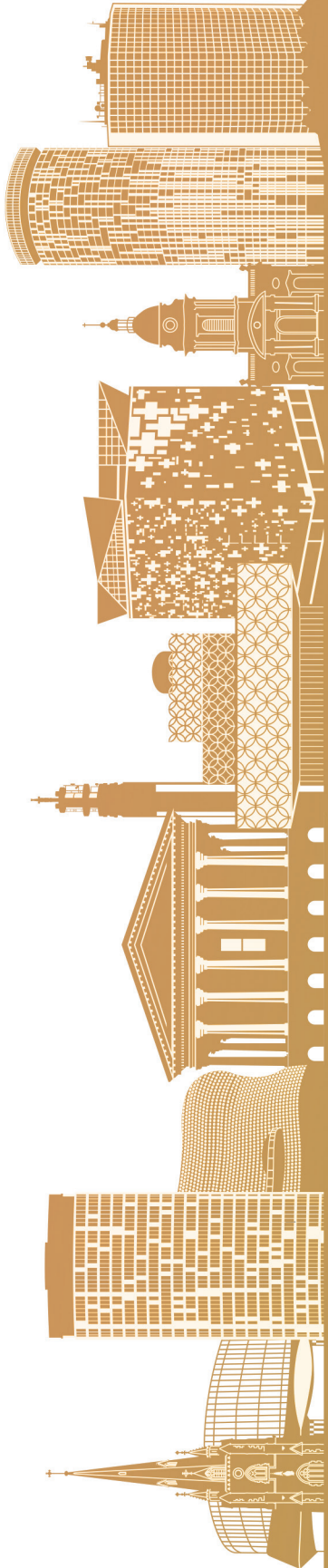


Postgraduate Prospectus



ACCREDITED BY THE UNIVERSITY OF BIRMINGHAM



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Welcome to University College Birmingham

We are delighted you are considering University College Birmingham for your postgraduate degree.

Based in the heart of the UK's second biggest city, UCB is a welcoming, international institution with superb links to cross-sector employers and industry partners. Our student intake reflects the diverse, multi-cultural make-up of this confident, vibrant city.

We understand the importance of choosing the right course at the right university. You need to feel comfortable that you have made the right decision as your university experience will inform your career and wider life choices.

A postgraduate degree represents a significant financial investment and UCB's tuition fees are among the most cost-effective in the university sector. Additionally, we offer an exceptional range of fee waivers and scholarships to postgraduate students.

So, why should you study at UCB? We believe there are compelling reasons. Our specialist courses prepare graduates for a broad range of employment opportunities and we have long-term relationships with valued industry partners.

We enjoy a deserved reputation for our outstanding vocational 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, the majority of our postgraduate courses lead to degrees of the University of Birmingham, one of the world's top-ranked institutions.

We are committed to improving the student experience. We invested £26 million on McIntyre House, a dedicated new centre for postgraduate and undergraduate study, and UCB remains committed to an ambitious, rolling programme of campus improvements, including the new £38 million Moss House.



Birmingham is an exciting and energising place to live, work and study and has so much to offer students. Whatever your interests, there is bound to be something for you. The city offers a range of social, sporting and cultural activities and attractions that only a major international destination can provide.

Birmingham is also very well connected, by air, rail and road. Birmingham Airport is less than 10 miles from the University and has links to global destinations via European hubs, so the world is on your doorstep.

Of course, our students and staff are UCB's greatest ambassadors and we would encourage you to come along and meet them at one of our postgraduate open days.

By doing so, you will get the best 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 for your postgraduate degree.

We look forward to welcoming you to University College Birmingham in the near future.

Professor Ray Linforth
Vice-Chancellor & Principal

Why Choose UCB?



University College Birmingham is a specialist international institution with a track record for excellence in educating and training students from around the world.

Located at the centre of the biggest UK city outside London, UCB has the academic expertise and industry knowledge to equip future managers with the skills they need to thrive in senior positions.

Postgraduate courses focus on the key sectors of hospitality, tourism, events, business, education and the culinary arts. UCB is committed to exceeding the expectations of students and the scope of the educational provision was recognised by the awarding of full university status in 2012.

Recruitment for postgraduate degrees is global in reach including Asia, Africa, the Americas, the Middle East and, of course, many European countries. Each year, hundreds of students from a range of 80 countries choose UCB to immerse themselves in their subject and attain the standards

required for professional career progression.

Students value the University's unique, industry-focused, practitioner-inspired approach that stresses the application of knowledge and theory to the workplace. The vast majority of postgraduate courses are accredited by the University of Birmingham so students have the peace of mind that their final degree is endorsed by one of the most respected higher education institutions in the world.

In addition to providing excellent tuition, UCB prides itself on being a friendly place to study. Its status as a specialist university means it is a compact, friendly institution and postgraduates are based at two of our three city centre sites, which are just a few minutes' walk from each other.

Birmingham itself is an established centre for international learning with a thriving knowledge economy. As a postgraduate at UCB, you will be part of a bustling community of 70,000 students.





Our Courses

UCB offers a range of industry-recognised MA and MSc degree courses, both full-time and part-time, including Education, Health and Community; Business; Food; Hospitality; Events Management; Tourism; and Marketing.

The University is focused on teaching, learning and the acquisition of vocational skills rather than research. Key strengths include the specialisms it promotes, enabling students to gain first-hand experience of practical, work-based problem-solving and project management through individual assignments and group work.

A number of postgraduate courses feature residential visits to European destinations and students on some degrees have the option of work placements in the UK and overseas.

Students are encouraged to broaden their knowledge and skills by devising creative and sustainable solutions to real-life challenges. A large proportion of academic staff have worked in industry and the student experience is practitioner-based.

Masters graduates leave UCB equipped with high-level skills and a broad base of academic theory. They are taught how to apply knowledge, skills and performance in today's competitive workplace, which means UCB students are well-placed in the global jobs market.

Entry Requirements

Students holding a degree from a recognised institution can apply for MA and MSc postgraduate courses at UCB. The University also values the practical experience of applicants and will consider applications from students who can provide evidence of appropriate work experience.

The specific requirements for the courses, including the postgraduate diploma and postgraduate certificate, can be found on the relevant course page of our website: www.ucb.ac.uk



Flexible Entry Dates

UCB operates a double-entry admission system during the academic year. Students can choose to start their course in either September or January.

For UK and EU applicants, our Admissions Office can offer advice and guidance:

Tel: **(+44) 121 604 1040**

Email: pg@ucb.ac.uk

For applicants outside the EU, our International Student Centre can answer any questions about the application process, from entry requirements to advice on accommodation and welfare support.

Please contact the International Student Centre by email: international@ucb.ac.uk

Tuition Fees

The University's tuition fees for postgraduate courses are among the most competitive in the UK and reflect the high standard and industry focus of teaching. For information about fees for UK/EU and International applicants, please go to: www.ucb.ac.uk/postgraduate/fees

Postgraduate Loans

If you are a UK or EU student studying a full master's degree, you may be eligible to receive a Postgraduate Loan from Student Finance. For more information, please go to: www.ucb.ac.uk/postgraduate/fees or www.gov.uk/postgraduate-loan

Student Scholarships

UCB awards a number of scholarships and fee waivers to encourage individuals to access programmes of study at postgraduate level. For more information about scholarships and fee waivers, please go to: www.ucb.ac.uk/scholarships

UCB is investing £100 million in new student facilities





Academic Excellence

UNIVERSITY OF BIRMINGHAM

The University of Birmingham accredits the vast majority of postgraduate degrees taught at University College Birmingham.

