are always happy to support UCB students in providing them with an environment that supports and complements their theoretical learning. Based on students' feedback, as well as liaising directly with UCB's placement team, students have found their time with us rewarding and enjoyable.

Liz Kerr
Nursery Manager

Headway Birmingham & Solihull

Headway Birmingham & Solihull has worked in partnership with UCB since 2011. The students taking up voluntary placements at Headway receive extensive induction and ongoing training during their time on placement, and they receive regular support and supervision sessions from the Acquired Brain Injury (ABI) Managers.

Alison Caines
Personnel Assistant

Enterprise Hive

Our new business incubation space, Enterprise Hive, has been created for those with feasible business start-up ideas. You will receive intensive start-up support and guidance for new business ventures, plus a variety of business development workshops, networking opportunities, tailored mentoring from industry experts and incubation space. Please see page 45 for more information.

St Gregory's Primary School

We continue to have extremely positive experiences with the students from UCB, and have been happy to offer employment opportunities. We always find UCB students are well prepared for their placements and have a clear view of their own expectations. Students are extremely well supported throughout their studies both academically and practically. Placements offer students the opportunity to develop professional skills within the workplace, and to put theory into practice. Our students form an invaluable part of our team, and bring with them an enthusiasm for learning which is reflected in their successful experiences and their continued development.

Kathy McGuinness
Student Coordinator

Oakland Young People's Centre

Oakland Young People's Centre is happy to support the development of the youth workers of the future. To have additional staff at the centre is a great support and enables us to develop more projects. Over the years, we have been able to develop a positive working relationship with UCB, which has allowed us to shape the way the youth work programme is delivered.

Desta Hall
Senior Youth Worker

Helping U

The hired@UCB team's dedicated Employability Tutors will make sure that your placements are well-matched and closely monitor your progress during the work placement.

You are also encouraged to take advantage of part-time, full-time or voluntary work during term time and vacation periods, all of which is invaluable experience on your CV, regardless of whether you have a compulsory or optional work placement period on your course. Ultimately, the combination of our work placements with targeted course content delivered by highly knowledgeable lecturers, provides students with the right skills and experience to meet the demands of the increasingly challenging education, health and community sectors.

The Children's Society

It has been great having UCB students on placement with us as they have brought with them lots of enthusiasm. The Children's Society has given them opportunities to get involved in our direct service delivery with children and young people, fundraising and campaigning for change on a local and national level. These are the three main areas that any voluntary and community sector organisation has to develop if it is to help make changes for children.

Jennifer Crosby
Support Engagement Officer for the West Midlands

U Thought



The best part of my course so far has definitely been my placements. They have enabled me to sample different career options, shadow professionals and really get a feel of what my future could look like. My most recent placement was to do with the safeguarding of children under five, attending important meetings, home visits, and even having discussions with offenders. It was extremely eye-opening and allowed me to put the subjects learned in lectures into practice right away. Doing that placement helped me realise I want to work in government policy on safeguarding, and I'm currently being advised on graduate schemes via hired@UCB to help me achieve that.

Maliha Somji
BSc (Hons) Health & Social Care



The time tutors devoted to turning me into a confident, independent learner has prepared me for the workplace, as I can now develop reports and present to major clients with ease. Having my qualification accredited by the University of Birmingham, in addition to the placement I did through UCB, has helped me get great job offers from big companies. At the moment, I'm a project worker supporting a range of disadvantaged communities, but I'm planning to study UCB's MA in Youth Work and Community Development as it is approved by the Joint Negotiating Committee.

Otto Mponda
BA (Hons) Youth, Community & Families



My placement experience allowed me to gain a broad, first-hand understanding of children and how they develop. During my foundation degree, I was able to work with a range of children from babies to five-year-olds in a nursery to children with autism within a specialised unit. By working alongside qualified practitioners, I gained a better understanding of how to conduct myself appropriately and professionally within the childcare sector, both independently and as part of a team. My goal is to work within special educational needs. Thanks to my placement experience, I feel I have the foundations for the skills necessary to work in a variety of different sectors.

Ashley Lillis
BA (Hons) Childhood Studies



Childhood Studies

BA (Hons)/FdA

Accredited by the University of Birmingham

Overview

The Childhood Studies course provides you with the academic knowledge to succeed in this constantly changing field, and an in-depth understanding of children's social, physical, emotional and intellectual needs. You are given the opportunity to turn theory into practical skills during a variety of work placements, including nurseries, schools, children's centres, and special schools.

Our course offers you the holistic study of children and young people, with the additional opportunity to personalise your learning, depending on your personal interests and intended career choices.

In such a diverse sector, many of our graduates go on to work in education, advocacy, mentoring, welfare and leisure or become nursery owners or managers. Students also progress onto postgraduate studies.

If you do not hold a full and relevant Level 3 Early Years qualification we offer workplace assessments, during your course, to ensure you are able to achieve Practitioner Status and extend your career opportunities.

Course Content

Both the Foundation Degree and BA (Hons) Degree follow a similar course in the first two years.

Year 1:

You will learn about the key characteristics of childhood and how to meet the developmental needs of young children. You will develop skills for working with young children and other professionals within the children's workforce sector.

Year 2:

This year, you will learn how to help children develop by creating new learning opportunities. We will encourage you to develop a specialism that relates to your future career by choosing from a wide range of optional modules including Children's Health and Wellbeing, Behaviour and Individual Differences, and Mathematics and Science in the Curriculum.

At this stage, students on the Foundation Degree course may be considered for the final year of the BA (Hons) Degree.

Year 3:

In the final year, you will look at wider strategic and philosophical issues, including the impact of legislation and social trends within the childhood sector. The broader European and global context will also be examined within modules. You will be able to choose from our optional modules, which include Healthy Communities, New Media Literacies & Learning and Philosophy of Education. This is an opportunity to develop a specialism that relates to your future career. Your final year research project is an opportunity to research in-depth a topic that interests you and which may be relevant to your personal interests or intended future employment.

In Brief

Course Title:

BA (Hons) Childhood Studies

UCAS Code:

B35 X313

Course Title:

BA (Hons) Childhood Studies
(with Practitioner Status)

UCAS Code:

B35 X316

Typical Offer:

A minimum of 96 UCAS
Tariff points. GCSE English
language and maths
grades 9–4 (A*–C) or
Functional Skills Level 2.

Course Title:

FdA Childhood Studies

UCAS Code:

B35 X312

Course Title:

FdA Childhood Studies
(with Practitioner Status)

UCAS Code:

B35 X315

Typical Offer:

A minimum of 56 UCAS
Tariff points. GCSE English
language and maths grades
9–4 (A*–C) or Functional
Skills Level 2. Other Level
3 qualifications outside
the UCAS Tariff, plus
work-based applications,
are also welcome.

For further information,
please refer to page 60.

Work Placements

You will gain extensive experience working with children throughout your course. Over the years, UCB has developed close working relationships with the childcare and education sector, so that we can offer you a wide range of placement opportunities, including nurseries, playgroups, before and after-school clubs, children's centres, schools and specialist community organisations. The hired@UCB team will make sure that your placements are well-matched and closely monitor your progress during the work placement.

The Independent Safeguarding Authority (ISA), together with the Disclosure and Barring Service (DBS), are responsible for vetting those who will be working with children or vulnerable adults. Students enrolling onto these courses will be subject to the above (this procedure will be initiated by UCB). However, all students will be required to pay for an enhanced DBS check prior to enrolment. For more information, please see page 64.

Career Opportunities and Further Study

Both the Foundation and BA (Hons) Degree courses provide an excellent platform for those who want a career working with children in a professional capacity. There is a growing need in the education sector and children's workforce for trained staff with practical skills and experience. Graduates have gone on to work in child-related organisations in education, welfare, leisure, advocacy and counselling.

Many go on to further study to become:

- Teachers
- Nursery managers/owners
- Social workers
- Counsellors

Graduates who wish to continue their studies can progress to postgraduate courses at UCB, including our Postgraduate Certificate in Education (PGCE) Primary (Primary 3–7 years, Primary 5–11 years) with QTS or the MA/PGDip Learning & Teaching.

U Thought



At UCB, I really feel as though I matter as a student. Staff and students are welcoming, and its smaller size makes everything feel more personal. This course is highly versatile and you are encouraged and supported in trying different things – for example, I have completed placements in nursery schools, primary schools and social care, which has helped me truly understand the path I want to take after graduation. One of my favourite modules was Contemporary Issues in Social Context, which looked at the problems facing children today, which is essential for my chosen career. Throughout the whole course, you nurture a love and passion for influencing children's lives in a positive way. When I graduate, I plan to do a master's degree in social work.

Irene Chiukira

BA (Hons) Childhood Studies

Course Structure

Year 1

Principles of Professional Practice for Employability
Professional Practice in Childhood Studies
Working with Children 0–5
Pioneers and Practice
Introduction to Curriculum Academic Skills (SEHC)

Year 2

Communication, Language and Literacy
Multi-agency Practice and Child Protection
Research for Enquiry

Early Years Pathway

Child Development
Creativity and Play

Primary Pathway

Pedagogy and the Primary Curriculum
Learning and Development

Plus One Option From:

Mathematics and Science in the Curriculum
Behaviour and Individual Differences
Children and Society
Managing People
Children's Health and Wellbeing
Developing Multimedia Learning Resources
Enterprise Start-up Studies

Year 3

Final Year Honours

Contemporary Issues in Social Context
Equity and Inclusive Practice

Choose One Option From:

Professional Engagement

OR

Research Project (SEHC)

Plus One Option From:

Healthy Communities
Philosophy of Education
History of Childhood
New Media Literacies and Learning
Understanding Management
Managing Mentoring
Enhancing Employability for Professional Practice



Health & Social Care

BSc (Hons)/FdSc

Accredited by University College Birmingham

Overview

Your future career in health and social care is more than just a job; it is an extremely rewarding opportunity to meet the care needs of others in our society and support them at their greatest time of need. This course explores the complex nature of the sector, providing students with an excellent basis to explore the theoretical and practical aspects of health and social care with application to career opportunities. Through this course, you will become skilled and knowledgeable in working with the most vulnerable in our society, including those individuals with the most complex support needs.

Delivered by expert staff with vocational experience, the course takes a holistic view of health and social care and covers the broad skills and knowledge fundamental to the sector as a whole. As the sector is ever-evolving, the course adapts to relevant changes, whether they are a result of socio-political, commissioning or cultural shifts.

There will be opportunities to increase your employability through work placements, which are a crucial part of the first and second years of the course, with an optional placement module available in the final year. Undertaking additional voluntary work within the sector is also strongly encouraged.

Course Content

Both the Foundation Degree and BSc (Hons) Degree follow a similar course in the first two years.

Year 1:

In the first year, you will study five core modules, which will provide a strong foundation for your understanding of the health and social care sector. You will be provided with appropriate support to undertake study at higher education level, and gain underpinning knowledge of the principles and practice of working in health and social care.

Promoting health and social care in a holistic manner is fundamental to all aspects of the sector and this will be explored, along with the knowledge and skills necessary to understand specific illnesses (and the care related to these). Your self-awareness will develop as you explore personal attitudes, beliefs and skills in order to enhance your practice.

Year 2:

Your second year includes three core modules that build on the foundation provided by your first year and includes a focus on work-based practice, practically

linking theory to placement experience, the enhancement of your interpersonal and communication skills within the professional environment and the development of research skills relevant for this level of study. You will also study three optional modules, giving you the chance to explore areas of interest and those related to your career aspirations.

At this stage, students on the Foundation Degree course may be considered for the final year of the BSc (Hons) Degree.

Year 3:

In the final year of the BSc, there are two core modules which enable you to engage with contemporary issues in a social context and further develop your research skills in an area of health and social care you wish to investigate. You will also choose two optional modules from the wide range on offer, to further your study in the specialist areas of your choice.

In Brief



Course Title:

BSc (Hons) Health & Social Care

UCAS Code:

B35 L510

Typical Offer:

A minimum of 96 UCAS Tariff points. GCSE English grade 9–4 (A*–C) or equivalent.

Course Title:

FdSc Health & Social Care

UCAS Code:

B35 L511

Typical Offer:

A minimum of 56 UCAS Tariff points. GCSE English grade 9–4 (A*–C) or equivalent. Other Level 3 qualifications outside the UCAS Tariff, plus work-based applications, are also welcome.

For further information, please refer to page 60.

Specialised Vocational Placements

You will gain substantial experience in a range of diverse placement areas which aim to support you with linking theory and practice. The placement will enhance your employability, providing you with essential experience required to work in the health and social care sectors.

The Independent Safeguarding Authority (ISA), together with the Disclosure and Barring Service (DBS), are responsible for vetting those who will be working with children or vulnerable adults. Students enrolling on a health and social care course will be subject to the above (this procedure will be initiated by UCB). All students will be required to pay for an enhanced DBS check prior to enrolment. For more information, please see page 64.

New Facilities

The University's new Health Hub, a purpose-built facility at our Richmond House site, allows students to experience the full range of settings they are likely to encounter in practice. In addition to high specification resources, the hub includes:

- A three-bedded ward area – allowing students to interact with simulation manikins in a virtual ward setting designed for adults and children
- A clinical treatment area – a realistic environment to learn clinical skills such as patient assessment, administration of medication and wound care
- A typical home area – allowing students to consider the challenges of delivering health and social care in the community
- A 24-seat teaching area – for group work and debriefing, linked to activities in the virtual learning environment

Career Opportunities and Further Study

Following successful completion, graduates will have the knowledge and skills to work in a wide range of areas in the health and social care sector, within public, private and voluntary services. Careers include:

- Recovery and rehabilitation work
- Health promotion
- Offender management
- Family support, advice and guidance
- Disability support/housing support
- Community liaison and development

Successful graduates may choose to continue with further postgraduate studies in areas such as social work, education and other practitioner-based qualifications, such as youth work.

U Thought



I had been working in retail for 10 years when I decided to go back to education. I loved the look of the modules on UCB's Health and Social Care degree, and after having a tour of the University and seeing how helpful, approachable and friendly all of the staff were, I knew it was the place for me. I'm currently halfway through a placement at a brain injury association called Headway and have enjoyed every minute of it so far. I am given lots of freedom and responsibility, and am even able to manage my own art sessions there. The content of my degree is all so relevant to the current health and social care sector and my placement gives me the chance to apply everything I learn to real-life situations. Headway recently awarded me Volunteer of the Year. I'm so glad I can make a difference to the clients' lives.

Staci Lawrence

BSc (Hons) Health & Social Care

Course Structure

Year 1

Health and Social Care Principles
Academic Skills (SEHC)
Promoting Healthy Living
Emotional Intelligence in Practice
Acute and Chronic Illness

Year 2

Interpersonal Communication Skills for Managing the Professional Environment
Research for Enquiry
Work-based Practice in Health and Social Care

Plus Three Options From:

Managing Long-term Conditions
Family Wellbeing
Community Studies

Substance Misuse
Criminology and Criminal Justice
Working with Gangs
Mentoring for Learning

Year 3 Final Year Honours

Contemporary Issues in Social Context

Choose One Option From:

Professional Engagement

OR

Research Project (SEHC)

Plus Two Options From:

End of Life Care
Mental Wellbeing
Youth and Community Development
Healthy Communities

Managing Mentoring
Professional Management in Health and Social Care
Counselling and Guidance Skills
Offender Management
Learning Disability
Enhancing Employability for Professional Practice



Youth, Community & Families

BA (Hons)

Accredited by the University of Birmingham

Overview

If you are interested in a career supporting young people and their families, this course will provide you with an excellent start. Through both study and placement experience, you will be given the opportunity to explore specialist areas within the sector such as sexual health, substance misuse and rehabilitation, homelessness, community arts, sports projects and working with young people involved in the criminal justice system. This means that you can study more of what interests you and tailor your qualification to a chosen area of industry.