Although the courses are delivered at UCB, most MA and MSc students receive their final awards from the University of Birmingham, one of the world's leading academic institutions.

It means UCB postgraduate students – and future employers – can be assured that they have reached the highest levels of attainment in their chosen field.

UCB was granted full university status in 2012, sealing its position as a first-class higher education provider and offering clarity to students and employers alike.

The University has developed close working relationships with employers across multiple sectors, providing students with opportunities to gain practical work placement experience in the UK, mainland Europe, North America, Asia and the Far East.

UCB is proud to be associated with global brands such as Disney, Hilton Hotels and Marriott, as well as small and medium-sized businesses throughout the West Midlands and the UK.

As an industry-focused institution, UCB's academic courses are delivered with input from business sector specialists and staff work in partnership with employers. A significant proportion of lecturers are drawn from industry backgrounds and students benefit from current sector knowledge.

UCB believes it is important that students experience real-life industry challenges. So-called "live" projects and work-based assignments are a core component of coursework, ensuring students are able to translate academic theory into work-related practice.

Daniela Caprian

MSc Enterprise Management



Having previously been a hotel manager in London, Daniela took a big leap of faith when she decided to pursue a new career in auditing and consulting.

Completing her BA in Hospitality Business Management at UCB, she followed this up with a master's and now has her sights on working for a high profile, international firm.

"I was aware of the University's areas of expertise and all the advantages for students," she said. "In addition, this particular course had a really inspiring range of modules – pushing me not only to sign up for the course, but to strive for a distinction grade once I was there. The possibility of a six-month work placement was also really appealing.

"I really enjoyed the 'hands-on' element of this master's. Not only are you given industry knowledge, you are given the opportunity to apply that knowledge to real-life projects. This gave us a chance not only to consult and advise companies of the problems they were experiencing, but also to network with major industry figures.

"I thought changing industries would be a challenge. But taking this MSc has actually increased my employability in both fields. What excites me most is the chance to use the finance and strategy elements of my degree in the working world."



Outstanding Support for Every Student

UCB continues to invest heavily in high quality services to enhance the student learning experience.

Postgraduate Study Centre

The University has a dedicated postgraduate/undergraduate study centre at McIntyre House, a new site in the historic Jewellery Quarter. There are areas for quiet, private work and study pods for group collaborations and project discussion.

Library and Resource Centre Services

UCB's Library Services offer practical help with a host of activities and tasks relating to core module reading, guidance on achieving good grades, locations for quiet study or group work, and accessing computers.



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



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 wifi 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 hand-in and collection service. It also provides facilities for binding dissertations, sells stationery and offers IT support.



CASE provides a range of academic support:

- One-to-one support through the Academic Skills Centre
- Academic Development Sessions (covering academic skills and academic English)
- CASE SENSitive: support for students with Special Educational Needs (SEN)

The 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, 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, in the form of Academic Development Sessions and sessions requested by subject specialists.

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.



ASC lecturers also meet students to discuss specific needs and can provide advice on applying for Disabled Students Allowance and the full range of support on offer to all students at UCB.

Learning Support

UCB welcomes applications from all students, regardless of physical disability, medical conditions or other specific needs. Applications are considered on equal measure, using academic criteria as the sole basis for selection.

- Language Support for International students is provided free to ensure students achieve the professional standards of English required to study a postgraduate course.
- Language Support is arranged to suit individual needs ranging from academic writing or study skills to an English language checking service for assignments and dissertations. Course-related skills such as effective note taking in lectures, report and essay structuring and presentation skills are included.

International Society

The University's International Society hosts an extensive list of social programmes throughout the academic year, including visits to the UK's most popular heritage and tourism attractions.

The events, partially subsidised by UCB, provide an opportunity to share experiences, network and make friends. Membership costs £10 per year, or £5 for one semester.

The programme of events is distributed during orientation week.

Health and Counselling

We encourage students to register with nearby health centres when they enrol and the University's own nurse manages a team of on-site first-aiders to help with minor ailments and injuries.

Help and support is always at hand if you have personal or academic issues thanks to our free, confidential counselling service. Staff have the experience and contacts to give you practical support and guidance at difficult times.

hired@UCB



hired@UCB is the careers, employability and placements service for students and alumni at University College Birmingham. Specialist staff have the knowledge and experience to support students and help them to identify key employment skills.

The service is structured around six key themes:



Careers Information, Advice and Guidance

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. One-to-one career guidance interviews provide impartial, confidential advice.



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



Unitemps is our campus-based recruitment agency for part-time work during term time, seasonal work or full-time work during vacations.

Jobshop

Our Jobshop facility provides students with online access to a wide variety of part-time, full-time and seasonal vacancies, specifically aimed at the student and graduate labour market.

Volunteering

Volunteering is a great way to gain additional experience and will support you in gaining employment at the end of your course. We work in partnership with local charities and not-for-profit organisations.



For many UCB students, future career pathways mean becoming self-employed or managing a portfolio career, combining different jobs including part-time positions and short-term contracts.

All students need to GET Enterprising and be able to identify and develop skills such as innovation, decisiveness, communication and networking skills.

The Enterprise Hive, run by UCB's Business School, is based in the hired@UCB suite on the 7th floor of Summer Row and provides an invaluable resource for budding entrepreneurs.



Practical assistance is delivered through the curriculum, work placements and additional learning. Careers 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 and social media.



To help you get on, we will support you to make informed choices about your next steps. hired@UCB coordinates opportunities to meet local, national and international employers and alumni with events such as recruitment fairs, employer presentations and alumni support through mentoring and networking.



To help you get experience, many postgraduate courses feature work placements. The placements take place between the taught course and the masters dissertation/ research project and can last between three and six months.

For more information, please go to:
www.ucb.ac.uk/hired

World-Class Facilities



McIntyre House, a dedicated centre for postgraduate and undergraduate study, exemplifies the University's ongoing commitment to improving the student experience.

The £26 million building has been praised by the Royal Institute for British Architects for its "well-crafted and skilfully executed buildings" and was officially opened by Her Royal Highness the Countess of Wessex in 2015.

Flooded with natural light, the state-of-the-art centre features modern lecture theatres and informal break-out areas for teaching and learning. There is a 24-hour learning hub, IT clusters with wifi, a 200-seat café, landscaped grounds and outdoor seating.

Situated on the edge of Birmingham's historic Jewellery Quarter, famous for its trade in gems and precious metals, McIntyre House is just two minutes' walk from the University's main campus.

The four-storey building covers 7,500 square metres and incorporates a wide range of small and large teaching rooms featuring the latest audio and visual learning technology. There are two 125-seat lecture theatres and a larger 250-seat lecture theatre.

The Edward Pargeter Suite, an ideal space for postgraduate study, is a flexible, bright learning space, featuring double-height windows, light wells, timber, glass and specially treated exposed concrete. UCB's latest major investment in student facilities is the £38 million Moss House, due to open in 2019 on a site adjoining McIntyre House.

Restaurants

University College Birmingham has two award-winning restaurants, the Atrium and the Brasserie, which are run by our students under the guidance of senior chef lecturers and food service experts.

The restaurants are open to the public for lunch and dinner during term time. They offer outstanding value for money for high levels of cooking, service, creative flair and quality produce.

The Atrium and the Brasserie enjoy strong reputations and have been Highly Commended by the AA.

The University has two cafes serving fresh food, healthy snacks and drinks at its Summer Row site and a third café is situated at McIntyre House.

The Spa and Gym

UCB has its own fitness facilities as well as a spa featuring a sauna, steam room, spa pool, dry floatation room and solarium.

There is a university gym in the city centre, at Richmond House, which has a range of cardiovascular equipment, resistance exercise machines and free weights.

There is a second gym with strength and conditioning equipment at The Maltings halls of residence. The Maltings also has a sports hall, available for students to book free of charge, which stages a wide range of activities including badminton, tennis, volleyball, basketball, five-a-side football and indoor cricket.

Guild of Students

Message from the Guild:

“UCB’s Guild of Students is run by our students – for our students.

“Student officers are elected by the student body each year and the Guild provides support, representation, services, entertainment and activities. We hope you take advantage of as many opportunities as possible during your time at UCB.

“The Guild is here to listen to you, be your voice and lobby for positive change. We are also here to provide academic representation, so if you have any issues with your course, we will do everything we can to assist.

“We also offer guidance and support on student life and personal issues. And if the Guild can’t help, we will put you in touch with someone who can. We often help and advise students on issues relating to housing, money, relationships and wellbeing.

“The Guild organises a wide range of events and activities encompassing culture, faith and common interests. Popular societies and student groups include:

- Positive Minds Society
- Mature Students Society
- Christian Union
- Islamic Society
- Afro-Caribbean Society
- International Society
- LGBT Society
- Art Society

“We also run a large number of sports teams and welcome all abilities. Students can join one of the clubs that compete on a local and national level, or get involved with a purely recreational society.

“Our sports clubs include:

- Basketball
- Boxing
- Cricket
- Cheerleading
- Football
- Hockey
- Jiu-Jitsu
- Netball
- Pole Fitness
- Thai Boxing
- Volleyball
- Zumba

“For more information about the Guild and what we do, come and see us at our open days and applicant days. You can also visit our website: www.ucbguild.org.uk

“We look forward to welcoming you to UCB very soon!”



Why Birmingham?

Birmingham is the UK's second largest city with a glittering history of business innovation, a vibrant cultural scene and an internationally recognised higher education/postgraduate sector.

The city's resurgence was hailed by the Mercer Quality of Living Report 2017, which placed Birmingham above Hong Kong, Los Angeles and Dubai in an assessment of 231 global destinations. In fact, Birmingham was second only to London in the UK.

The number of foreign visitors to Birmingham has doubled in just three years and the economic growth rate for the past five years is 13.5%.

It also happens to be one of the youngest cities in Europe – almost 46% of Birmingham residents are estimated to be under 30, compared with 39% for the rest of England.

Not surprisingly, the city is home to 70,000 students who are drawn to Birmingham's world-class facilities and a cost of living that is up to 55% below London.

University College Birmingham is in the heart of the action with teaching facilities and modern, secure accommodation in the city centre. The main campus, on three compact sites, is on the cusp of the booming central business district, where there are plenty of cool coffee shops, trendy bars, cafes and award-winning restaurants.

Our specialist postgraduate centre, at the £26 million McIntyre House, is in the historic Jewellery Quarter, which is still responsible for almost half of the UK's jewellery production.

Birmingham has a global profile, making it one of the most desirable places to study



City Life

Once known as the “city of a thousand trades”, Birmingham has reinvented itself as a centre of excellence for professional and financial services, advanced engineering, digital technology, health and life sciences, and the creative industries.

For the first time, visitor numbers to the city hit 39 million in 2016, and income generated by tourism totalled a record £6.5 billion. The soaring numbers have been boosted by visitors from key markets including India, the United States and the Netherlands; visitors from China generate the highest amount of expenditure per head.

The spectacular new £189 million Library of Birmingham is the largest public library in the UK and one of the most impressive in the world, covering 31,000 square metres over 10 levels.

Designed by acclaimed Dutch architects Mecanoo and featuring the rooftop Shakespeare Memorial Room, the Library of Birmingham is just a two-minute walk from UCB in the bustling Convention Quarter.

Birmingham is the UK's most popular destination outside London for corporate conferences and events, according to British Meetings & Events Industry Survey (BMEIS).

Arts and Entertainment

Birmingham's reputation for international arts excellence is impeccable. The Birmingham Royal Ballet is based in the city centre and the company regularly performs at the Hippodrome Theatre.

Birmingham Museum and Art Gallery boasts the world's largest Pre-Raphaelite art collection including works by John Everett Millais, Dante Gabriel Rossetti and Birmingham-born Edward Burne-Jones. Modern art is showcased at the Ikon Gallery in Brindleyplace, an attractive canal-side dining and business district.

The Birmingham Repertory Theatre celebrated its centenary in 2013 and the Birmingham Hippodrome is one of the busiest theatres in the UK, attracting more than 500,000 visitors each year.

The acclaimed television gangster series “Peaky Blinders” is set in the city.





The Music Scene

Music-lovers can enjoy an eclectic mix of styles and genres. Birmingham is famously the birthplace of heavy metal music, spawning supergroups such as Led Zeppelin, Black Sabbath and Judas Priest. To the roll call of fame can be added major acts such as The Electric Light Orchestra, Duran Duran and UB40.

Today, the city has an exciting independent club scene – the Digbeth district has been dubbed Birmingham’s Shoreditch – and Birmingham-born Laura Mvula won two MOBO Awards, for Best Female Act and Best R&B/Soul Act, in 2013.

Big venues such as the Genting Arena, at the National Exhibition Centre, and the Barclaycard Arena stage concerts by the biggest stars in the world.

The Birmingham International Jazz Festival, one of the biggest free parties of its type in Europe, is one of more than 50 big festivals staged in the city each year. Birmingham also stages the UK’s largest two-day gay festival, now seeing crowds of 75,000, traditionally at the end of May.

Birmingham is also home to the world-famous City of Birmingham Symphony Orchestra, based at Symphony Hall.

Eating Out

The city’s culinary credentials are the envy of the rest of the country. Birmingham has more Michelin-starred restaurants than any other English city outside London. At the last count, there were six in the greater Birmingham area. It is the only UK member city of the prestigious Délice Network of top global food cities, which include Chicago, Lyon, Osaka and Barcelona.

The city has a critically-acclaimed street food scene, centred on the award-winning Digbeth Dining Club, and an exciting series of food “pop-ups” are staged throughout the city.

Birmingham, of course, is famous for chocolate. Cadbury’s was founded here in 1824 and chocoholics can visit the Cadbury World attraction in the Bournville district.

The city is a popular destination for curry-lovers and it was here that the famous balti was invented. Today, there are more than 100 neighbourhood restaurants serving the spiced speciality in the Balti Triangle, visited by an estimated 20,000 diners each week.