On successful completion of the course, you will be able to apply for a wide variety of vocational positions working with young people and families within local communities. It equips students to deliver targeted services to families within the social welfare, community development, health and education sectors. Increasingly, local authorities and voluntary sector organisations need highly trained professionals with the flexibility to work effectively within an integrated and multi-agency environment.

Course Content

Year 1:

You will begin to learn the academic, practical and professional skills required to work successfully in the youth, community and family sector. This will include exploration of how you impact on the learning and development of others, an introduction to inclusive practice, an understanding of the organisations in which youth, community and family practitioners work and the legislation and policy framework that governs them.

Year 2:

In the second year, you will continue to develop the professional skills that are vital for success in the youth and community sector through continuing your placement experience throughout the year. You will also develop a more advanced understanding of interpersonal communication, ethical practice, work with communities and research methods. You will be able to specialise in work with young people or families and also tailor your study through a range of optional modules including Criminology and Criminal Justice, Working with Gangs, Substance Misuse, Mentoring for Learning or Family Wellbeing.

Year 3:

In the final year, you will look at the strategies and ideas currently influencing how society works with young people and their families. This includes examining the impact of legislation and social trends. You will also have the opportunity to undertake an individual research project, as well as study a specialist area of your choice.

In Brief



Course Title:
BA (Hons) Youth,
Community and Families

UCAS Code:
B35 L591

Typical Offer:
A minimum of 96 UCAS
Tariff points. GCSE
English grade 9-4
(A*-C) or equivalent.

For further information,
please refer to page 60.

Practical Work Placement Experience

Our students gain experience working with young people and families in the community and over the years, we have developed close working relationships within the sector so we can offer students a wide range of placements within specialist and targeted youth, health, social and welfare services based in the community.

The Independent Safeguarding Authority (ISA), together with the Disclosure and Barring Service (DBS), are responsible for vetting those who will be working with children or vulnerable adults. Students enrolling onto this course will be subject to the above (this procedure will be initiated by UCB). However, all students will be required to pay for an enhanced DBS check prior to enrolment. For more information, please see page 64.

Career Opportunities and Further Study

The BA (Hons) Degree course is an ideal qualification for those who want a career working with young people and their families in a professional capacity. Employers of graduates in youth and community work include local authority youth services, education departments, voluntary organisations, religious organisations and other community-based groups. Many youth and community graduates go on to work in related areas such as social work, health promotion and family support work.

Graduates of this course will be eligible for careers in:

- Youth work
- Community work
- Youth justice
- Family support
- Counselling
- Drugs services
- Youth offending
- Learner mentoring
- Housing

Graduates who want to continue their studies can progress to postgraduate courses in Youth Work and Community Development (with JNC) or Social Work.

U Thought



I opted for UCB because of the fantastic range of courses on offer, the smaller class sizes, and its location in the heart of Birmingham city centre. My tutor has opened my eyes to the current issues affecting the social sector today. I have done work placements with the Children's Society, St Thomas's Children's Centre and Nelson Primary School, all of which I would highly recommend to any prospective students. The hired@UCB team, which helps connect students to the right placements, are wonderful and I can't ever thank them enough. My plan when I graduate is to found my own organisation helping disaffected teenagers back into education.

Queen Smith
BA (Hons) Youth, Community & Families

Course Structure

Year 1

Academic Skills (SEHC)
Democratic and
Inclusive Practice
Developing Community-
based Organisations
Policies and Practice
Professional Practice
in Work with Youth,
Community and Families
Understanding Self and
Others in Practice

Year 2

Ethics in Practice
Interpersonal
Communication Skills
for Managing the
Professional Environment
Research for Enquiry
Working with Communities
Plus One Option From:
Working with Families
Young People in Transition
Plus One Option From:
Mentoring for Learning
Family Wellbeing
Criminology and
Criminal Justice
Substance Misuse
Working with Gangs

Year 3

Final Year Honours
Youth and Community
Development
Contemporary Issues
in Social Context
Choose One Option From:
Professional Engagement
OR
Research Project (SEHC)
Plus One Option From:
Counselling and
Guidance Skills
Learning Disability
Offender Management
Healthy Communities
Enhancing Employability
for Professional Practice
Managing Mentoring
Philosophy of Education

College of Food

Courses

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Bakery & Patisserie Technology BSc (Hons)/FdSc	Page 140
Culinary Arts Management BA (Hons)/FdA	Page 144
Food Development & Innovation BSc (Hons)/FdSc	Page 148
Hospitality Business Management BA (Hons)/FdA	Page 152
Hospitality with Events Management BA (Hons)/FdA	Page 156
Hospitality & Tourism Management BA (Hons)/FdA	Page 160
International Hospitality & Tourism Management (One Year Top-up) BA (Hons)	Page 164
Professional Cookery FdA	Page 168





Industry and U

Exposure to the day-to-day operations of the food and hospitality industries is a key component of our College of Food courses, allowing you to put theory into practice in real-life situations, from project work for companies and workplace visits to periods of work placement.

Thanks to UCB's respected reputation within both industries, both nationally and internationally, we are able to offer you a wide range of opportunities with an extensive portfolio of employers.

For example, if you are studying Food Development and Innovation, you have optional work placements embedded in your course, either as two discreet periods of three weeks or 120 hours over your first two years. This could be with the likes of Mars or Aga, head offices of supermarkets such as Sainsbury's, or in new product development with major food suppliers such as Mondelēz, Bakkavor and Samworth Brothers or smaller producers such as Muddy Boots and Blue Earth Foods.

Other placement opportunities can include teaching in secondary schools or media organisations, such as PR and magazines and charities such as Fareshare.

A work placement is built into the first year of the Bakery and Patisserie Technology course. You are encouraged to undertake a three-week placement (120 hours) at the end of year 1. With a similar approach adopted on our Professional Cookery courses, this might be with small artisan businesses or larger food producers.

Blue Earth Foods

Blue Earth Foods has supported the placement of students from a range of courses, providing the opportunity to perform a 'live' role within product and process development or commercial departments. The roles are those which we have been actively recruiting for (such as assistant development chef, junior product technologist and commercial administrator). The calibre of UCB students has been very high, with far greater alignment to the workplace than is the norm. It is evident that syllabus content is implemented to an exacting standard. From a manufacturing perspective, it is apparent that courses are focused on providing individuals with appropriate tools for employment.

Dawn Deakin

Head of Business Development

Callebaut

Callebaut is one of the leading providers of chocolate to the professional world of bakers, patissiers, chocolatiers and restaurant chefs. We see UCB's College of Food as the leading bakery school in the UK and we feel privileged to have been an education partner for the last eight years. We believe UCB is now justifiably famous for its chocolate training and due to increased numbers, has been able to open a bespoke classroom dedicated to chocolate work. UCB was the first UK institution to offer a foundation degree covering chocolate confectionery.

Beverley Dunkley

Head of the Chocolate Academy

If you are studying Culinary Arts Management or any one of our hospitality management courses, there is a compulsory one-year placement after year one (unless you have previous relevant experience), which allows you to develop your current range of skills and technical knowledge to a higher level. Placements could be with private or corporate hotel groups, resorts, restaurant chains, licensed retail premises, convention and exhibition venues and contract caterers in the UK, or theme parks.

Hotel Westport

UCB seems to have a special talent for recruiting students who are suitable for the hospitality industry, typified by their 'can do' attitude. UCB students are highly regarded at Hotel Westport by the hotel's management, department heads and work colleagues as valuable contributors to the product we deliver to our guests.

Declan Heneghan

General Manager

Reflecting UCB's reputation with industry on a global scale, placement

opportunities may also exist in France, Spain, Ireland, Cyprus, UAE, the USA, Canada and China/Taiwan.

Helping U

Working with around 250+ students annually, the hired@UCB team has dedicated Employability Tutors who work to help source placements on an individual basis. If you have appropriate prior experience, you may apply for exemption from the placement period, subject to a portfolio of evidence being submitted and approved. Ultimately, you are encouraged to take advantage of part-time, full-time or voluntary work during term time and vacation periods, all of which is invaluable experience on your CV, regardless of whether you have a compulsory or optional work placement period on your course.

Carters of Moseley

I trained at UCB's College of Food and back then, the facilities were great. Now, they are amazing. In my view, UCB is the number one food college in the country. I continue to have a good relationship with UCB and I am always happy to take on trainees from the College of Food because I know they will have had a great grounding in the basic skills. UCB knows what I am looking for in the kitchen and the training there is excellent.

Brad Carter

Chef/Owner

Enterprise Hive

Our new business incubation space, Enterprise Hive, has been created for those with feasible business start-up ideas. You will receive intensive start-up support and guidance for new business ventures, plus a variety of business development workshops, networking opportunities, tailored mentoring from industry experts and incubation space. Please see page 45 for more information.

U Thought



I started my foundation degree with UCB after I came here to study Professional Cookery, and fell in love with the place. I did two placements in the USA last year which were life-changing; one in the kitchens at the Ritz-Carlton Hotel in Naples, Florida, and one at the Chatham Bars Inn in Massachusetts. It was an amazing opportunity to work with different cultures and cuisines in a completely new setting, and working for such high-end businesses meant I was constantly challenging myself.

Harry Charsley

FdA Culinary Arts Management



I really enjoyed the practical elements of this course, many of which are live projects set by food organisations. You are given lots of opportunities to network with food industry professionals and gain feedback on your work from major companies, for instance, on a first-year project we did developing recipes for Quorn. Between my first and second year, I did a food development internship at Marks & Spencer's head office, and am now completing my year's placement with them, which is challenging and rewarding in equal measure. I'm planning to return to M&S on their graduate scheme next year.

Sophie Ecclestone

BSc (Hons) Food Development & Innovation



I worked as a food and beverage assistant in the Crowne Plaza Hotel, Birmingham, for my degree placement. It was a great experience, working in different departments of the hotel, including the restaurant, room service, breakfast and conference and banqueting. Each department helped me to improve my skills and learn how to deal with different situations on a daily basis. Working in the restaurant helped me to improve my communication and pressure-handling skills as we directly interacted with guests and our main focus was to provide the best service. Room service was more about speed and accuracy of service, so it enabled me to develop time management and team work skills.

Omer Malik

BA (Hons) Hospitality Business Management



Applied Food & Nutrition

BSc (Hons)/FdSc

Accredited by University College Birmingham

Overview

Nutrition-related issues are becoming increasingly important in the commercial food sector. Food-related research and concepts are reported almost daily in the media. The consumption of food has wide-reaching effects throughout society and government initiatives attempt to stress the importance of diet and fitness in the UK population.

Against this background, there is increased demand in food-related employment for graduates with specialised nutrition backgrounds. With this in mind, UCB's Applied Food and Nutrition course has been designed to explore the science behind food, as well as the skills required for food preparation.

The course has been developed in accordance with the core competences of the Association for Nutrition (AfN), with the aim of becoming an accredited course.

It covers a vast range of core competencies in the sector, including:

- Science
- The food chain
- Social and behavioural aspects
- Health and wellbeing
- Professional conduct

You will be able to apply your knowledge in practical and relevant ways to different areas such as nutrition, public health, food science, food politics and food manufacture.

Course Content

Both the Foundation Degree and BSc (Hons) Degree follow a similar course in the first two years.

Year 1:

You will start to look at macro and micro nutrients, UK Government public health policy and campaigns, measuring health with practical sessions in the human performance laboratory and preparing reports and presentations. You will learn culinary skills with a nutritional focus with College of Food chefs and gain insight into contemporary issues within the food manufacturing industry, with guest talks and field trips.

International Nutrition, covering public health issues on a global scale, and Dietary Research in Culinary Development, incorporating real-life scenarios.

At this stage, students on the Foundation Degree course may be considered for the final year of the BSc (Hons) Degree.

Year 3:

In the final year, you will drive the direction of your studies, whilst lecturers guide and challenge you through modules. Content will include analysing food components to assess how they relate to health, more in-depth nutrition in context, looking at influencing factors of issues such as obesity and the impact of the media and retail industry, nitrogenics and nitronomics and sustainability through the supply chain, from food as a commodity to waste and ethics. Optional modules include Advanced Sports Nutrition, Nutrition at Key Life Stages and Food Technology. You will also choose a final research project.

Year 2:

You will extend your knowledge base, looking at the link between food and disease, the role of 'vita-chemicals', the legalities of labelling and research into eating disorders and conditions. You will learn the process of new product development, from concept to design for market, create products for well-known brands and learn about current food trends. Optional modules include Sports Nutrition, looking at athletes and those with substantial exercise programmes,

In Brief



Course Title:

BSc (Hons) Applied Food & Nutrition

UCAS Code:

B35 DB64

Typical Offer:

A minimum of 96 UCAS Tariff points.

Course Title:

FdSc Applied Food & Nutrition

UCAS Code:

B35 BD65

Typical Offer:

A minimum of 56 UCAS Tariff points. Other Level 3 qualifications outside the UCAS Tariff, plus work-based applications, are also welcome.

For further information, please refer to page 60.

Specialist Facilities

Our new multi-million pound, state-of-the-art Food Science and Innovation Suite comprises:

- Two specialist kitchens
- Bespoke sensory evaluation room
- Pilot plant
- Science facilities

All laboratories in the innovation area have been designed with the help of the food industry and replicate the environment that you could work in on graduation.

Work Placements

You are encouraged to gain work experience throughout this course because it is a great opportunity to put what you've learned into practice alongside qualified professionals. Over the years, we have developed close working relationships with food science and product development industries, so that we can offer you a wide range of placement opportunities alongside your studies. Our hired@UCB team will make sure that you are well matched for your placement and support your progress throughout your work placement. We recommend a minimum of five days' work experience in both your second and third year.

Career Opportunities and Further Study

When you graduate, you will have a high-level understanding of food science.

Career paths might include:

- Product development or menu development
- International food manufacturers' graduate courses
- Laboratory work
- Health education – both at a local and national level
- Research and teaching
- Private work

BSc (Hons) Degree graduates who want to continue their studies can progress onto postgraduate level courses offered at UCB, the University of Birmingham or elsewhere.

U Thought



I opted for UCB because I really liked the content of the Applied Food and Nutrition course compared to other universities. It's very focused on the nutrition side, which is the element I'm most interested in. Since coming here, one of the things I've appreciated the most is the way lecturers make sure absolutely everything is covered in modules, so you never feel left behind. I plan to become a nutrition consultant when I graduate, and having that broad knowledge base is perfect because it means I can specialise later. My proudest achievement to date is managing to reverse my grandma's Type 2 Diabetes with a diet plan we developed directly as a result of knowledge I'd gained on my course. That's what I'd like to devote my career to – and this course is the perfect place to start.