From Bargains to Designer Labels

The city has a huge number of leading shops at flagship developments such as the £500 million Bullring and the Mailbox, which is located on the canal network.

The latest exciting addition to the shopping scene is the £150 million Grand Central development above New Street station, which is home to the largest John Lewis store outside London as well as cafés and casual dining restaurants.

Birmingham is one of England’s top three visitor destinations for shopping with designer brands found at plush department stores including Selfridges, Harvey Nichols and House of Fraser.

There is a good range of eclectic independent stores and boutiques specialising in the latest fashions and vintage clothing. Whatever your budget, you will find something in Birmingham.

Birmingham: It Happened Here First

- The UK's oldest working cinema, The Electric Cinema, opened in Station Street in 1909. The Electric continues to thrive as an independent cinema.
- Lawn tennis was invented and first played in Birmingham in 1865.
- JRR Tolkien, author of The Hobbit and The Lord of the Rings, grew up in Sarehole, Hall Green, Birmingham. Sarehole is reputedly the inspiration for The Shire, home of Bilbo Baggins in The Hobbit.
- Car designer Alec Issigonis created the iconic Mini car, which started production at Longbridge, Birmingham in 1959.
- Industrial pioneer Matthew Boulton, who was at Soho House, Birmingham from 1766 to 1809, developed and patented the steam engine in partnership with James Watt.
- William Murdoch, who worked for Boulton and Watt, invented gas lighting.
- Birmingham is the birthplace of heavy metal music, producing bands including Led Zeppelin, Black Sabbath, Judas Priest and Napalm Death.
- Birmingham toolmaker Joseph Hudson invented the Acme Thunderer, the first ever pea whistle – going on to sell more than 200 million.
- The first FA Cup was made in Birmingham by Martin, Hall & Co for £20 in 1872. It was stolen from a display in 1895 and was never recovered despite a £10 reward.
- Jamaican sprint star Usain Bolt trained in Birmingham before the 2012 Olympics.
- Birmingham doctor Joseph Sampson Gamgee (1828-80) invented the surgical dressing known as cotton wool.
- Former Formula One and Indy Champion Nigel Mansell was born and lived in Birmingham.

This Sporting Life

Birmingham has two top football teams – former European Cup winners Aston Villa and Birmingham City – and there are two more clubs, West Bromwich Albion and Wolverhampton Wanderers, nearby.

Edgbaston cricket ground is a regular venue for international Test matches and the district also hosts the annual Aegon Classic tennis tournament for the women's top players before the start of Wimbledon.

Birmingham is a hotspot for athletics and stages World and European competitions on a regular basis where Olympians present and future do battle on track and field.

The famous Belfry golf course has staged the Ryder Cup between Europe and the USA on four occasions.

“*Birmingham is a hugely diverse city with a young age profile and an energetic, ambitious outlook. There's a great buzz about the place, which comes from the people who live, work and study here.*”

Location. Location. Location.

Birmingham is situated in the heart of England and has a treasure trove of attractions on the doorstep.

Journey times to London are 1 hour 24 minutes by fast train – 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.

The city is close to historic Stratford-upon-Avon, birthplace of William Shakespeare, which is an hour's drive or 45 minutes by train. The famous Malvern Hills in Worcestershire, the picture-postcard villages of the Cotswolds and the beautiful Peak District are close by, as are the rolling countryside of Herefordshire and the dramatic scenery of the Shropshire/Welsh borders.



UCB: At the Heart of the UK

UCB's location in central Birmingham puts it at the heart of national and international transport links.

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

Train services to central London run from New Street and Moor Street stations in Birmingham city centre, taking passengers to Euston and Marylebone, respectively.

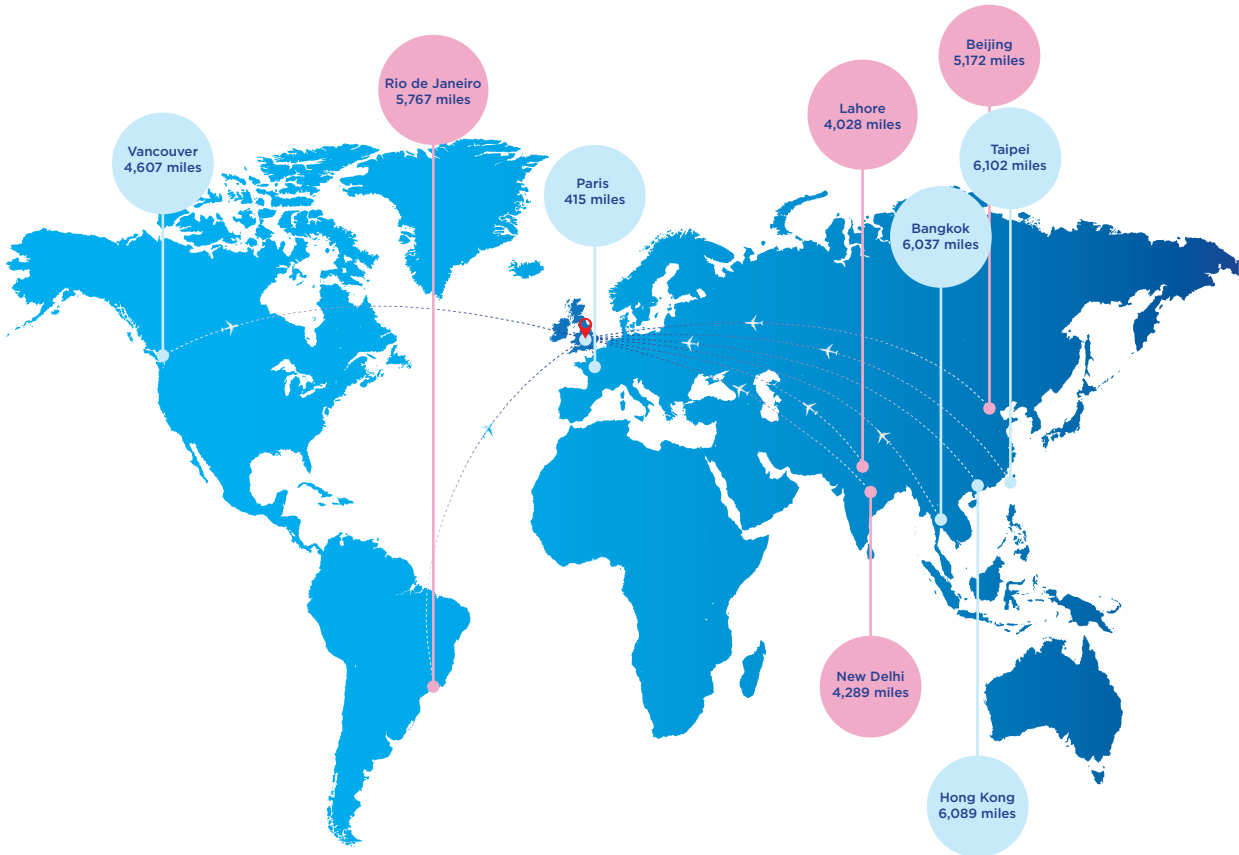
There is also good value coach travel to London. Journey times are under three hours and return tickets cost less than £20.

Birmingham is at the centre of the nation's motorway network. Links such as the M6, the M40 and the M42 provide quick access to London and the south of England as well as key cities in the north such as Manchester, Leeds and Liverpool.



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

Distances from Birmingham to...



Flying to Birmingham:

Flying direct to Birmingham Airport is both cost-effective and far easier than arriving at Heathrow or Gatwick, which are extremely busy international hubs and require additional train and coach transfers.

Students flying to Birmingham are likely to save several hours on their journey times and benefit from a dedicated pick-up service, run by University College Birmingham, which is designed to take the hassle out of arriving in a foreign country. Just tell us when you are due to arrive and we will arrange transfers to your accommodation. It is as simple as that.

Birmingham Airport currently serves more than 140 direct scheduled and charter routes and offers an additional 280 possible connections worldwide. This gives passengers a choice of over 400 direct or one-stop flights.

There are daily flights to New York, Istanbul, Dubai and frequent services to major European hubs. A further 280 global connections are available via hub airports including Delhi, Dubai, Istanbul, Frankfurt, Amsterdam and Paris.

Nine new airlines were launched in 2015 and there were six new carriers – Blue Air, Qatar, CSA, Iberia, Cobalt and Alba Star in 2016. In 2017, the airport has welcomed Jet2 and bmi regional, while British Airways has returned to the West Midlands.

Birmingham International rail station is based at the airport. Passengers access the train terminal via the rapid Air-Rail Link, which takes just 90 seconds. From Birmingham International, it is less than 15 minutes by train to the city centre from New Street station.

Airlines Serving Birmingham and International/EU Destinations:

- Pakistan International Airlines
- Turkish Airlines
- Emirates
- KLM
- Air France
- Lufthansa
- Swiss Air
- Qatar Airways
- Monarch
- Ryanair
- Flybe
- Jet Airways
- Vueling
- Iberia

Accommodation

Accommodation is a key factor for postgraduate students, particularly international students, many of whom may be living away from home for the first time.

With this in mind, UCB offers a comprehensive accommodation service that is designed to make the task of finding somewhere to live trouble-free, allowing students to concentrate on their studies.

The majority of overseas postgraduate students choose to live in one of UCB's purpose-built halls of residence, which offer superb value-for-money and spacious, comfortable facilities.



Community Feel

Both Cambrian Hall and The Maltings offer high quality private rooms, many with en-suite facilities, in safe, central locations near the University in Birmingham city centre. Wifi is free of charge, making it easy to stay in touch with family and friends as well as studying and enjoying leisure time.

All University-managed accommodation, which houses more than 1,000 students, is supervised by dedicated hall managers. They are responsible for the welfare and security of students and are on hand to offer advice.

UCB's accommodation service works throughout the year including the summer vacation and can assist students looking for private accommodation within the city.

The flexible service is designed to help international students whether they require "drop in" advice, a reassuring telephone conversation or communication by email.

For more information about accommodation and details about fees, please go to our website: www.ucb.ac.uk/accommodation

Cambrian Hall

Cambrian Hall is just 150 yards from UCB and offers students both convenience and outstanding value for money.

This purpose-built hall of residence provides a safe and secure environment to live and study. It houses 250 students and is a popular choice with mature and overseas students.

Cambrian Hall provides self-catering facilities in flats that accommodate 10 students in 12 square metre single bedrooms with study space.

There is one shared bathroom, with private access, for each pair of rooms. Most flats are mixed sex, but bathrooms – comprising a toilet, wash basin and shower – are always single sex.

Each flat has a well-equipped kitchen and dining area. A fridge-freezer, electric cooker, iron and kettle are provided, but students need to bring their own cooking utensils.

All rooms are fully furnished with telephone and television points, and each room has free wifi access. Residents have access to a commercial laundry service with both washing and drying facilities. Students provide their own bedding.

Mail is delivered to post boxes and parcels, recorded deliveries and registered/special deliveries may be collected from the reception office.

There are no parking facilities at Cambrian Hall.

Smoking is not permitted.





The Maltings

The Maltings is a purpose-built student accommodation centre in Bath Row, just a 10-minute walk from the UCB campus through the city centre.

With its landscaped gardens and dedicated site facilities, The Maltings is popular with students attending UCB for the first time.

The 830 study bedrooms are 15 square metres in size and the majority have en-suite bathrooms.

All rooms are heated and fully furnished with a fitted wardrobe, desk, chair, shelves, notice boards and bed. En-suite rooms have a toilet, hand basin and shower.

The rooms have telephone and television points, free wifi access and Internet Protocol Television, allowing students to watch free-to-air channels direct to a computer.

The accommodation is self-catering and students are required to provide their own cooking utensils and bedding. Each flat has its own kitchen and dining areas with a fridge-freezer, electric cooker, an iron and kettle.

Most of the flats are mixed sex, housing between six and nine students. There is a commercial laundry service, washing machines and drying facilities.

Making Friends for Life

This secure site has a sports hall, fitness suite, a convenience store and a new community space complete with a dance studio and cinema zone. The Maltings, which takes its name from an old brewery that was based at the site, is situated in a prime location near the city centre. It is close to shops, restaurant and bars, the Mailbox shopping centre and Birmingham's main rail and coach stations.

As with Cambrian Hall, smoking is not permitted.



Applying for Accommodation

To apply for accommodation, go to: students.ucb.ac.uk/accommodation

Please complete all sections in full. Acknowledgement of applications will be sent via email.

Please list any specific requests under the "special requirements" field.

Accommodation is provided in halls of residence if:

- UCB has received firm acceptance of an unconditional offer at the University.
- The £4,500 tuition deposit is paid (international students only).
- The Accommodation Manager receives your completed Residency Agreement, deposit and pre-payment by the offer date.
- You are unaccompanied (i.e. you do not bring any dependents, such as a partner and/or a child) unless agreed in advance with UCB.

International and EU Students



University College Birmingham has the expertise and support networks to help EU and International (non-EU) students settle into their postgraduate studies – and new lives – in Birmingham.

Settling In

It can be a daunting experience moving to a foreign country, but everything at the University is designed to make the transition as smooth as possible.

Whether it is assistance with advice on fees and accommodation, assistance with English language skills, or, in the case of International students, completing visa and immigration applications, UCB has experts on hand to help.

The University helps hundreds of EU and International students each year. The dedicated International Office, situated on the 7th floor of the Summer Row site, is a one-stop shop for guidance and advice.

International Student Centre

The International Student Centre is here to support each student throughout their postgraduate journey, from the initial course enquiry through to graduation.

The International team has a wealth of experience in working with, and in some cases teaching, overseas students. It can help with issues ranging from academic and welfare support to accommodation and matters concerning immigration.

Students can also take advantage of UCB's warm welcome through the 'Meet and Greet' service at Birmingham Airport, details of which can be seen at www.ucb.ac.uk/international/meetandgreet

How to Apply

There are two different routes for applications from EU and International (non-EU) students. Please see page 25 for full details.