Lucy Webb

BSc (Hons) Applied Food & Nutrition

Course Structure

Year 1

Academic Skills for Food and Nutrition
Culinary Skills for Nutrition
Food Manufacture
Food Science
Introduction to Nutrition
Public Health and Nutrition

Year 2

Contemporary Eating Practices
Functional Foods and Legalities
Nutrition in Context
Product Design and Process Development
Research for Food and Nutrition
Plus One Option From:
Dietary Research in Culinary Development
International Nutrition
Sports Nutrition

Year 3

Final Year Honours

Current Issues in Food and Nutrition
Food Supply and Sustainability
Nutritional Science
Choose One Option From:
Research Project
OR
Applied Food and Nutrition Project
Plus One Option From:
Principles for Teaching and Learning with Food
Nutrition for Performance
Nutrition at Key Life Stages
Food Technology



Bakery & Patisserie Technology

BSc (Hons)/FdSc

Accredited by University College Birmingham

Overview

Today's highly-competitive bakery industry offers a whole range of technology-focused and creative careers, as well as plenty of opportunities to start your own business.

This established course includes hands-on practical production of bakery and patisserie goods to a high standard, but it is primarily designed to arm students with a scientific and technological understanding of the core processes involved in the wider industry.

Over the course, you will learn a broad range of baking and patisserie processes, from basic foundation level techniques to technically-advanced industry methods, and your learning will be underpinned by the relevant science and technology.

Crucially, the course has been developed in consultation with industry experts to provide you with the high level of technical and managerial skills needed to succeed at senior management level or as a business entrepreneur.

Course Content

Both the Foundation Degree and BSc (Hons) Degree follow a similar course in the first two years.

Year 1:

You will be introduced to the fascinating science behind bakery and patisserie. You will gain the basic core skills needed to produce a variety of specialist patisserie and confectionery products, and an introduction to fermented products including some artisan breads. Finally, you will choose to study either managing for profit, or diet and nutrition.

Year 2:

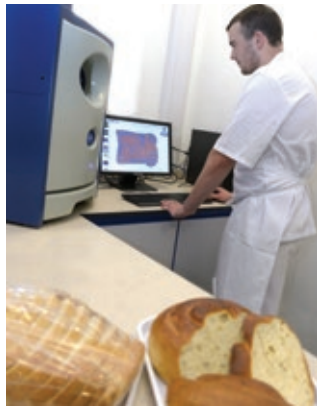
This year focuses on advancing your skills in confectionery and chocolate, learning how to control the process of contemporary bread production, and the art of patisserie. You will also develop an understanding of quality assurance techniques used in food manufacturing, and key aspects of food production management. Finally, you will choose to study either enterprise start-up, or product design and process development.

At this stage, students on the Foundation Degree course may be considered for the final year of the BSc (Hons) Degree.

Year 3:

In the final year, you will track current issues and trends in nutrition and learn more about the agri-food supply chain and sustainability. You will investigate how bakery and patisserie ingredients interact by the use of a range of scientific methods, and explore food technology with regard to processing systems and food preservation methods. Finally, you will choose to undertake either a research project or applied bakery and patisserie project.

In Brief



Course Title:

BSc (Hons) Bakery & Patisserie Technology

UCAS Code:

B35 DN6H

Typical Offer:

A minimum of 96 UCAS Tariff points.

Course Title:

FdSc Bakery & Patisserie Technology

UCAS Code:

B35 DN6D

Typical Offer:

A minimum of 56 UCAS Tariff points. Other Level 3 qualifications outside the UCAS Tariff, plus work-based applications, are also welcome.

For further information, please refer to page 60.

Specialist Bakery and Patisserie Facilities

We have our own on-site baking and product development laboratories, all of which are resourced with specialist equipment such as:

- Spiral mixers
- High speed pressure/vacuum mixers
- Digital imaging equipment
- Laser volume measuring equipment
- Dough and flour rheology testing equipment
- Industrial ovens/retarder provers
- Specialist chocolate-production equipment

In addition to these facilities, our multi-million pound, state-of-the-art Food Science and Innovation Suite comprises two specialist kitchens, a bespoke sensory evaluation room, pilot plant and science facilities.

Industry Partnerships

UCB has a long history of training students in bakery and patisserie techniques. Over the years, we have developed partnerships with leading companies such as Callebaut, Fermex, Mondelēz, Delifrance, Heygates, Dupont/Danisco and British Society of Baking and Alliance for Bakery Students and Trainees, which means we can offer our students unique access to top industry professionals via guest lectures.

We have a close working relationship with The Worshipful Company of Bakers and UCB is a member of The National Skills Academy for Baking and Confectionery. This ensures our equipment, facilities and teaching techniques are up-to-date and our course features the latest techniques and developments used in the industry. Partnerships with industry provide students with the opportunity to showcase their talent in competitions.

Career Opportunities and Further Study

This course is an ideal qualification for those who want a career in the bakery and confectionery industry. Graduates from this course will be able to work in a wide range of areas including:

- Artisan bakery
- Confectionery and chocolate
- Food technology
- New product development
- Technical management or quality assurance
- Specialist food production
- Bakery or patisserie

BSc (Hons) Degree graduates who want to continue their studies can progress onto postgraduate level courses.

U Thought



I wanted to study baking at university to increase my career prospects and raise the ceiling on what I could earn. The experience really developed my knowledge and skill set, making me more mature and changing the way I think about things. I was encouraged by UCB to go on placements in Norway and France, as well as being offered plenty of opportunities to do competitions and more, all of which I took, meaning I'm in the great position I am today, career-wise. I'm now currently in the process of buying my own bakery specialising in artisan breads. I'd eventually love to expand throughout the UK and become a household name.

Sean Brown

BSc (Hons) Bakery & Patisserie Technology

Course Structure

Year 1

- Bakery and Confectionery Science
- Introduction to Patisserie
- Artisan Bread – Production and Appraisal
- Specialist Confectionery
- Food Safety and Hygiene

Plus One Option From:

- Managing for Profit
- Diet and Nutrition

Year 2

- Advanced Confectionery and Chocolate
- Contemporary Bread Production
- Contemporary Patisserie
- Quality Assurance
- Food Production Management

Plus One Option From:

- Enterprise Start-up Studies
- Product Design and Process Development

Year 3

Final Year Honours

- Current Issues in Food and Nutrition
- Food Supply and Sustainability
- Bakery and Patisserie Ingredient Functionality
- Food Technology

Plus One Option From:

- Research Project
- Applied Bakery and Patisserie Project



Culinary Arts Management

BA (Hons)/FdA

Accredited by the University of Birmingham

Overview

Whether you want to be executive head chef at a 5-star hotel, manage the kitchen of a high profile restaurant or create new food products as a development chef, this course will equip you with the skills, knowledge and experience you need. Our Culinary Arts Management course aims to provide you with the essential technical skills and the ability to adopt a modern management approach in a wide range of professional food environments.

You will learn first-class culinary skills, gain real-life industry experience and put business management principles into practice as you work in our state-of-the-art kitchens and restaurants.

The fundamental core of this course is based on balancing business needs with creativity, innovation and experiential learning.

UCB sets the bar for culinary training and has the best facilities in the country. I can't think of a better place to learn the art and craft of becoming a chef.

Glynn Purnell

Michelin-starred celebrity chef

Course Content

Both the Foundation Degree and BA (Hons) Degree follow a similar course in the first three years.

Year 1:

This year is about developing the technical, personal and business skills you will need for your placement in year 2. You will get a detailed introduction to the key business principles you need to manage a professional kitchen and restaurant, including managing people and costing commodities. These principles will be applied as you work in our kitchens and restaurants, where you will learn fundamental technical culinary skills.

Year 3:

You will develop your business management knowledge by studying human resources, finance, marketing and information research. On the technical side, you will learn skills in kitchen management, culinary development and how to manage food and beverage operations.

At this stage, students on the Foundation Degree course may be considered for the final year of the BA (Hons) Degree.

Year 2:

You'll have a unique opportunity to complete a one-year work placement within the culinary arts industry. This could be in the UK or overseas. Our hired@UCB team has developed close working relationships throughout the restaurant and hospitality sector in the UK and overseas. For more information on the wide range of placement opportunities available, please refer to page 133.

Year 4:

The final year takes a wider look at the contemporary culinary industry, including how to develop new food products for a variety of market sectors. The importance of a proactive approach to changes in the professional environment is emphasised with a strong focus on culinary innovation, operations management and strategic planning.

In Brief



Course Title:

BA (Hons) Culinary Arts Management

UCAS Code:

B35 N227

Typical Offer:

A minimum of 96 UCAS Tariff points.

Course Title:

FdA Culinary Arts Management

UCAS Code:

B35 N228

Typical Offer:

A minimum of 56 UCAS Tariff points. Other Level 3 qualifications outside the UCAS Tariff, plus work-based applications, are also welcome.

For further information, please refer to page 60.

Specialist Facilities

We have fully-equipped food and beverage laboratories and industry standard kitchens on campus. In addition, our new multi-million pound, state-of-the-art Food Science and Innovation Suite comprises two specialist kitchens, a bespoke sensory evaluation room, pilot plant and science facilities. You will have the opportunity to learn from some of the best chefs in the industry and gain hands-on experience working in our AA award-winning restaurants, which are open to the public and have a great reputation with diners and industry professionals.

Work Placements

A one-year placement in the UK or overseas is an integral part of the Culinary Arts Management course. This placement allows you to complete your degree with significant work experience, which is a huge advantage when applying for your first graduate position.

Past students have successfully completed placements at organisations such as the White Barn Inn & Spa (USA), Wickaninnish Inn (Canada), Claridge's (London), Une Table au Sud (France), and Ashford Castle (Ireland).

Bridging Course

Students joining the course with no culinary arts qualifications or experience can attend a short bridging course in practical skills development before year 1 starts. Additionally, all students will undertake a brief induction period prior to the first semester, focusing on academic development and orientation.

Career Opportunities and Further Study

Graduates from this course have built very successful careers in a varied range of industry sectors including:

- Fine dining
- New product development
- Contract catering
- Specialist food production
- Consultancy
- Licensed retail

Others have started their own business enterprises in: You can also, on successful completion of the BA (Hons) Degree, progress your studies at postgraduate level.

U Thought



I was studying Food Technology at A-level when I visited UCB and was blown away by the facilities. The whole experience of university proved to be really good for me. I wouldn't have had half of the opportunities I've enjoyed without the help of the lecturers on my course. Within months of graduating, I was working as head chef at leading housing and care provider Midland Heart, and have gone on to become the face of Tesco's Indian Meal range. I'm currently working as a product manager for Asda stores across the country. On top of that, I've just released My Modern Indian Kitchen, a recipe book published by Ryland-Peters, which is available in major stores including Amazon, Waterstones and WHSmith.

Nitisha Patel

BA (Hons) Culinary Arts Management

Course Structure

Year 1

- Commodities and Nutrition
- Culinary Skills Development
- Food Safety and Hygiene
- Food, Beverage and Hospitality Operations
- Kitchen and Restaurant Operations
- Managing for Profit

Year 2

Work Placement

Year 3

- Human Resources for Hospitality Managers
- Marketing Communications for Hospitality
- Research Principles
- Creative Kitchen Management
- Culinary Research and Development
- Management of Food and Beverage Operations
- Plus One Option From:**
- Gastronomy
- Contemporary Patisserie
- Events Planning
- Managing Pub Operations

Year 4

Final Year Honours

- Culinary Product Development
- Hospitality Operations Management
- Research Project
- Strategic Tourism and Hospitality Management
- Plus One Option From:**
- Financial Strategy
- Small Restaurant Management
- Modern Languages and Cultural Studies
- Cross-cultural and Global Management in Hospitality
- Innovation and Creativity Management in Hospitality and Tourism
- Personal Effectiveness and Behavioural Skills



Food Development & Innovation

BSc (Hons)/FdSc

Accredited by the University of Birmingham

Overview

Innovation and creativity in food development is crucial if the industry is to meet the challenges posed by a diverse market and changing consumer trends. Technology is constantly evolving to meet the demands to provide a nutritious, safe and sustainable food supply.

This course is designed for individuals seeking a management career in the food, beverage and retail industries, or for those interested in food media and food education.

The food industry is diverse, consisting of small/niche businesses, blue chip manufacturers and major retailers. While analysing the industry in its broadest sense, module options allow specialisation in areas such as food product and process development, public relations and marketing.

You will assess new and existing foods and identify new markets. You will learn how to enhance the sensory attributes of products and recipes, ensuring food delivers the consistent quality expected by manufacturers, retailers and consumers. Practical food preparation skills and sensory evaluation are also integral to the course.

The course emphasises the development of professional verbal presentation techniques and the essential people skills needed to excel as an intermediary between manufacturers, retailers and the consumer. Current trends in health, food availability, food security and rising food costs will also be examined and applied to current and future markets.

Well-developed links with industry are reflected in the design and delivery of this course. Industry-led projects and assignments have a strong industrial focus.

Course Content

Both the Foundation Degree and BSc (Hons) Degree follow a similar course in the first two years.

Year 1:

You will learn about food commodities, nutrition and food safety through practical application and development work. Essential skills of analysis of ingredients and products will further enhance your understanding of the function and impact of ingredients on food products. You will also investigate the importance of understanding the consumer and will identify trends affecting development and food choice.

Reinforcing the business aspects of product development, you will examine the processes and management activities from evolution of a concept into a viable commercial product. You will have the opportunity to focus your interests in product formulation process management, food media or business enterprise. Employability will be enhanced through the optional year in industry and other work placement opportunities.

Year 2:

This year will bolster your ability to analyse the requirements of specific target markets and identify the key drivers used to inform innovation and development projects. Industry will take a key role in providing contemporary development projects.

Year 3:

The final year will consolidate and elevate the learning of the previous years to a strategic level, enabling you to assess all the factors internally and externally to a company and to develop strategies for the future.

In Brief



Course Title:

BSc (Hons) Food Development & Innovation

UCAS Code:

B35 DN45

Typical Offer:

A minimum of 96 UCAS Tariff points.

Course Title:

FdSc Food Development & Innovation

UCAS Code:

B35 DN44

Typical Offer:

A minimum of 56 UCAS Tariff points. Other Level 3 qualifications outside the UCAS Tariff, plus work-based applications, are also welcome.

For further information, please refer to page 60.

You will further develop and enhance your research skills, undertaking either a practical research project or a dissertation. The research project could involve specific work for food companies using UCB's analytical and evaluation facilities. In addition, you will have a choice of options to suit your career path.

Specialist Facilities

Our multi-million pound, state-of-the-art Food Science and Innovation Suite comprises two specialist kitchens, a bespoke sensory evaluation room, pilot plant and science facilities. All laboratories in the innovation area replicate real-life work environments.

Work Placements

As well as the opportunity to complete an optional one-year work placement within the industry at the end of your second year, you will have other work placements embedded in your course during your first two years – either as two periods of three weeks or 120 hours in total. These work placements will provide you with the opportunity to develop skills, knowledge and practices and relate them to the working environment to gain a sound base of work experience. This will be organised by our dedicated hired@UCB team.

Career Opportunities and Further Study

The food, consumer and retail industries offer a wide range of career destinations, such as designing and developing new products, reformulating existing ones, monitoring food manufacture, marketing and retailing products, and work in education or the media.