For further advice and information on country specific entry requirements, as well as English language requirements, please go to: www.ucb.ac.uk/international/entryrequirements or contact the International Student Centre on:

Tel: **(+44) 121 232 4064**

Email: international@ucb.ac.uk

International Student Scholarships

Postgraduate applicants can apply for a number of special scholarships and fee waivers designed to widen participation in university life at UCB.

Scholarship applications should be made well before the start of courses, at least four weeks before enrolment, and will only be considered when a student has been offered a conditional or unconditional place. Standard academic entry requirements apply.

For further information on the range of scholarships and fee waivers, please go to: www.ucb.ac.uk/scholarships

Living Expenses

Living costs in Birmingham vary depending on the needs, expectations and aspirations of individual students, so it is difficult to advise overseas applicants about expenses. However, information regarding suggested living costs – together with details about tuition fees – can be found on UCB's website: www.ucb.ac.uk/international

Student Visas: Financial Requirements

In order to come to the UK with a Tier 4 student visa, applicants need to show they have enough money for course fees and to support themselves (maintenance). For full details, please go to: www.ucb.ac.uk/international

English Language Courses

UCB offers a range of English language courses to ensure International postgraduate students are proficient in English and meet the level required for academic study.

These courses include:

- Pre-Sessional English Language
- Intensive English Language

Pre-Sessional English Language Courses

For students seeking to improve English language skills, including speaking, writing, reading and listening skills, UCB offers Pre-sessional English language courses. Students can enter these courses either at the beginning of July (for those holding an IELTS of at least 5.0), or the beginning of August (if an IELTS of 5.5 is held). The courses prepare students for study at UCB. Cultural visits are included to allow students to practise English outside the teaching environment.

Intensive English Language Courses

For students where English is not the first language, an approved test in English is required, such as IELTS or equivalent, to gain entry to a course.

Students who do not have these qualifications, but who hold an IELTS of at least 4.5 (or equivalent), can take intensive English language courses. These courses are available with entry points in October and February and are based on 21 hours' tuition a week over one or two semesters.

For other acceptable English tests that may be accepted and for entry levels, please refer to the website: www.ucb.ac.uk/international

Orientation Programme

Developed for all students who are new to the UK, the Orientation Programme is a one-week programme that takes place in early September (and is repeated at the end of January for February starters). It is an ideal opportunity to settle in, find out more about life at University College Birmingham and what is expected from postgraduate students in terms of work and study.

The Orientation Programme also focuses on important aspects of living in the UK, such as registering with a doctor, opening a bank account and shopping for bargains. It provides an opportunity to meet fellow students and experience the social and cultural life of the UK.

For further details, please contact the International Office on:

Tel: **(+44) 121 232 4064**

Email: international@ucb.ac.uk

International/non-EU Students Only: Visa and Immigration

For applicants outside the European Union, a points-based immigration system is used to assess each application and award the necessary student visa. Applicants must show the University all relevant educational documents in order to get an offer letter and sponsorship, and then show this sponsorship and evidence of sufficient funds to pass a maintenance test to the visa issuing authorities.

For further information and guidance on applying for a general student (tier 4) visa, please go to: www.ucb.ac.uk/international

We have more than 1,300 students from over 80 countries



How to Apply

All postgraduate applications to study at University College Birmingham – including UK, EU and International – can be made via the website: www.ucb.ac.uk

The only exception is applications for PGCE courses, which should be made online through UCAS Teacher Training (UTT): www.ucas.com

For all applicants – UK, EU, international and PGCE – please go to the “Making Your Application” section of the UCB website: www.ucb.ac.uk/postgraduate/applications. You will find links to the online application forms as well as further information.

Additional Enquiries

If you have any questions or need further assistance, please get in touch:

UK/EU Applicants

Please contact the Admissions Office:
Tel: **(+44) 121 604 1040**
Email: pg@ucb.ac.uk

International Applicants

Please contact the International Student Centre:
Tel: **(+44) 121 232 4458**
(+44) 121 232 4462
Email: international@ucb.ac.uk

PGCE Applicants

Please contact the Admissions Office:
Tel: **(+44) 121 232 4065**
Email: pgce@ucb.ac.uk



Open Days

Open days are the best way to get a feel for student life before applying to study at the University. Open days provide an ideal opportunity for students to view UCB's unique facilities, speak to staff and current students or take a tour of the accommodation. In addition, UCB also hosts smaller postgraduate open evenings, enabling students to chat with academic lecturers in more detail and get informed answers.

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

Please contact the Marketing Office for further information:

Tel: **(+44) 121 232 4300**
Email: marketing@ucb.ac.uk

What the Day Involves

- We will provide you with information about the benefits of postgraduate study, course details, fees, scholarships, accommodation and the application process
- There is the opportunity to speak directly to academic staff and learn about the wider benefits of postgraduate studies, including career opportunities
- Find out about the support we offer during the admissions process and after you have joined UCB
- We will give you a tour of our teaching facilities, including McIntyre House – a dedicated postgraduate and undergraduate study centre



The Business School

COURSES

Aviation Management

MSc/PGDip

Enterprise Management

MSc/PGDip

Global Meetings and Events Management

MSc/PGDip

International Tourism Management

MSc/PGDip

Marketing Management for Events, Hospitality and Tourism

MA/PGDip

The Business School offers a diverse range of postgraduate courses that explore management functions, skills and knowledge across the enterprise, aviation, events, hospitality and tourism sectors.

The Business School is practitioner-focused and equips students with the high-level skills, theory and professional competencies required for career progression in a competitive jobs market. An entrepreneurial spirit is encouraged and nurtured by lecturers and the learning environment.

“Live projects” involving real-life business scenarios and international residential trips are important features of the courses.

Teaching is designed to encourage industry engagement, innovation and creativity – and boost student employability and career opportunities.

The courses have been designed so that students leave University College Birmingham with the confidence and ability to apply their new knowledge, skills and performance to industry and work-based professional practice. Specialist modules allow students to tailor their degrees to their career interests.

Enterprise Hive

Promoting
Entrepreneurship;
Encouraging Creativity,
Innovation and Learning

The Enterprise Hive is an enterprise start-up, launched by UCB to connect businesses and help companies grow with the help of our expertise. Through the work of Enterprise Hive, the University is committed to supporting students who wish to set up their own businesses.

As a UCB student who joins the 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. You will be encouraged to interact directly with companies, who may become your future employer, while keeping up with the latest trends and practices as you develop your enterprise and employability skills.



Aviation Management

MSc/PGDip

Accredited by University College Birmingham



Overview

There is strong demand for managers with the high-level knowledge and skills to succeed in the rapidly changing, growing and turbulent global aviation environment. This course focuses on the industry's passenger operations and management of airports and airlines, enabling students to specialise in a range of business/management areas. The course can be tailored to your career aspirations.

Our MSc has been developed with industry professionals and UCB is a recognised Institute of Travel & Tourism Centre of Excellence. The course focuses on enhancing your management potential by developing critical thinking, leadership, problem-solving, creativity, communication, research and analytical skills, with a focus on managing change.

You will have opportunities to engage with industry experts through our "live" industry consultancy projects, visiting speaker programme and creative dialogue sessions, industry mentor scheme, industry events, and links with professional bodies. There is the opportunity for an optional placement.

For the international live industry project, you will travel to an overseas destination and apply your skills and knowledge to a consultancy context. Previous students have completed projects in the Gambia, the Azores, the Canaries, Cyprus, Madeira and Dubai.

Entry Requirements

For information regarding entry requirements, including the MSc, PGDip and PGCert, please refer to the course page on our website: www.ucb.ac.uk

CPD modules can be studied as part of this award and are worth 20 credits. Please refer to our website to find out more.

Duration of the Course

MSc: 1.5 years full-time or 2.5 years part-time, plus an optional work placement of up to six months.

PGDip: One year full-time or two years part-time, plus an optional work placement of up to six months.

PGCert: 6 months full-time or one year part-time.

Postgraduate Loans

If you are a UK or EU student studying a full master's degree, you may be eligible to receive a Postgraduate Loan.

For more information, please go to: www.ucb.ac.uk/postgraduate/fees

Modules

Aviation Market

Analysis and Forecasting

This module provides you with the knowledge and skills in conducting market analysis of passenger aviation leading to traffic forecasts and response strategies. Specific themes covered include evaluating air travel demand, aviation trend analysis, and aircraft and route network analysis within a turbulent environment.

Strategic Aviation Management and Operations

The focus of this module is to develop your capabilities and knowledge to enable you to contribute to the strategic and operational direction of airlines and airports. Specific themes covered include exploring strategic operations management, aviation competition, business diversification and managing change.

Global Dynamic Environment

You will examine the rise of new tourist typologies, the development of innovative and creative models, products and practices as destinations and organisations striving for sustainable, competitive advantage. A particular emphasis will be placed on tourism and aviation futures and the response needed by industry and governments to develop more responsible and inspirational strategies.

International Live Project Management

This module is based on an overseas visit to undertake a specific consultancy project. You will get involved with project management at all

stages, leading a particular work package to develop solutions to your project brief. (Costs of the essential elements of the trip will be covered by UCB).

Masters Research Project

You will develop your knowledge and ability to focus on and prepare for research, being introduced to critical appraisal and research theory and techniques. You can tailor your research to focus on your own areas of interest.

Optional Modules – choose one (semester 1)

Business Creation and Development

This module engages you in the more practical elements of enterprise activity, not just in terms of creating new businesses, but also in terms of entrepreneurship within the corporate environment and business growth.

Leadership in Decision-Making

Service organisations operate within a changing environment and face many challenges to compete successfully. Fundamentally, organisations that make more effective decisions deliver superior financial performance.

Tourism Experience Management

Within a dynamic global environment, consumers increasingly desire experiences rather than services. Accordingly, a growing number of travel and tourism organisations are responding explicitly by innovatively designing, promoting and staging positive and memorable experiences.

Optional Modules – choose one (semester 2)

Marketing and Digital Media

This module will provide you with an in-depth understanding of marketing and digital media within the context of global travel and tourism. It will combine theoretical foundation with contemporary marketing and digital media techniques.

Revenue and Performance Analysis

You will be introduced to the wide variety of financial information available to managers. You will use this information to find ways to greatly enhance the decision-making process to increase revenue and maximise profit within the sector.

Risk and Crisis Management

Aviation and tourism operate within an unpredictable and turbulent global environment and are influenced by a number of actual and perceived risks. To mitigate such risks, destinations and organisations must plan, develop and implement effective strategies to deal with potential risks as well as the aftermath of a crisis.

You will specialise in a range of business/management areas – and the course can be tailored to your aviation career aspirations.

Teaching Methods

Lectures, guest speakers, seminars, creative dialogues, industry events and e-learning activities will facilitate your advanced learning and skill development in the exciting, global aviation industry. There is also a range of action-learning opportunities through scenario-planning, a virtual airline simulation and industry live projects.

Assessment

You will be assessed through consultancy projects, case study analysis, professional presentations, business reports, essays, discussions and debates and an individual research project (for those undertaking the MSc). All assessments are individually-marked.

English Language

For applicants whose first language is not English, UCB's standard English language requirement for postgraduate study will apply (IELTS for UKV1 6.0, or equivalent, with a minimum of 5.5 in each element).

Enterprise Management



MSc/PGDip

Accredited by the University of Birmingham and the Chartered Management Institute



Overview

Our Enterprise Management MSc has been developed with industry experts and entrepreneurs to develop your business knowledge and give you the entrepreneurial skills to advance into management positions in the enterprise sector.

You will develop the attributes and competencies required to launch a new business and learn how to make it thrive and grow strategically.

Delivered in collaboration with successful entrepreneurs, this practical course will develop your understanding of enterprise and entrepreneurship. You will develop your skills through activities such as acting as a “live” enterprise consultant to an existing organisation, developing an enterprise start-up plan, and exploring your entrepreneurial flair and potential. The course features an international residential trip where you will explore enterprise activity in global markets. Previous students have had the opportunity to visit Dubai.

Our MSc has been developed in partnership with the Chartered

Management Institute (CMI) and is dual awarded. You will become an affiliate member of the CMI on enrolment. On successful completion, you will also receive a Level 7 Diploma in Strategic Management and Leadership, with no additional study and costs covered by course fees.

Entry Requirements

For information regarding entry requirements, including the MSc, PGDip and PGCert, please refer to the course page on our website: www.ucb.ac.uk

CPD modules may be studied as part of this award and are worth 20 credits. Please refer to our website to find out more.

Duration of the Course

MSc: 1.5 years full-time or 2.5 years part-time, plus an optional work placement of up to six months.

PGDip: One year full-time or two years part-time, plus an optional work placement of up to six months.

PGCert: 6 months full-time or one year part-time.

Postgraduate Loans

If you are a UK or EU student studying a full master’s degree, you may be eligible to receive a Postgraduate Loan.

For more information, please go to: www.ucb.ac.uk/postgraduate/fees

Modules

- International Entrepreneurship**
 This module aims to develop your understanding and awareness of international entrepreneurship in the service sector. Emphasis is placed on the identification and discussion of entrepreneurial activities, both locally and from an international perspective.
- Entrepreneurial Finance**
 This module is designed to enhance your understanding of the fundamental concepts of finance from an entrepreneurial perspective including an analysis of final accounts, budgeting, investment appraisal and break-even analysis.
- Business Creation and Development**
 Students are engaged in the practical elements of enterprise activity, not just in terms of creating new businesses but in relation to entrepreneurship in the corporate environment and business growth opportunities.
- Risk and Strategic Enterprise Management**
 Managers must design and implement strategies to deal with the inherent risks of conducting business in volatile environments. This module provides a framework for identifying, assessing and quantifying risks and designing effective risk mitigating strategies. There are opportunities to apply risk management tools to "live" scenarios.
- Personal Leadership Development**
 An introduction to contemporary theories and models underpinning leadership. You will be given an opportunity to develop personal leadership skills, including coaching, mentoring and communication.

- Enterprise Project**
 You can either work alongside an industry partner as a consultant, identifying how it can develop its operations strategically, or you can develop a business start-up plan for an enterprise of your choice and pitch your proposal to commercial investors.