Graduates are employed in a broad range of roles including:

- Food product development
- Quality assurance
- Food technology teaching
- Research and development in food and appliance companies
- Product evaluation
- Food journalism

In addition, there are fantastic opportunities to open up your own food business or work as a consultant. Some graduates continue with their studies and undertake postgraduate level studies.

U Thought



The idea of studying at a city university has always appealed to me. When I looked around UCB, the facilities were impressive and hearing more about the modules on my degree, they were exactly what I wanted to be doing. Now I'm in my third year, I have probably enjoyed the practical and development areas of my degree most of all. My dissertation is on consumers perceptions of reduced sugar bakery alternatives, which is a very current issue I spent a lot of time working on during my placements. If you have a passion for food without necessarily wanting to become a chef, this is the perfect degree for you – you can build on your cooking skills throughout the course, while discovering the hundreds of different avenues available to you within the food industry. I have just been offered a job as a junior creative developer at a food business development company, which will be the beginning of my career in food research and development.

Iola Seabright

BSc (Hons) Food Development & Innovation

Course Structure

Year 1

Culinary Skills for Innovation
Diet and Nutrition
Food Industry Insights
Food Science for Product Development
Managing for Profit
Sensory Evaluation of Food

Year 2

Commercialisation and Supply Chain
Consumer Behaviour for Food
Contemporary Food Communication
New Food Product Development
Research for Food

Plus One Option From:

Creative Food for the Media
Food Product Reformulation
Enterprise Start-up Studies
Food Production Management

Year 3

Work Placement (optional)

Year 3/4 Final Year Honours

Food Quality Management
Food Retail Innovation
Strategies for Food Production and Food Retail Industries

Choose One Option From:

Research Project

OR

Practical Project

Plus One Option From:

Brand Management
International Marketing
Principles for Teaching and Learning with Food



Hospitality Business Management

BA (Hons)/FdA

Accredited by the University of Birmingham

Overview

This course will provide you with a wide range of opportunities to work at management level in world-class hotels, country clubs, theme parks, leisure centres, exhibition venues and catering services. If you are good with people, business minded and hard-working, a career in hospitality business management could be for you. This course will develop the knowledge and skills necessary for a range of management careers within the international hospitality industry.

Throughout the course, we will encourage you to add to your skills by specialising in subjects such as Management of Food and Beverage Operations, Rooms Revenue Management or Events Planning. Specialist technical modules will enable you to take advantage of UCB's unparalleled hospitality restaurant facilities and supported placement network.

Course Content

Both the Foundation Degree and BA (Hons) Degree follow a similar course in the first three years.

Year 1:

You will examine the scope of the hospitality sector and learn how to apply key business skills such as managing people, marketing and finance in an industry context. Year 1 also prepares you for your work placement year by developing your practical hospitality skills.

Gastronomy, Convention Management, and Managing Pub Operations.

At this stage, students on the Foundation Degree course may apply for the final year of the BA (Hons) Degree.

Year 2 & Year 3:

Year 2 is the work placement year for Foundation Degree students. BA (Hons) Degree students start their year in industry in the second semester of year 2 and finish it at the end of the first semester of year 3. We send you out on placement and on your return, we will develop your management skills and illustrate how to apply financial, marketing and human resource management theory to the hospitality environment. You will learn how to balance the logistics of running a profitable hospitality business with meeting the high service expectations of your customers. We will also encourage you to develop an industry specialism with a choice of optional modules, including

Year 4:

The final year focuses on the international hospitality sector with an emphasis on planning for future developments. For your final year project, you will research an area of the industry that interests you. It is a great opportunity to exercise independent learning and develop expertise that will help your future employability. Your experience gained from placement will enrich your understanding of the modules.

Year 4 is also open to direct entry applicants who may hold a comparable Level 5 award from another institution.

In Brief



Course Title:

BA (Hons) Hospitality Business Management

UCAS Code:

B35 N221

Typical Offer:

A minimum of 96 UCAS Tariff points.

Course Title:

FdA Hospitality Business Management

UCAS Code:

B35 N229

Typical Offer:

A minimum of 56 UCAS Tariff points. Other Level 3 qualifications outside the UCAS Tariff, plus work-based applications, are also welcome.

For further information, please refer to page 60.

Work Placements

You will gain valuable work experience on a 12-month work placement. This is an exciting opportunity to put what you have learnt into practice, broaden your experience and demonstrate your abilities to potential employers.

Over the years, we have developed close working relationships throughout the hospitality sector in the UK and internationally, including the USA and Canada. Our hired@UCB team will assist you in finding a paid placement that gives you the relevant experience to support your future career plans.

Placement locations include: Royal Automobile Club (London), US Hotels (New England, USA), The Greenwich Country Club (Connecticut, USA), and Adare Manor Hotel (Ireland), the venue for the Irish Open Golf Championship, which hosts players such as Tiger Woods and Rory McIlroy.

Career Opportunities and Further Study

Both the Foundation and BA (Hons) Degree courses are ideal qualifications for those seeking a management career in the hospitality industry.

Graduates have gone on to have careers in:

- Hotel management
- Events management
- Conference and exhibition management
- Foodservice management
- Resort management
- Property management
- Travel services

In addition, the industry offers the opportunity to specialise in such areas as human resources, marketing, public relations and financial management.

You can use the Foundation and BA (Hons) Degree to gain entry to careers that require a business and management qualification. Graduates who have successfully completed the BA (Hons) Degree can continue to postgraduate study at UCB, the University of Birmingham or elsewhere.

U Thought



My time at UCB has allowed me to take bigger and bigger strides in every element of my life. My confidence has grown more than I ever could have expected. One of the best parts of my time was my placement at the Gleneagles Hotel restaurant in Scotland. There are almost too many to mention, but a personal highlight of mine was serving my idol, Quentin Tarantino. I've been exposed to so many different unforgettable experiences that have given me a really rounded view of the industry and the skills to match. It's because of that I am now working at a restaurant in Birmingham city centre and fast on my way to becoming a manager – if you had told me that at 16, I would have laughed.

Alex Vegnuti

BA (Hons) Hospitality Business Management

Course Structure

Year 1

Food, Beverage and Hospitality Studies
 Hospitality and Tourism Business Principles
 People and Organisations
 Rooms Division Systems
 The Hospitality and Tourism Customer Experience
 Employability Enhancement

Year 2/3

Work Placement

Human Resources for Hospitality Managers
 Management of Food and Beverage Operations
 Marketing Communications for Hospitality
 Operational Finance for Hospitality and Tourism
 Research Principles

Rooms Revenue Management

Plus One Option From:

Convention Management
 Creative Design for Service Organisations
 Events Planning
 Gambling in the 21st Century
 Gastronomy
 Managing Pub Operations
 Modern Languages (Upper Intermediate)
 Training and Development Skills for Managers

Year 4

Final Year Honours

Strategic Tourism and Hospitality Management
 Hospitality Operations Management

Choose One Option From:

Research Project

OR

Enterprise and Innovation Showcase

Plus Two Options From:

Cross-cultural and Global Management in Hospitality
 Digital and Social Media Marketing
 Financial Strategy
 Hospitality Retail
 Innovation and Creativity Management in Hospitality and Tourism
 International Marketing
 Modern Languages and Cultural Studies
 Personal Effectiveness and Behavioural Skills
 Small Restaurant Management
 Strategic Human Resources Management

Hospitality with Events Management

BA (Hons)/FdA

Accredited by the University of Birmingham

Overview

This course seeks to provide students looking to develop a career in the hospitality industry with a specific focus on the specialist provision of event hospitality. The focus will be on developing your key hospitality management skills, coupled with a complementary awareness of events provision and management.

Birmingham hosts a vibrant hospitality industry and events sector and is home to the NEC, ICC and Barclaycard Arena, which host a considerable array of events, festivals and concerts. With our network of contacts in the local area, across the UK and overseas, our work placement team will assist students in securing a placement that matches their future career aspirations.

Course Content

Both the Foundation Degree and BA (Hons) Degree follow a similar course in the first three years.

Year 1:

We will give you an overview of the hospitality industry and look in detail at how different venues manage operations and stage events. The first year also concentrates on key business concepts, developing a knowledge of finance, human resources and marketing. Organising an event generally involves the provision of food and beverage service and students are able to gain additional experience by taking advantage of UCB's unparalleled hospitality and restaurant facilities. This also prepares you for a work placement in year 2.

At this stage, students on the Foundation Degree course may apply for the final year of the BA (Hons) Degree.

Year 4:

In your final year, you will examine important issues affecting the future of the hospitality and events industries. In addition, you will develop the skills you need to make effective bids in order to win events and secure future business. You will examine the importance of innovation in the hospitality industry and how to develop new concepts and techniques in marketing and staging events. Our optional modules will allow you to develop a specialism relevant to your chosen career. These include: Strategic Human Resources Management and Enterprise and Innovation Showcase.

In your final year, you will complete a research project, giving you the chance to develop your expertise in an area that interests you and is relevant to your future career.

Year 2 & Year 3:

Year 2 is the work placement year for Foundation Degree students. BA (Hons) Degree students start their year in industry in the second semester of year 2 and finish it at the end of the first semester of year 3. We will develop your management skills and show you how to apply financial, marketing and human resource management theory to the hospitality and events environments. To give you managerial experience, you will plan and run your own hospitality event – overseeing all the elements from marketing and publicity to catering, staffing, finance and operations.

In Brief



Course Title:

BA (Hons) Hospitality with Events Management

UCAS Code:

B35 N894

Typical Offer:

A minimum of 96 UCAS Tariff points.

Course Title:

FdA Hospitality with Events Management

UCAS Code:

B35 N895

Typical Offer:

A minimum of 56 UCAS Tariff points. Other Level 3 qualifications outside the UCAS Tariff, plus work-based applications, are also welcome.

For further information, please refer to page 60.

Work Placements

You will gain valuable work experience on a 12-month work placement. This is an exciting opportunity to put what you have learnt into practice, broaden your experience and demonstrate your abilities to potential future employers. Over the years, UCB has developed close working relationships throughout the hospitality and events sectors in the UK and internationally. The hired@UCB team will help you find a paid placement that gives you the experience most relevant to your future career plans.

Career Opportunities and Further Study

Both the Foundation and BA (Hons) Degree courses are ideal qualifications for those who want a management career within the hospitality and events industry.

Graduates have gone on to careers in:

- Hotels
- Exhibition venues
- Their own events, catering or hospitality business
- Business centres
- Specialist events organiser

You can use the Foundation and BA (Hons) Degree to gain entry to careers that require a business and management qualification.

Graduates with the BA (Hons) Degree can continue to postgraduate study at UCB, the University of Birmingham or elsewhere.

U Thought



I study Hospitality with Events Management as a four-year degree, which involved one year's paid placement. For my placement, I worked at the Birmingham Ramada hotel in the Mailbox. I gained valuable experience in various departments, including the in-house Starbucks, reception and reservations. The placement will help my future career as work experience is attractive to employers; sometimes a qualification alone is not enough. On completion of my placement, I remained at the hotel and am now a permanent reservations agent, which involves both bedroom reservations and conference bookings. The role gives real-life application to my studies and has provided me with the experience I need for graduate employment.

Chloe Hollier-Swain

BA (Hons) Hospitality with Events Management

Course Structure

Year 1

Event Studies

The Hospitality and Tourism Customer Experience

Hospitality and Tourism Business Principles

People and Organisations

Events Industry in Context

Food, Beverage and Accommodation Applications

Event Design

Year 2/3

Work Placement

Operational Finance for Hospitality and Tourism

Human Resources for Hospitality Managers

Management of Food and Beverage Operations

Marketing Communications for Hospitality

Research Principles

Dynamics of Business Events

Plus One Option From:

Gastronomy

Managing Pub Operations

Modern Languages (Upper Intermediate)

Training and Development Skills for Managers

Gambling in the 21st Century

Creative Design for Service Organisations

Stadium and Arena Management

Year 4

Final Year Honours

Hospitality Operations Management

Strategic Tourism and Hospitality Management

Winning Events Contracts

Choose One Option From:

Research Project

OR

Enterprise and Innovation Showcase

Plus One Option From:

Cross-cultural and Global Management in Hospitality

Financial Strategy

Global Marketing Solutions

Modern Languages and Cultural Studies

Strategic Human Resources Management

Personal Effectiveness and Behavioural Skills

Hospitality Retail

Hospitality Crisis Strategy

Festivals and Events Tourism

Hospitality & Tourism Management

BA (Hons)/FdA

Accredited by the University of Birmingham

HYATT



Overview

Studying Hospitality and Tourism Management opens the door to a variety of sought-after careers, including resort management, travel consultancy, tourist attractions and hotel management.

The hospitality industry is increasingly focused on international visitors and is looking for ways to partner with the tourism industry. Managers with knowledge of both sectors, and an ability to tailor hospitality services for visitors, are in great demand in the UK and overseas.

You will gain valuable work experience during a 12-month paid placement at a carefully chosen hospitality and tourism destination. You will be encouraged to find a future career by studying a range of specialist subjects such as destination management, international travel operations and hospitality operations management.

Course Content

Both the Foundation Degree and BA (Hons) Degree follow a similar course in the first three years.

Year 1:

You will examine the scope of the hospitality and tourism industries and how they work together, whilst learning key business skills including finance, human resources and marketing. This also prepares you for a work placement in year 2.

Year 2 & Year 3:

Year 2 is the work placement year for Foundation Degree students. BA (Hons) Degree students start their work placement year in the second semester of year 2 and finish it at the end of the first semester of year 3.

You will further develop your business skills and learn how to apply these to the hospitality and tourism environment. Optional modules in year 2/3 include Gastronomy, Cruise Operations, Social Media in Tourism, Events Planning and Modern Languages.

At this stage, students on the Foundation Degree course may be considered for the final year of the BA (Hons) Degree.

Year 4:

In your final year, you will consider the future of the hospitality and tourism industry, how to respond to change and how to create new products and services.

For your final year project, you will research an area of the industry that interests you. There is a compulsory overseas residential trip where you will take part in a tailored destination management field study. It is a great opportunity to exercise independent learning and develop expertise that will help your future employability.

Previous destinations have included New York, Copenhagen and Athens.

In Brief



Course Title:

BA (Hons) Hospitality & Tourism Management

UCAS Code:

B35 NN28

Typical Offer:

A minimum of 96 UCAS Tariff points.

Course Title:

FdA Hospitality & Tourism Management

UCAS Code:

B35 NN2W

Typical Offer:

A minimum of 56 UCAS Tariff points. Other Level 3 qualifications outside the UCAS Tariff, plus work-based applications, are also welcome.

For further information, please refer to page 60.

Restaurant Facilities at UCB

You will gain experience with a unique behind-the-scenes view of the catering and hospitality industry, learning hospitality management skills in everything from casual dining to silver service. Our restaurants – the Atrium and the Brasserie – have a fantastic reputation with diners and industry professionals.

Work Placements

You will gain valuable work experience on a 12-month work placement. This is an exciting opportunity to put theory into practice, broaden your experience and demonstrate your abilities to future employers. Over the years, UCB has developed close working relationships throughout the hospitality and tourism sectors in the UK, the USA, Canada and elsewhere.

The hired@UCB team will help you find a paid placement that gives you the most relevant experience to secure a position in the area you wish to work in on completion of your course.

Previous placements include: Alpine Elements Ski Resorts, Westin Hilton Head Island Resort & Spa (South Carolina, USA), The Greenwich Country Club (Connecticut, USA) and Adare Manor Hotel (Ireland), the venue for the Irish Open Golf Championship, which hosts players such as Tiger Woods and Rory McIlroy.

Career Opportunities and Further Study

Both the Foundation and BA (Hons) Degree courses are ideal qualifications for those who want to pursue a management career in the hospitality and tourism industries at home or overseas.

Graduates have gone on to have careers in:

- Attractions management
- Hotel management
- Tour operations
- Travel consultancy
- Resort management
- Destinations marketing

Graduates with the BA (Hons) Degree can continue to postgraduate study at UCB, the University of Birmingham or elsewhere.

U Thought



The University felt like a perfect match for me – Birmingham is a big city full of life and the opportunities to work and study abroad were very interesting. My placement was in one of the biggest JW Marriotts in the world, in Indianapolis, USA. It was one of the best experiences of my life. I got to rotate through different departments of the hotel, gaining a broader knowledge of hospitality and improving my transferable skills. Living in the USA was such an adventure – visiting New York, Chicago and New Orleans were dreams come true. I'd go back in a heartbeat. After I graduate, I plan to see the world, explore the hospitality trade in different countries, and one day own my own business.

Filipa Alexandra Fujaco Araujo
FdA Hospitality & Tourism Management

Course Structure

Year 1

- Food, Beverage and Accommodation Applications
- Hospitality and Tourism Business Principles
- People and Organisations
- The Hospitality and Tourism Customer Experience
- Employability Enhancement
- Travel Geography

Year 2/3 Work Placement

- Human Resources for Hospitality Managers
- International Travel Operations
- Marketing Communications for Hospitality
- Operational Finance for Hospitality and Tourism
- Tourism Investigations
- Rooms Revenue Management

Plus One Option From:

- Social Media in Tourism
- Convention Management
- Creative Design for Service Organisations
- Events Planning
- Gambling in the 21st Century
- Gastronomy
- Cruise Operations
- Social Media in Tourism
- Managing Pub Operations
- Modern Languages (Upper Intermediate)
- Training and Development Skills for Managers

Year 4 Final Year Honours

- Strategic Tourism and Hospitality Management
- International Destination Management
- Hospitality Operations Management

Choose One Option From:

- Research Project
- OR**
- Enterprise and Innovation Showcase
- Plus One Option From:**
- Anthropology of Tourism
- Cross-cultural and Global Management in Hospitality
- Global Marketing Solutions
- Financial Strategy
- Hospitality Retail
- Innovation and Creativity Management in Hospitality and Tourism
- Modern Languages and Cultural Studies
- Personal Effectiveness and Behavioural Skills
- Strategic Human Resources Management
- Festivals and Events Tourism
- Hospitality Crisis Strategy

International Hospitality & Tourism Management

BA (Hons) (One Year Top-up)

Accredited by the University of Birmingham



Overview

Sharpen your business skills and prepare for a career in international hospitality and tourism with this intensive one-year course. Designed as a top-up for students who have a relevant Foundation Degree or equivalent Level 5 qualification, you will graduate with a BA (Hons) Degree.

This course is ideal if you want to pursue a career in the hospitality and tourism sectors. You will develop essential business knowledge and skills to succeed in these fast-moving industries. You will learn how to analyse problems, make good business decisions and communicate with colleagues and customers.

Course Content

Year 1:

You will learn about business administration in the context of the international hospitality and tourism industries. You will study specific areas such as international marketing, corporate strategy and destination management.

You will also examine how businesses in the hospitality and tourism sectors work together, and you will take a strategic look at the future of the industries and learn how to plan and develop a business that responds successfully to change. Our optional modules will encourage you to develop a specialism relevant to your future career. They include Festivals and Events Tourism, Modern Languages and Cultural Studies, Cross-cultural and Global Management in Hospitality, Innovation and Creativity Management in Hospitality and Tourism and Financial Strategy.

As part of this course, you will be given the opportunity to examine contemporary industry trends in the form of your own international research project. This compulsory component of the course will involve you participating in an overseas residential trip and fieldwork study.

In Brief



Course Title:

BA (Hons) International Hospitality & Tourism Management (Top-up)

UCAS Code:

B35 N896

Typical Offer:

Applicants should have a Foundation Degree with 240 credits or equivalent. This is a top-up Honours Degree normally with a duration of one year.

For further information, please refer to page 60.

Work Placements

UCB encourages you to seek work experience throughout your studies and we work with industry providers to offer you a variety of opportunities (paid and voluntary).

Over the years, we have developed close working relationships throughout the hospitality sector. Our hired@UCB team will assist you in finding work that gives you the relevant experience to support your future career plans.

Career Opportunities and Further Study

This is an ideal qualification for those who want a business career in the international hospitality and tourism sectors. It will also give you access to any relevant career that requires a business and management qualification.

Graduates will have the skills needed to work in areas such as:

- Hospitality and tourism planning
- Marketing
- Tourist attractions management
- Conference and exhibition management
- Events management
- Travel services management

Students preferring to continue their studies may progress to postgraduate level studies at UCB, the University of Birmingham or elsewhere.

U Thought



My decision to study at UCB is probably one of the best I have made in my life. As a foreign student, I particularly treasured the environment and the international scope of the study. The course, including presentations, project management and team-working skills, was excellent. Being an entrepreneur, I realised the education and support I received gave me a steady foundation to start my career. I would recommend anyone, without hesitation, to study this course and receive a degree in International Hospitality & Tourism Management, which provides competencies for one of the world's most dynamic and leading sectors.

Umer Asif

BA (Hons) International Hospitality & Tourism Management

Course Structure

1 Year Top-up

Corporate Strategy for Hospitality and Tourism
Hospitality Operations Management
International Marketing
International Research Project
Destination Management

Plus One Option From:

Cross-cultural and Global Management in Hospitality
Financial Strategy
Innovation and Creativity Management in Hospitality and Tourism
Modern Languages and Cultural Studies
Festivals and Events Tourism



Professional Cookery

Foundation Degree/FdA

Accredited by University College Birmingham

Overview

This practical course focuses on culinary skills and will appeal to chefs qualified to Level 3, as well as those with relevant industry experience. It is ideal for chefs aspiring to work in high quality establishments (AA rosettes and Michelin Guide) including the pub sector.

Expert chef lecturers will help you develop your professional training and the course has been designed with industry partners to boost employability, promotion prospects and creativity.

Course Content

Year 1:

You will develop and learn a wide range of skills and techniques relating to the practical functions of professional kitchens and larders, patisserie and gastronomy. Disciplines include devising menus, costing dishes, classical and modern cooking techniques, specialist patisserie and the delivery of food to a consistently high standard. Your knowledge of gastronomy will be broadened by addressing topics such as food culture, contemporary trends and the importance of sustainable food production. Chefs will also receive the latest advice and instruction relating to food safety, including allergens and nutrition.

The College of Food's industry links will enable you to gain valuable insights into the culinary sector at this level - and allow you to forge connections and contacts that may influence your career.

The knowledge and skills you develop will be linked to best practice with an emphasis on the use of seasonal produce and sustainability. Transferable skills, allowing you to move from one kitchen style to another, is a key focus.

Year 2:

This year will consolidate and build on the practical skills you acquired in the first year and provide an introduction to effective kitchen management, enhancing your prospects for career progression. You will study culinary styles and presentation used by leading chefs and explore the development of 'pop-up' restaurants. The production of refined dishes is balanced with the development of craft techniques and specialist patisserie studies are taken to a higher level. You will also develop key skills required for the effective and efficient management of professional kitchens and take an in-depth look at the development of profitable menus.

In Brief



Course Title:
FdA Professional Cookery

UCAS Code:
B35 D500

Typical Offer:
A relevant Level 3 qualification in Chef Catering, Professional Chef/Cookery or Food Preparation and Cooking.

For further information, please refer to page 60.

Specialist Facilities

You will have the opportunity to learn from some of the best chefs and food professionals in the industry, in facilities to match. You will also have the opportunity to gain culinary experience in our acclaimed training kitchens, and benefit from the breadth of food competencies excelled in across the College of Food. We have fully-equipped food and beverage laboratories and industry standard kitchens on campus. In addition, our multi-million pound, state-of-the-art Food Science and Innovation Suite comprises two specialist kitchens, a bespoke sensory evaluation room, pilot plant and food science facilities.

Work Placements

Chefs traditionally undertake a period as a trainee as part of their craft development. As a Professional Cookery student, you will be required to complete a series of short and intensive placements, organised by our dedicated hired@UCB team, in some of the country's best kitchens. These will be blended into your studied modules and will support and enhance your culinary training, and will provide you with an enviable CV of work experience to promote your employability and career opportunities. This element will also provide you with the opportunity to develop the skills, knowledge, experience and practices that you will learn on your course and relate them to the working environment.

Career Opportunities and Further Study

Upon successful completion of this course, graduates will be able to move into a wide variety of areas or continue their education. Graduating with this degree will enable you to pursue a career path in:

- Professional cookery
- Food innovation
- Culinary development
- Patisserie

U Thought



I knew I would enjoy the Professional Cookery FdA because of the content of the course and the facilities available. One of my favourite modules has been The Gastronomist, in which we had to create our own street food idea. It gave me the chance to be creative, while developing my knowledge of the most cutting-edge trends of the modern British food scene. With so many trips, placement and competition opportunities, this course really improves your prospects as a chef. When I graduate, I plan to go into a full-time position at a Michelin-starred restaurant, before returning to UCB to complete a top-up degree in Culinary Arts Management.

Millie Tibbins
FdA Professional Cookery

Course Structure

Year 1

Advanced Culinary Skills
Specialist Patisserie
The Gastronomist
The Science of Food

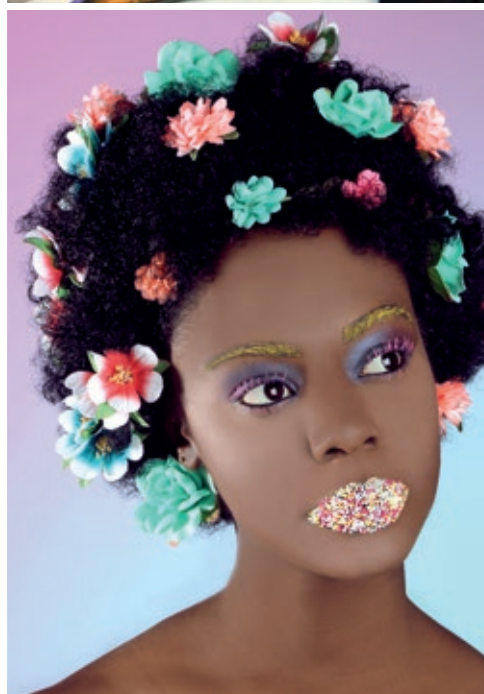
Year 2

Advanced Culinary Techniques
Innovative Patisserie
Kitchen Management Techniques
Profitable Menu Development

School of Sport & Creative Services

Courses

Sport & Fitness Studies BA (Hons)/FdA	Page 178
Sports Management BA (Hons)/FdA	Page 182
Sports Massage & Remedial Therapy FdA	Page 186
Sports Therapy BSc (Hons)/FdSc	Page 190
Strength, Conditioning & Sports Nutrition BSc/FdSc	Page 194
Aesthetic Beauty Practitioner FdA	Page 198
Specialist Hair & Media Make-up BA (Hons)/FdA	Page 202





Industry and U

Both highly competitive industries, professional sport and the creative services demand the very best talent in their respective fields and at UCB, we can help you find your way onto the podium.

On the sport side, we offer a range of practical and theory-based courses for those aspiring to be everything from a sports coach, personal trainer and PE teacher to a strength and conditioning expert or a member of the uniformed services. Our creative services courses pave the way for students with a desire to work in specialist hair and media make-up or in the aesthetic beauty field.

we have a wide portfolio of partnering employers offering work placements to help you get your foot on the ladder.

West Midlands Fire Service

I am the Service Fitness Advisor for West Midlands Fire Service, working in a multidisciplinary in-house occupational health unit. Apart from specific occupational health surveillance, we also offer cognitive mental health appointments and muscular skeletal treatment for rehabilitation. We have taken many students for work placement, mainly from UCB, to gain valuable practical experience within the rehabilitation industry. UCB students are particularly keen to learn and they are obviously taught to a very high standard.

Paul Rudge
Occupational Health

easyGym

Having previously worked as part of the UCB team, I have seen first-hand the quality of teaching and level of dedication within the sports department - these standards are clearly reflected in the students who come through from UCB. I am really excited to now have an agreement in place to take more UCB students in for work placements this year. I'm sure we can help these students get the practical experience that will stand them in good stead to not only successfully complete their courses, but also help them when seeking employment in the industry in the future.

Paul Grice
Regional Manager (North)

Knowing just how vital it is to get out there into industry and put the skills and theory you are learning on your course into practice in a real-life environment,

By choosing UCB, you could find yourself helping to devise fitness programmes for members of multi-million pound chain easyGym or, on the creative side, producing special effect 'injuries' for police emergency training exercises or working on models for glamorous fashion shows.

Providing the experience you need in a very competitive job market, each placement, crucially, offers significant practical work experience in areas you will be studying, all whilst helping you make invaluable industry contacts.

Alyn Waterman Make-up and Hair Studio

I have worked as a professional hair and make-up artist in film and television for many years. When I'm looking for potential trainees or candidates for work experience, it's important for me to see that they have a good standard of education and training in hair and make-up, which makes building contacts and finding work experience as a new make-up and hair artist very difficult. With that in mind, I regularly ask UCB to recommend students for work placements both on set and at my make-up and hair studio in Birmingham. I have always been impressed by the standards of both the students' work and their professional approach to their chosen career.

Alyn Waterman

Make-up & Hair Designer to the stars

Helping U

The hired@UCB team's dedicated Employability Tutors make sure that your placements are well-matched and closely monitor your progress during the work placement.

You are also encouraged to take advantage of part-time, full-time or voluntary work during term time and vacation periods, all of which is invaluable experience on your CV, regardless of whether you have a compulsory or optional work placement period on your course.

Ultimately, the combination of our work placements with targeted course content, all delivered by highly knowledgeable lecturers, provides students with the right skills and experience to meet the demands of the increasingly challenging sport and creative industries.

Enterprise Hive

Our new business incubation space, Enterprise Hive, has been created for those with feasible business start-up ideas. You will receive intensive start-up support and guidance for new business ventures, plus a variety of business development workshops, networking opportunities, tailored mentoring from industry experts and incubation space. Please see page 45 for more details.

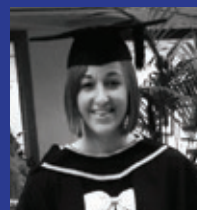
Pretty Hate Productions

I approached UCB with a view to using their media make-up students on set whilst producing a feature-length film called 'Losing Innocence'. The students were exclusively responsible for the make-up for the film and I couldn't have been more delighted. The students were incredibly talented, professional and dedicated. What they added to the film was immense and without them, the finished product would have been nowhere near as effective. It is now beyond doubt that for all my future projects, UCB will be the only place I will look when I need specialist media make-up artists.

Matthew R. Ford

Screenwriter/Director

U Thought



Since leaving UCB, I have set up my own sports therapy and massage business, which is doing extremely well. The modules throughout the entire three years of my course definitely helped me with my skills and knowledge. The clinical modules in years 2 and 3, in particular, have helped me because what I do now is exactly what we did in those sessions. I also work pitch side for a rugby team and my degree definitely helps me with this. Without it, I would not know as much anatomy and would not be able to prescribe exercises for rehabilitation or even assess and treat the players. My degree has definitely helped me to pursue the career I wanted to do for many years.

Ruth Lawton

BSc (Hons) Sports Therapy



I currently work at a salon led by a Toni & Guy trainer who only takes on UCB students, which has complemented my course by not only enhancing my technical skills, but by teaching me to take on lots of responsibility. When I first came here, I was worried I'd be treated differently because of my age – but instead it's the only place where staff have gone above and beyond to make sure I feel I can be myself, and also that I am prepared for whatever my next step might be.

Shakela Bibi

BA (Hons) Specialist Hair & Media Make-up



I chose UCB first of all because it offered the perfect course option for me, and also because it felt like the right kind of atmosphere for me to be able to work and succeed in. The facilities are great and help is always on offer. The opportunities to gain other qualifications alongside my course are beneficial. I have already passed my level 2 fitness instructors course and got a job as a fitness instructor, which I'm really happy about. When I graduate I will look to do a masters in Strength & Conditioning.

Che O'Connor

BA (Hons) Sport & Fitness Studies



Sport & Fitness Studies

BA (Hons)/FdA

Accredited by University College Birmingham

Overview

Graduates with broad experience and excellent skills are highly sought after in the sport and fitness industries. Whether you are interested in coaching, fitness training, teaching, or a combination of areas, you will be well catered for in this course. You will be offered guidance and opportunities to investigate the various facets of the sport and fitness industries, tailoring each area to suit your interests and career aims.

Sport and fitness encompasses professional, amateur and educational roles. Many areas of industry require similar base knowledge in fields such as nutrition,

anatomy and physiology. By building their knowledge, graduates can ensure they are well placed to exploit opportunities in this dynamic employment market.

There are options to gain further industry accredited qualifications throughout your studies, including *Level 2 Certificate Fitness Instructor (NCFE) in year 1, Level 3 Personal Trainer (NCFE) in year 2 and Level 2 Award in Coaching Weight Lifting (British Weight Lifting and 1st4Sport) in year 3.

**Extra qualifications incur an additional fee (reduced).*

Course Content

Both the Foundation Degree and BA (Hons) Degree follow a similar course in the first two years.

Year 1:

You will build a strong knowledge base in a variety of areas, including anatomy and physiology, coaching principles and fitness training. We will ensure you are able to apply this knowledge in practical and relevant ways, giving you the skills to apply learning in your field of interest.

Year 2:

The second year is about advancing your knowledge in a range of areas, as well as tailoring study to take account of your career aims. You will be encouraged to gain industry experience and develop your employment skills. There will also be opportunities to gain industry qualifications, such as personal training and coaching. All modules will be relevant to industry and you will be able to hone your skills in the sports performance lab, fitness gyms and other sports facilities.

At this stage, students on the Foundation Degree course may apply for the final year of the BA (Hons) Degree.

Year 3:

You will drive the direction of your studies, whilst academic staff guide and challenge you through modules such as Applied Fitness Training and Programming, and Sports Psychology 2. Your choices for the research project and continued industry involvement will be hugely influential in your next steps after university. You will also have optional modules such as Nutrition for Performance, Sports Marketing or Sports Coaching and the Development of Expertise.

There will be another opportunity to gain a further industry qualification in coaching weight lifting.

In Brief



Course Title:
BA (Hons) Sport & Fitness Studies

UCAS Code:
B35 CN07

Typical Offer:
A minimum of 96 UCAS Tariff points.

Course Title:
FdA Sport & Fitness Studies

UCAS Code:
B35 CN08

Typical Offer:
A minimum of 56 UCAS Tariff points. Other Level 3 qualifications outside the UCAS Tariff, plus work-based applications, are also welcome.

For further information, please refer to page 60.

State-Of-The-Art Clinics and Gym

Our teaching facilities are state-of-the-art and feature an extensive range of equipment.

At UCB, we have:

- A fully-equipped gym and sports hall
- Fitness testing equipment
- Anatomical models
- Human performance laboratory

The fantastic news for anyone joining our sports-focused degree courses is that they will have exclusive use of the state-of-the-art facilities at our new higher education building, Moss House, when it opens in 2019/20. These will include a cutting-edge gym incorporating all the latest equipment and sports technology and a 35-metre indoor running track to assess speed and performance.

Work Placements

You are encouraged to gain work experience throughout this course because it is a great opportunity to put what you have learned into practice alongside qualified professionals. Over the years, we have developed close working relationships within the industry, so that we can offer you a wide range of placement opportunities alongside your studies. Our hired@UCB team will make sure that you are well-matched for your placement and support your progress throughout your work experience.

Uniform

For practical activities, a uniform is required at a cost of approximately £55.

Career Opportunities and Further Study

This course would enable you to enter a number of careers upon completion, including:

- Sports coaching
- Sports development
- Fitness instructor/personal trainer
- Strength and conditioning
- Armed forces/uniformed services
- Teaching or lecturing (via a PGCE)

BA (Hons) Degree graduates who want to continue their studies can progress onto postgraduate level courses offered at UCB, the University of Birmingham or elsewhere.

U Thought



A major highlight of my course so far has been getting the qualifications I need to become a successful personal trainer. My degree gives me the specialised knowledge to stand head and shoulders above other applicants for those kinds of roles and, as a result, I now work with a specialised strength and conditioning facility in Birmingham and I also work with my own clients alongside my studies. My favourite module has been Fitness Training, which explores different health and fitness programmes and best practice for gym instruction. When I graduate, I plan to use what I've learned to become a major online influencer for sport and fitness and build a wide network of personal training clientele. I feel confident I'll get there knowing I've taken every opportunity I've been given at UCB.

Xavier Mathias
BA (Hons) Sport & Fitness Studies

Course Structure

Year 1

Healthy Lifestyle
Applied Anatomy and Physiology
Academic Skills (SSCS)
Sport in Society
Fitness Training
Coaching Principles

Year 2

Fitness Training 2
Sports Psychology
Industrial and Personal Development
Research for Sport
Sports Coaching
Plus One Option From:
Enterprise Start-up Studies
Modern Languages (Lower Intermediate)
Sports Nutrition
Voluntary Initiative
Health, Fitness and Wellbeing
Performance Analysis

Year 3

Final Year Honours

Sports Psychology 2
Applied Fitness Training and Programming
Sports Project
Plus Two Options From:
Nutrition for Performance
Sports Coaching and the Development of Expertise
Sports Marketing
Work-based Learning for Sport





Sports Management

BA (Hons)/FdA

Accredited by the University of Birmingham

Overview

Sport is big business. More people than ever understand the link between an active lifestyle and good health, and are prepared to spend their income and leisure time on sports-related activities.

Sports Management is an exciting sector with a wide variety of employment opportunities in leisure centre/facility management, sports events, sports development, national governing bodies, sports coaching, sports marketing, PE teaching and health and fitness management.

This course will give you the management and practical skills you need to make the most of business opportunities in sport, at home and abroad. You will also

develop the analytical, communication and decision-making skills vital for success in sports organisations.

When you enrol, you also automatically become a student member of the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA).

The fantastic news for anyone joining our sports-focused degree courses is that they will have exclusive use of the state-of-the-art facilities at our new higher education building, Moss House, when it opens in 2019/20. These will include a cutting-edge gym incorporating all the latest equipment and sports technology and a 35-metre indoor running track to assess speed and performance.

Course Content

Both the Foundation Degree and BA (Hons) Degree follow a similar course in the first two years.

Year 1:

You will learn the business and management skills you need to succeed in the sports industry. Much of your teaching will take place on the ground within a sports industry context, with academic and pastoral tutorials, workshops and residential visits included to complement your studies further.

At this stage, students on the Foundation Degree may be considered for the final year of the BA (Hons) Sports Management Degree.

Year 3:

The final year of the BA examines the future of the sports industry with an emphasis on strategic issues specifically relating to the international operating environment. A key feature of the final year is the undertaking of a research project, which provides you with the opportunity to specialise in an area of particular interest and in accordance with your individual career aspirations.

Year 2:

In the second year, the course emphasises operational issues, with the management and business core modules relating specifically to the management of sport, along with modules examining operations and planning in sport. You can continue to specialise in the second year by choosing from a wide variety of modules that relate to possible future career paths.

In Brief



Course Title:

BA (Hons) Sports Management

UCAS Code:

B35 N2C6

Typical Offer:

A minimum of 96 UCAS Tariff points.

Course Title:

FdA Sports Management

UCAS Code:

B35 N2CQ

Typical Offer:

A minimum of 56 UCAS Tariff points. Other Level 3 qualifications outside the UCAS Tariff, plus work-based applications, are also welcome.

For further information, please refer to page 60.

Residential Visits

As part of the course, you will participate in several compulsory residential visits to a variety of projects both in the UK and overseas. These visits are funded by UCB and provide an opportunity to develop a wider appreciation of national and international sporting environments. You will examine real world examples of effective sports management practice. Previous destinations include the Lake District National Park, Athens, Barcelona, Paris, Krakow and Berlin. The Lake District residential visit enables you to undertake the Emergency First Aid qualification with the Mountain Rescue Service at an outdoor centre.

Work Placements

You will be encouraged to undertake work experience throughout your course. This could be during the summer months, or for those students on the BA degree, there is the opportunity to complete an optional 48-week placement after year 2. The hired@UCB team will assist you in finding a placement to reflect your particular area of interest. Previously, students have completed placements at home or overseas with Sea Pines leisure resort in the USA, for example. Alternatively, those who want to go into teaching may wish to undertake the Voluntary Initiative optional module in order to gain valuable work experience.

Career Opportunities and Further Study

Employment opportunities are vast and include:

- Sports development officers
- Sports centre managers
- Corporate sports hospitality
- Sports coaching
- Sports tourism
- Marketing for sports
- Sports event management

You can also use the Foundation Degree and BA (Hons) Degree to gain entry to careers that require a business and management qualification. Graduates who want to continue their studies can progress onto postgraduate level courses offered at UCB, the University of Birmingham or elsewhere.

U Thought



Since graduating from UCB, I have moved to Vancouver, Canada, to continue pursuing my career in the marketing arena of the sports nutrition industry. UCB opened my eyes to the dynamic world of business as it relates to the international sports industry, as well as giving me key knowledge and theory to be used in the world of work. Completing my degree allowed me to develop my critical thinking and creativity, as well as my self-confidence. I was given the opportunity to put theory into practice during my year-long fitness and recreation internship on Hilton Head Island, South Carolina, USA – the best year of my life!

Tom Ravenhill

BA (Hons) Sports Management

Course Structure

Year 1

Economics of Sport
Coaching Principles
Healthy Lifestyle
Managing People and Performance
Sport in Society
Sports Safety, Health and the Environment

Year 2

The Business of Sport
Research for Sport
Managing Sports Facilities
Management and Planning of Sport
Leading People
Plus One Option From:
Sports Coaching
Sports Nutrition
Sports Psychology
Voluntary Initiative
Enterprise Start-up Studies
Modern Languages

Work Placement (optional 48-week placement)

Year 3

Final Year Honours

Development and Innovation in Sport
International Sports Environment
Research Project
Strategy in Sport
Plus One Option From:
Sports Marketing
Sports Psychology 2
Sports Tourism
Sports Coaching and the Development of Expertise
Financial Strategy





Sports Massage & Remedial Therapy

Foundation Degree/FdA

Accredited by University College Birmingham

This course is subject to approval

Overview

Sports massage therapists work and treat a range of clients from an array of sports, as well as those suffering from recreational or work-related soft tissue conditions.

The Sports Massage and Remedial Therapy course is intended to develop and implement practical vocational skills such as sports massage, advanced soft tissue skills and exercise prescription for the maintenance of general health.

The focus is on the practical application of skills within a clinical setting, to treat and support athletes as well as the general population.

There are options to gain further industry accredited qualifications such as *ITEC Level 4 Sports Massage or Level 2 Fitness Instructing (gym-based).

When you enrol you automatically become a student member of the Sports Massage Association (SMA) and as a graduate, you are also able to register with the Complementary and Natural Healthcare Council (CNHC), the UK voluntary regulator of complementary healthcare practitioners.

**Extra qualifications incur an additional fee (reduced).*

Course Content

Year 1:

You will examine the role of the sports massage therapist and how massage is used within the sports, health and leisure industries. You will learn basic elements of fitness for remedial therapy, as well as having a clear understanding of anatomy and how the body works. A large part of year 1, and the course, will be honing your hands-on soft tissue skills.

Sports Nutrition, Sports Psychology and Enterprise Start-up Studies.

At this stage, some students may wish to consider further study on a relevant BA (Hons) course at UCB or alternatively, students may choose to enter into industry with their FdA Sports Massage and Remedial Therapy.

Year 2:

In your second year, it's all about gaining lots of professional work experience. As part of your course, you will attend key sports events to assist with pre and post event treatment. You will also gain further practical experience whilst on work placement and treating clients in our sports massage clinics. We will support your practical experience with further academic training in Anatomy, Remedial Sports Massage and Research for Sport. You will have the opportunity to develop a specialism relevant to your future career, with a choice of optional modules including Sports Coaching,

In Brief



Course Title:

FdA Sports Massage & Remedial Therapy

UCAS Code:

B35 C619

Typical Offer:

A minimum of 56 UCAS Tariff points. Other Level 3 qualifications outside of the UCAS Tariff, plus work-based applications, are also welcome.

For further information, please refer to page 60.

State-Of-The-Art Clinics and Gym

Our teaching facilities are state-of-the-art and feature an extensive range of equipment. At UCB, we have:

- Two purpose-built sports injury/massage clinics
- A fully-equipped gym and sports hall
- Fitness testing equipment
- Anatomical models
- Human performance laboratory

The fantastic news for anyone joining our sports-focused degree courses is that they will have exclusive use of the state-of-the-art facilities at our new higher education building, Moss House, when it opens in 2019/20. These will include a cutting-edge gym incorporating all the latest equipment and sports technology and a 35-metre indoor running track to assess speed and performance.

These courses have a Fitness to Practise requirement. For more information, see page 64.

Practical Experience in Work Placements

As part of this course, you will gain valuable work experience, training and working alongside experts during a work placement. Previous UCB sports students have worked in placements at Leicester Tigers Rugby Club, West Bromwich Albion Ladies Football Team, Aston Villa FC and West Midlands Fire Service.

Uniform

For practical activities, a uniform is required at a cost of about £55. This consists of one polo shirt and one track-pant. However, students may also choose to purchase additional items, according to their requirements.

Career Opportunities and Further Study

In addition to becoming a self-employed sports massage therapist, this course will enable you to pursue a career in:

- Health and fitness clubs
- Sports clubs
- Health farms
- The leisure industry
- Local authorities
- Health care sector

Alternatively, students can progress onto a BA (Hons) offered at UCB or elsewhere.

U Thought



This course will give graduates the skills to work in a professional setting on a wide range of individuals. Students will be educated in a variety of soft tissue techniques including general, sports and advanced massage skills such as muscle energy techniques, soft tissue release and trigger point therapy release, together with remedial exercise techniques. The training will enable practitioners to provide a highly-skilled, individualised treatment within an industry setting. This is an extremely practical foundation degree, where students are encouraged to participate in a variety of events and work on members of the public under the supervision of experienced staff.

Marie Woodward

Sports Therapy lecturer

Course Structure

Year 1

Academic Skills (SSCS)
Applied Physiology
General Massage
Anatomy 1
Sports Massage Techniques
Fitness Training 1
Remedial Exercise

Year 2

Remedial Sports Massage
Anatomy 2
Common Sports Injuries
Fitness Training 2
Industrial and Personal Development
Research for Sport
Health and Wellness





Sports Therapy

BSc (Hons)/FdSc

Accredited by the University of Birmingham

Overview

Whether it is working alongside professional footballers or treating sports injuries in a clinic, qualified sports therapists are in demand throughout the sports, health and leisure industries. Sports clubs, athletics teams and sports injury clinics are increasingly turning to therapy to help sports men and women train and compete safely, rehabilitate injured athletes and deal with the physical and emotional trauma of injury.

This specialist Sports Therapy course integrates academic learning and the development of practical sports therapy skills to an advanced level. On completion of the course, graduates will be qualified to join the industry's professional body, The Society of Sports Therapists.

After graduating, you will have many options; you can set up your own sports therapy practice, treat injuries in sports injury clinics or work alongside professional athletes to improve their performance.

Course Content

Both the Foundation Degree and BSc (Hons) Degree follow a similar course in the first two years.

Year 1:

You will examine the role of the sports therapist and how therapy is used within the sports, health and leisure industries. You will learn about sports injuries and how to strengthen and condition muscles. We will teach you the science of sports therapy within the anatomy modules and give you practical training in the techniques of sports massage.

At this stage, students on the Foundation Degree course may be considered for the final year of the BSc (Hons) Degree.

Year 3:

In your final year, you will train intensively in our clinics to develop your practical therapy skills, including rehabilitation techniques. We will examine the strategic issues affecting the sports therapy sector, including ethics. For your final year research project, you will examine an area of the industry that interests you, developing an expertise and insight that will help you in your future career. There will also be a choice of optional modules, including Nutrition for Performance and Sports Psychology. Additionally, you will gain further practical experience during a work placement of your choice. Throughout your course, there will also be opportunities to gain additional qualifications to attend professional events to inform your knowledge of the industry.

Year 2:

In your second year, it's all about gaining lots of professional work experience. As part of your course, you will attend key sports events to assist in treating injuries. You will gain further practical experience treating clients in our sports injury clinics. We will support your practical experience with further academic training in anatomy, the pathology of sports injuries and research for sports therapists. You will have the opportunity to develop a specialism relevant to your future career, with a choice of optional modules focusing on areas such as nutrition and entrepreneurial skills.

In Brief



Course Title:
BSc (Hons) Sports Therapy

UCAS Code:
B35 C600

Typical Offer:
A minimum of 104 UCAS Tariff points.

Course Title:
FdSc Sports Therapy

UCAS Code:
B35 C602

Typical Offer:
A minimum of 56 UCAS Tariff points. Other Level 3 qualifications outside the UCAS Tariff, plus work-based applications, are also welcome.

For further information, please refer to page 60.

State-Of-The-Art Clinics and Gym

Our teaching facilities are state-of-the-art and feature an extensive range of equipment. At UCB, we have:

- Two purpose-built sports injury clinics
- A fully-equipped gym and sports hall
- Fitness testing equipment
- Anatomical models
- Human performance laboratory

The fantastic news for anyone joining our sports-focused degree courses is that they will have exclusive use of the state-of-the-art facilities at our new higher education building, Moss House, when it opens in 2019/20. These will include a cutting-edge gym incorporating all the latest equipment and sports technology and a 35-metre indoor running track to assess speed and performance.

This course has a Fitness to Practise requirement. For more information, please see page 64.

Practical Experience in Work Placements

You will gain valuable work experience, training and working alongside sports therapist professionals during a work placement. Our students have worked as trainee sports therapists in placements at Leicester Tigers Rugby Club, West Bromwich Albion Ladies Football Team, Aston Villa FC, West Midlands Fire Service and at Papworth Hospital in Cambridge (physiotherapy department), for example.

Uniform

For practical activities, a uniform is required at a cost of about £55. This consists of one polo shirt and one track-pant. However, students may also choose to purchase additional items, according to their requirements.

Career Opportunities and Further Study

Career opportunities exist within:

- Health/fitness/sports clubs
- The leisure industry
- Local authorities or the health care sector
- Sports injury clinics
- Health farms
- Self-employed sports therapist

Alternatively, BSc (Hons) Degree graduates who want to continue their studies can progress onto postgraduate level courses offered at UCB, the University of Birmingham or elsewhere.

U Thought



One of the most important factors for me when choosing this course was its accreditation by the University of Birmingham, because, as a business owner, it is really important to me to have a well-known institution like UoB by my name. Now that I've graduated, I can't wait to take my business – a sports therapy consultancy – to the next level. The level of industry experience among my lecturers means that not only do I feel like I have the specialised knowledge necessary to better serve my customers, I also have the professional skills I need to expand my business. If I could offer one piece of advice to any prospective students, it would be to try and talk to as many lecturers, students and Graduate Teaching Assistants as possible before you start. It's the only way to understand just how much you'll get out of it.

Mohammed Wasim
BSc (Hons) Sports Therapy

Course Structure

Year 1

Academic Development
Musculoskeletal Anatomy
Soft Tissue Therapy
Introduction to Sports Injury Management
Strength and Conditioning
Exercise Science for Sports Therapists

Year 2

Pathology of Sports Injuries
Peripheral and Spinal Assessment
Sport and Exercise Rehabilitation 1
Sport and Exercise Rehabilitation 2
Research for Sports Therapists

Plus One Option From:

Sports Nutrition
Creative Business Enterprise
Sports Psychology
Sports Coaching
Athletic Movement Analysis

Year 3

Final Year Honours

Sports Project
Exercise as Medicine
Professional Clinical Practice
Plus One Option From:
Nutrition for Performance
Sports Psychology 2
Work-Based Learning for Sport
Sports Coaching and the Development of Expertise





Strength, Conditioning & Sports Nutrition

BSc (Hons)/FdSc

Accredited by University College Birmingham

Overview

This course offers a unique opportunity to combine the study of strength and conditioning with sports nutrition. You will learn how to use a broad range of conditioning skills to optimise an athlete's performance, and you'll gain an understanding of how nutrition can improve results. The careful balance of theoretical and practical work will prepare you for a successful career as a strength and conditioning coach, or for opportunities in the field of sport and exercise science. An emphasis is placed on the use of up-to-date research regarding strength, conditioning and nutrition to ensure your practitioner skills are based on the latest evidence from the industry.

There are options to gain further industry accredited qualifications throughout your studies, including *First Aid training, REPS accreditation, Level 2 Gym Instructor in year 1, Level 3 Coaching Weight Lifting (British Weight Lifting and 1st4Sport) and Level 3 Sports Massage between years 2 and 3.

**Extra qualifications incur an additional fee (reduced).*

Course Content

Both the Foundation Degree and BSc (Hons) Degree follow a similar course in the first two years.

Year 1:

This year is about laying the foundations of anatomy and exercise physiology, introducing you to the principles of nutrition, and developing your academic writing skills. You'll learn practical techniques such as lifts and speed and agility drills. We will also focus on practising and developing coaching and communication skills to enable you to work effectively with athletes.

If you are on the Foundation Degree course, you may, at this stage, be considered for the final year of the BSc (Hons) Degree, and you'll have the opportunity to apply for UK Strength and Conditioning Association (UKSCA) accreditation.

Year 2:

Now it's time to apply your knowledge of nutrition to sport, in order to explore the concept of exercise as medicine. We will guide you through the principles of biomechanics, and we'll also turn our attention to field-based conditioning to help you develop skills to work in a team sport setting. You will also have the chance to select a module to suit your area of interest.

Year 3:

In your final year, you will gain invaluable experience during an industry-related work placement. Meanwhile, you'll understand how strength and conditioning can aid rehabilitation and injury prevention, and consider how different athletes can benefit from individualised programmes. Finally, the effect of nutrition on performance will be investigated, and you will complete an independent research project.

In Brief



Course Title:

BSc (Hons) Strength, Conditioning & Sports Nutrition

UCAS Code:

B35 C610

Typical Offer:

A minimum of 96 UCAS Tariff points.

Course Title:

FdSc Strength, Conditioning & Sports Nutrition

UCAS Code:

B35 C611

Typical Offer:

A minimum of 56 UCAS Tariff points. Other Level 3 qualifications outside of the UCAS Tariff, plus work-based applications, are also welcome.

For further information, please refer to page 60.

State-Of-The-Art Clinics and Gym

Our facilities and equipment are state-of-the-art. We are proud to have:

- A fully-equipped performance gym and sports hall
- Commercial gym facility
- Off-site performance gym facility
- Fitness testing equipment
- Anatomical models
- Human performance laboratory
- Food science laboratory (nutrition)
- Two purpose-built sports injury clinics

The fantastic news for anyone joining our sports-focused degree courses is that they will have exclusive use of the state-of-the-art facilities at our new higher education building, Moss House, when it opens in 2019/20. These will include a cutting-edge gym incorporating all the latest equipment and sports technology and a 35-metre indoor running track to assess speed and performance.

Practical Experience in Work Placements

We believe hands-on experience is vital. Not only will you get the chance to be involved with individual or group conditioning such as coaching lifts, plyometric and power-based exercise and speed and agility drills, you'll also practice your communication skills and network with people who work in the industry.

As part of this course, you will have several opportunities to gain valuable work experience.

Career Opportunities and Further Study

This course will open doors to an exciting career as a strength and conditioning coach and put you in a strong position to achieve accreditation with the UK Strength and Conditioning Association (UKSCA) and the National Strength and Conditioning Association (NSCA).

Other career options include personal training and coaching, or you may wish to work in the sport and recreation or exercise and health industries. There is also the option to continue your studies with an MSc and potentially progress onto BASES accreditation, or complete a PGCE to enable you to teach or lecture within this field.

U Thought



We are excited to offer the Strength, Conditioning & Sports Nutrition course, providing students with the knowledge and skills to develop athletic performance. Students will be well placed to carry out their UK Strength and Conditioning Association (UKSCA) and the National Strength and Conditioning Association (NSCA) accreditations upon completing the degree, enabling them to apply for a range of strength and conditioning roles.

Mark Newman

Strength, Conditioning & Sports Nutrition lecturer

Course Structure

Year 1

Anatomy for Strength and Conditioning
Practical Strength and Conditioning Principles 1
Practical Strength and Conditioning Principles 2
Principles of Nutrition
Exercise Physiology
Academic Development

Year 2

Sports Biomechanics
Field-based Conditioning
Sports Nutrition
Injury Prevention and Rehabilitation
Research for Sport

Plus One Option From:

Health, Fitness and Wellbeing
Athletic Movement Analysis
Creative Business Enterprise
Voluntary Initiative

Year 3

Final Year Honours

Applied Strength and Conditioning
Nutrition for Performance
Sports Project
Work-based Learning for Sport





Aesthetic Beauty Practitioner

Foundation Degree/FdA

Accredited by University College Birmingham

This course is subject to approval

Overview

The number of non-surgical treatments is rising in the UK, according to the British Association of Aesthetic Plastic Surgeons, and demand for qualified practitioners is at an all-time high.

Improving people's quality of life and psychological wellbeing, business is booming in this area of the aesthetics sector and this course will enable graduates to perform a range of non-medical procedures within cosmetology, the field of hair removal, skincare and beauty products.

Meeting huge demand in a flourishing industry, procedures graduates will be

able to perform include laser, intense pulsed light, chemical peeling and other techniques to reinforce treatment efficacy alongside a range of advanced electrical face and body technologies.

Crucially, Aesthetic Beauty Practitioner provides a foundation for a variety of careers within the skincare sector, including laser practitioner, skincare specialist and treatment/training co-ordinator, and is ideal for anyone looking to maximise on the opportunities in a world of advanced anti-ageing procedures.

Course Content

Year 1:

In year 1, students will analyse current cosmeceutical skincare products and key ingredients, identifying the use of advanced treatment technology and how it can enhance the penetration of powerful nutrients to treat ageing skin.

Enhancing their skills and employability further, students will also learn how to apply laser and intense pulsed light procedures for both skin rejuvenation and hair removal, alongside the core of knowledge training and practices they need to comply with health and safety legislation.

Bringing everything into context, a module on the physiology of ageing will introduce learners to the effects of ageing on the underlying physiology of the human body and provide an invaluable base knowledge of the ageing process, combining elements of dermatology, anatomy and physiology.

Alongside these practical and academic elements, learners will develop the vital skills and abilities they need for effective study and learning within the higher education environment.

Year 2:

In year 2, students will develop an understanding of the opportunities available within the aesthetics industry. A work placement module will enable practitioners to identify progression of technical skills and the continual professional development that is required to differentiate and enhance their chosen career pathway.

Students will develop a range of advanced technical face and body skills, including advanced skincare treatments working with radio frequency and mesotherapy-based treatments, coupled with an understanding of the science of skincare.

As an aesthetic beauty practitioner, you will need to be confident in providing succinct information and explanations of treatment options through the in-depth consultation process. This FdA is not only designed to arm you with the most relevant skills and qualifications, but expertise and insight that will help you in your career progression within the aesthetics sector.

In Brief



Course Title:

FdA Aesthetic Beauty Practitioner

UCAS Code:

B35 W200

Typical Offer:

Level 3 qualification in Beauty Therapy (this must include Level 3 Face and Body Electrotherapy) or a minimum of 56 UCAS Tariff points.

For further information, please refer to page 60.

The Spa at UCB

Our teaching facilities are state-of-the-art and feature the latest salon equipment and cosmeceutical products and treatments from top brands including Lynton Lasers and Environ. The Spa at UCB has:

- Three beauty suites
- A fully-equipped laser room
- Three hairdressing salons
- Two sports injury clinics
- A health spa (with spa pool, sauna and steam room)
- A dry-flotation room
- Two make-up studios
- A fully-equipped gym

The Spa is open to the public and UCB students. This means you can perfect your practical and clinical skills in a working environment that offers the latest treatment technologies.

Work Placements

As part of our course, UCB students gain valuable work experience through a work placement. This is a great opportunity to put what you have learnt into practice working alongside qualified professionals. Over the years, we have developed close working relationships throughout the beauty industry and continue to develop fantastic links with the aesthetics industry. The hired@UCB team will assist you in finding a placement to reflect your particular area of interest.

Career Opportunities and Further Study

This course is an ideal qualification if you want to pursue a career in the aesthetics industry and clinical skincare sector. It will equip you with the latest in clinical education, gaining skills and knowledge to enable you to become part of a rapidly expanding industry.

Graduates can also go on to work for the cosmeceutical industry, working with products and treatments in a sales or training role. Specific roles include:

- Laser practitioner
- Skincare specialist
- Treatment/training co-ordinator

U Thought



Evolving enormously, the beauty industry has been crying out for a comprehensive qualification that meets modern-day demand. Invasive and costly cosmetic surgery is no longer in vogue and to be able to offer a degree that is packed full of training in popular non-surgical procedures, offers invaluable insight into the industry and develops key skills that will give graduates an edge in the exciting field of aesthetics.

Louise Boulton

Aesthetic Beauty Practitioner Lecturer

Course Structure

Year 1

Aesthetic Technologies in Skin Rejuvenation
Academic Skills (SCS)
Employability Enhancement
Physiology of Ageing
Aesthetic Technologies in Hair Removal
Therapeutic Techniques

Year 2

Advanced Techniques and Consultancy Procedures
Clinic Practice
Placement
Science of Skincare
Clinical Aesthetic Procedures
Advancements in Technologies (for students with a general Level 3 qualification in Beauty Therapy only, which must include Level 3 Face and Body Electrotherapy)
Principles and Practices of Electrotherapy (for students without a Level 3 qualification in Beauty Therapy which includes Level 3 Face and Body Electrotherapy)



Specialist Hair & Media Make-up

BA (Hons)/FdA

Accredited by University College Birmingham

Overview

The freelance hair and make-up industry requires artists who are able to work within a range of media settings. An understanding of each environment and its individual remit is a key component to your success. Whilst you may choose to specialise in future years within a particular field, it is essential to prove yourself and build a reputation within the industry first. Who knows where your career may lead? Important factors alongside your skill set are crucial in building your professional reputation. These include commitment, reliability and timekeeping skills, as well as the ability to evaluate your work and train your eye to pick up detail.

Your ability to communicate effectively with directors, crew, photographers and costume designers, to name but a few, is key to your future success in this demanding, yet exciting, industry.

Our courses will train you to an advanced level in a wide variety of practical skills and give you the business knowledge you will need to promote yourself, build your business as a freelancer and manage your finances for a career in TV, film, fashion or theatre. You will create a professional portfolio of work that will showcase your technical abilities to future employers.

Course Content

Both the Foundation Degree and BA (Hons) Degree follow a similar course in the first two years.

Year 1:

In the first year, you will develop a range of specialist technical skills, as well as academic skills, and the skills of research which underpin many of the modules. This assists in exploring hair and make-up styles for different periods in history. Make-up artists hoping to pursue a career in TV, film or theatre will need advanced technical skills and an understanding of impact trauma on the body and how the skin responds to injury. To help you create realistic wounds and special effects, you will explore skin pathology and develop a portfolio of photographs so that future employers can see the range of work you have undertaken. Hair design is also a key component in year 1 and prepares you for period hairdressing and postiche in subsequent years.

also explore how visual images are interpreted by individuals with regard to their perceptions and opinions. We will train you in further research and develop the skills required for you to set up and run your own freelance business.

At this stage, students on the Foundation Degree course may be considered for the final year of the BA (Hons) Degree.

Year 3:

Primarily theoretically-focused, you will explore industry innovations which will provide you with the opportunity to develop a specialism relevant to your future career. You will also develop a critical awareness of film genres and design concepts surrounding postiche from a particular era.

You will explore cultural and historical developments, and the ever-changing fashion cycle. Research of hairstyles and postiche from a variety of time periods and the practical aspects of design and construction of bespoke hair pieces provides you with a broad understanding of hair and postiche throughout a timeline.

Year 2:

You will develop advanced skills in making and applying silicone prosthetic pieces.

We will show you how to produce period hair and make-up designs, and explore fashion and catwalk make-up, as well as the skills expected when working alongside fashion designers. You will

In Brief



Course Title:

BA (Hons) Specialist Hair & Media Make-up

UCAS Code:

B35 W452

Typical Offer:

A minimum of 96 UCAS Tariff points in a relevant subject.

Course Title:

FdA Specialist Hair & Media Make-up

UCAS Code:

B35 W45F

Typical Offer:

A minimum of 56 UCAS Tariff points in a relevant subject. Other Level 3 qualifications outside the UCAS Tariff, plus work-based applications, are also welcome.

For further information, please refer to page 60.

Your final year project is an important part of your degree and an ideal opportunity to showcase all the technical skills you have gained and create an industry specialism. Alternatively, you may choose to explore an area of the industry in greater detail by way of a traditional research project.

Specialist Facilities

Our teaching facilities and equipment are state-of-the-art, with two fully-equipped make-up studios, a specialist effects studio and a prosthetics studio, as well as additional facilities at our nearby Richmond House site.

Our new photographic studio allows students to enhance the quality of their photographic work for both assessments and use within a professional portfolio. Basic photography and editing skills are taught in year 2; in year 3 students manage the process independently. Practical modules such as advanced prosthetics, creative fashion and postiche design all culminate in a final image.

Work Placements

As part of this course, you will be offered the opportunity to apply for valuable work experience in a range of environments including theatre, television, film, catwalk or photographic work, as well as more unusual opportunities like working with the police or using wound special effects for training purposes. Additional work experience opportunities include working in prestigious venues such as Birmingham Conservatoire, Birmingham Repertory Theatre and The Crescent Theatre, Birmingham.

Career Opportunities and Further Study

During your course, you will develop a range of skills that will enhance your opportunities within the industry, whether you want to work in theatre, film, television, photographic studios or with catwalk models.

Alternatively, BA students may wish to progress to a career in teaching and, therefore, may choose to study a PGCE teaching qualification or an industry-relevant postgraduate course of study.

U Thought



Out of all the universities I looked at, I chose UCB because this course had great placement opportunities for hair and make-up, including theatre shows and beauty counters. For someone who learns better practically, this course has plenty of assignments that give students the opportunity to get hands-on with devising and creating fantastic make-up and hair. There are also endless ways to specialise, meaning your career options are by no means limited to becoming a make-up artist – you could go onto working with wigs, going into make-up journalism, becoming a teacher and so much more. My most recent placement was for Legally Blonde, where I was responsible for the make-up for five cast members and was on-hand to provide make-up and hair assistance for every performance. My placements have been a fantastic opportunity to expand on my make-up skills in a real-life environment. When I graduate, I plan to use that experience to go into the film and TV industry.

Leanne Wallace

BA (Hons) Specialist Hair & Media Make-up

Course Structure*

Year 1

Hair Design for Continuity (Ladies)
Hair Design for Continuity (Barbering and Wigs)
Historical Perspectives of Hair and Fashion
Special Effects and Prosthetic Make-up
Artistry Skills
Pathology of Special Effects Make-up
Academic Skills (SSCS)

Year 2

Creative Fashion, Make-up and Styling
Period Hair and Make-up
Advanced Prosthetics and Castings
Freelance Practitioner
Visual Imagery for Fashion and Media
Research for Enquiry

Year 3 Final Year Honours

Cultural and Historical Studies
Postiche Design for Performers
Innovations within Make-up Artistry
The Art of Film
Final Major Project
OR
Research Project

*The modules offered on this course are subject to re-validation and may change. Please check www.ucb.ac.uk for up-to-date information.

Flexible Learning: Part-Time Courses

Part-time courses are available for those who are currently working in hospitality, tourism, childcare, education, marketing and other service sectors. The courses are designed for students aspiring towards supervisory and management positions and range from level 3 vocational courses up to foundation degree, honours degree and postgraduate courses. Students normally study one day per week. For further information, contact our Marketing Department: **Tel: 0121 232 4300.**

The Business School

Aviation and Airport Management
BA (Hons) Top-up
Aviation Management MSc/PGDip
Business Enterprise BA (Hons) Top-up
Digital Marketing BA (Hons) Top-up
Enterprise Management MSc/PGDip
Events Management BA (Hons) Top-up
Global Meetings & Events Management
MSc/PGDip
Hospitality with Events Management
BA (Hons) Top-up
Hospitality & Tourism Management
BA (Hons) Top-up
Hospitality with Tourism Management
MSc/PGDip
International Tourism Business
Management BA (Hons)/FdA
International Tourism Business
Management BA (Hons) Top-up
International Tourism Management
BSc (Hons)
International Tourism Management
BSc (Hons) Top-up
International Tourism Management
MSc/PGDip
Marketing Management BA (Hons) Top-up
Marketing Management for Events,
Hospitality & Tourism MA/PGDip

School of Education, Health & Community

Applied Health and Social Care Practice
BSc (Hons) Top-up
Childhood Education Studies BA (Hons)
Top-up (Online)
Childhood Studies BA (Hons) Top-up
Childhood Studies FdA
Health and Social Care BSc (Hons) Top-up
Learning and Teaching MA/PGDip
Supporting Teaching and Learning in
Schools CACHE Level 2 & 3
Youth, Community & Families BA (Hons)
Top-up
Youth, Community & Families FdA
Youth Work & Community Development
(with JNC) MA/PGDip

College of Food

Culinary Arts Management MA/PGDip
Hospitality Business Management
BA (Hons) Top-up
International Hospitality Management
MSc/PGDip
International Hospitality and Tourism
Management BA (Hons) Top-up
Service Sector Management BA (Hons)
Top-up (Online)
Service Sector Management FdA (Online)

Some Top-up Degrees can also be studied full-time. Please visit www.ucb.ac.uk for further details.



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Conditions of Acceptance

Any offer of a place made to you by the University is on the basis that in accepting such an offer you agree to the following terms and conditions, which form part of the contract between you and the University:

1. The University will do all that it reasonably can to provide educational services as described in the prospectus or in other documents issued by it, to appropriately enrolled students. Sometimes circumstances beyond the control of the University mean that it cannot provide such educational services. Examples of such circumstances include, but are not limited to:
 - (a) industrial action by University staff or third parties
 - (b) the unanticipated departure of key members of University staff
 - (c) power failure
 - (d) acts of terrorism
 - (e) damage to buildings or equipment
 - (f) the acts of any governmental or local authority; or
 - (g) where the numbers recruited to a course are so low that it is not possible to deliver an appropriate quality of education for students enrolled on itIn these circumstances, the University will take all reasonable steps to minimise the resultant disruption to those services and to affected students, by, for example, offering affected students the chance to move to other courses or institution, or by delivering a modified version of the same course, but to the extent that is possible under the general law excludes liability for any loss and/or damage suffered by any applicant or student as a result of those circumstances.
2. The University will use all reasonable endeavours to deliver the course in accordance with the description applied to it in the University's prospectus for the academic year in which you begin the course. However, the University will be entitled to make reasonable changes to the course (including to the content and syllabus of the course where developments in the subject area make that necessary, or the location of the course or the method of delivery of the course) where that will enable the University to deliver a better quality of educational experience to students enrolled on the course. In making any such changes, the University will aim to keep the changes to the minimum necessary to achieve the required quality of experience and will notify and consult with affected students in advance about any changes that are required. If the University

changes your course and you are not satisfied with the changes, you will be offered the opportunity to withdraw from the programme and, if required, reasonable support to transfer to another provider.

3. The University does not exclude or limit liability for its negligence or negligent omission which causes you personal injury or results in death. Sporting activities are however undertaken at students' own risk and the University accepts no liability for any personal injuries or death except where that is caused by the negligence of the University's staff. The University does not accept responsibility and expressly excludes liability to the full extent possible under the general law for loss or damage to students' property, for the non-return of work submitted for assessment or for infection of students' equipment caused by computer viruses, and for the consequences of any such damage.
4. If false, incomplete or misleading information is provided by an applicant or student or if the applicant or student's circumstances change prior to enrolment, the Vice-Chancellor and Principal reserves the right to refuse admission and to require the student's withdrawal if, in the Vice-Chancellor's and Principal's view, it is not in the best interests of, or conducive to the maintenance of good order in the University for the applicant and/or student to be a member of the University. Before exercising this right, the Vice-Chancellor and Principal will give the affected applicant/student the opportunity to make representations.
5. You will be required as a condition of enrolment and as a term of the contract between you and the University to abide by, and to submit to, the procedures of the University's rules and regulations, as amended from time to time, which relate, among other things, to conduct and discipline, complaints, use of facilities, including IT facilities, health and safety, administration, assessment and the requirements of academic programmes. These policies, procedures, rules and regulations are available on the University's website. Key provisions of these rules and regulations of which you should be aware include:
 - (a) The University's expectations as regards student attendance, academic due diligence, and academic progress. Failure to meet these expectations may mean that you are not permitted to progress with your course.

- (b) The University's rules regarding academic misconduct, including plagiarism. Breach of these rules may result in a disciplinary process and the imposition of academic penalties and/or expulsion.
 - (c) The University's rules regarding payments of sums due to the University. If you enrol, attend (any part of) and subsequently withdraw from a course you will be liable to pay tuition fees (as set out in the Offer Information Booklet). If you do not pay money that you owe to the University by the due date, the University reserves the right to: (1) withdraw its services and/or your right to use its facilities where it is necessary and proportionate to do so; (2) offset any refunds due to students against any other debts they may have to the University; and (3) withhold certificates or not enrol you should a debt of any sort remain outstanding on your account. In deciding whether to exercise any or all of these rights, the University will consider all the circumstances of your case including your reasons for non-payment.
 - (d) The University's Disciplinary Code, which sets out our expectations of student behaviour. Breach of the Code could result in a disciplinary process which might result in expulsion from the University.
 - (e) The Code of Professional Conduct and Fitness to Practise which apply to students on designated courses. These courses are subject to professional requirements as regards fitness to practise. A failure to observe these requirements may call into question a student's fitness to practise and result in a disciplinary process and the imposition of sanctions, including expulsion.
 - (f) The requirement that applicants to those courses covered by the Code of Professional Conduct and Fitness to Practise undergo an enhanced Disclosure Barring Service check (organised by the University) before they can be enrolled on these courses. Depending on the outcome of that check, you may not be eligible to enrol on these courses.
6. Data on students' personal details (including any sensitive data provided by students), academic and administrative history and on relevant financial transactions will be processed in accordance with the terms of the Data Protection Act.
 7. If any provision of the contract between you and the University is held to be void or unenforceable in whole or in part by any court or other competent authority, that contract shall continue to be valid as to the other provisions contained in it and/or the remainder of the affected provision.
 8. The contract between you and the University shall be governed by and construed in accordance with the laws of England and Wales and the parties agree to submit to the jurisdiction of the courts of England and Wales.
 9. The University's contract with its students does not confer third party benefits for the purposes of the Contract (Rights of Third Parties) Act 1999.

Prospectus Photography Credits:

- Alumni
- Birmingham Airport
- Bullring, Birmingham
- Crowne Plaza Hotel, Birmingham
- easyJet
- Edgbaston Park Day Nursery
- Edward Moss Photography
- Glenn Howells
- Grand Central, Birmingham
- Highclare School
- Hyatt Regency Birmingham
- Images of Birmingham
- International Convention Centre
- Lee Desanges
- Library of Birmingham
- Macdonald Burlington Hotel, Birmingham
- The Mailbox
- Marco Pierre White Steakhouse Bar and Grill, Birmingham
- Marketing Birmingham
- The National Exhibition Centre
- NATS (page 23)
- Network Rail
- Paul Thomas Photographic Ltd
- Stavros Sotiriou Architectural Photography
- Wilson Stuart School

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