Optional Modules – choose one

- International Financial Management**
 You will be introduced to the international aspects of financial management in terms of sourcing and selling products and services abroad.
- Strategic Brand Management**
 This module will discuss the nature of service brands and the mechanisms used to generate a coherent brand strategy.
- Integrated Marketing Communications**
 You will develop a deep understanding of the concepts and techniques of integrated marketing communications and their application to events, hospitality and tourism organisations.
- Managing Across Cultures**
 This module explores issues relating to successful work and management within culturally diverse business environments.
- Marketing and Digital Media**
 You will gain an in-depth understanding of marketing and digital media within the context of global travel and tourism.

Professional Postgraduate Placement

An optional six-month placement provides the opportunity to develop practical and professional experience.

Amandine Nguidjol

MSc Enterprise Management



Having a master's degree accredited by the University of Birmingham, a Russell Group institution, was a big draw for Amandine when choosing where to study.

UCB's ties with the Chartered Management Institute (CMI) also attracted her, while a study trip to Dubai was more than appealing.

"The course came highly recommended and I believe the accreditation and CMI partnership will make me stand out as a graduate," said Amandine.

"As part of my master's, we have been working with professionals from various industry sectors to get a comprehensive understanding of how to start our own businesses. On the trip to Dubai, we got to attend a conference on entrepreneurship.

"I recently joined the CMI's Student Ambassadors team as a volunteer to get good work experience, network with high-profile business managers and improve my English. I'm also working part-time at a restaurant while studying for my degree. It keeps me well organised."



Teaching Methods

The course is delivered by a variety of methods including lectures, seminar debates, workshops and sessions with guest speakers and entrepreneurs. You will engage with independent reading and research to ensure an interactive and personalised learning experience.

Assessment

You will be assessed by a range of methods to encourage the development of a portfolio of entrepreneurial skills and management competencies. These include case studies, presentations, reports, business start-up and development plans, and pitching creative ideas.

English Language

For applicants whose first language is not English, UCB's standard English language requirement for postgraduate study will apply (IELTS for UKV1 6.0, or equivalent, with a minimum of 5.5 in each element).

Global Meetings and Events Management

MSc/PGDip

Accredited by the University of Birmingham



Overview

This course provides graduates with the opportunity to develop higher level knowledge, skills and talent for a management career in the global meetings and events industry.

Our MSc will enhance students' in-depth appreciation of the complex strategic and operational management tools that are required in the events industry, and, supported by current theories, provide graduates with the skills to solve executive problems.

Adopting a social science approach, the course seeks to explore and critique operational and business issues with a view to adding value at corporate business level. The social interaction of people within the wider environment forms the basis for understanding, and underpins the concepts examined.

The course is accredited by the University of Birmingham and has a strong industry and vocational focus. Students have the opportunity to take an optional placement within the industry, boosting their career prospects.

On successful completion of the course, our graduates have secured jobs in the public, private and voluntary sectors as event organisers, salespeople, market researchers and in public relations and promotional positions.

Entry Requirements

For information regarding entry requirements, including the MSc, PGDip and PGCert, please refer to the course page on our website: www.ucb.ac.uk

CPD modules may be studied as part of this award and are worth 20 credits. Please refer to our website to find out more.

Duration of the Course

MSc: 1.5 years full-time or 2.5 years part-time, plus an optional work placement of up to six months.

PGDip: One year full-time or two years part-time, plus an optional work placement of up to six months.

PGCert: 6 months full-time or one year part-time.

Postgraduate Loans

If you are a UK or EU student studying a full master's degree, you may be eligible to receive a Postgraduate Loan.

For more information, please go to: www.ucb.ac.uk/postgraduate/fees

Modules

International Events Management

You will critically assess the feasibility of large-scale event projects and facilities. By examining contemporary issues and trends, you will understand the impact of international events on local and regional economies.

Sustainability and Ethics in Events

By learning about the sustainability and ethics of event operations, you will understand the challenges facing the global events industry. You will examine the principles of ethical and responsible behaviour of global event operations in meeting environmental, social and economic obligations.

Strategy for Global Meetings and Events

You will explore strategic theories, concepts and models and relate them to the events industry to help you develop a strategic framework. You will advance your knowledge of operational decision-making, meetings management and corporate value chains.

Event Tourism

You will explore event tourism using data analysis, strategic thinking and fieldwork research. You will be given the opportunity to explore tourism and event issues in an overseas location.

Postgraduate Conference Research Project

The Postgraduate Conference Research Project allows students to engage in creative enquiry as they demonstrate an ability to develop in-depth investigation into an area of their own interest in the field of hospitality or tourism management.

The project develops business relevant knowledge such as report writing, visual communication and presentation skills.

Or

Postgraduate Employability Project

This project is formed while working on your work placement. You will develop your independent learning, problem solving, analysis, assimilation and communication skills while on placement. You will be able to demonstrate your knowledge in a particular area of the sector and apply theory models to dissect real-world problems. You will also explore the process of designing and constructing an industry-focused piece of research.

Postgraduate Work Placement

Students may elect to complete an optional six-month work placement as part of their degree, which will take place before completion of the postgraduate employability or conference research project.

The placement provides students with the opportunity to refine their operational skills and relate theory to industry practice.

Overseas Residential Study Visit

The MSc includes industry-related visits and projects and an overseas residential will enable students to engage in field work.

Maja Bosanac

MSc Global Meetings and Events Management



Set on coming to the UK from Croatia to do her second master's, Maja was looking for a university in a city that had the buzz of London, but was small enough to truly feel like home. As soon as she saw the details for UCB's Global Meetings and Events Management MSc, she knew it was the one for her. "It's been my dream to work in the events industry and I was in love when I saw the course title."

"Coming to Birmingham was the best and bravest decision I ever made. It quickly became obvious that my lecturers worked incredibly hard to explain everything, giving brilliant presentations and explanations to transfer as much knowledge as possible."

"I'm working for a company in the events industry, trying to learn as much as I can so one day I can start an events business of my own. This course has helped me to begin making that dream a reality."



Teaching Methods

A variety of teaching methods and learning strategies are used including lectures, group activities and discussions, project work, overseas residential visits, research work, and case study analysis. Students will be exposed to activities which build knowledge and skills.

Assessment

Assessment is designed to mirror industry outputs and may take a variety of forms such as essay work, seminars, role play, presentations, reports and case studies.

English Language

For applicants whose first language is not English, UCB's standard English language requirement for postgraduate study will apply (IELTS for UKV1 6.0, or equivalent, with a minimum of 5.5 in each element).

International Tourism Management

MSc/PGDip

Accredited by the University of Birmingham



Overview

Tourism is one of the largest, most competitive and exciting global industries, creating a demand for managers with high-level knowledge and skills. Our MSc will enhance your management potential and develop your critical thinking, problem-solving, research and analytical skills to make an immediate impact on a tourism or service organisation within an international dynamic and disruptive environment.

Students can specialise in a range of areas through our optional module offer. There is an emphasis on the role of communication and creativity in effective management practice, together with an in-depth understanding of contemporary issues.

A key feature of this course is the international live industry project, where you will travel to an overseas destination and apply your skills and knowledge in a real tourism context. Students have completed projects in the Gambia, the Azores, the Canaries, Cyprus, Madeira and Dubai.

During your studies, you will work on other industry consultancy projects, debate contemporary themes in “creative dialogue”

sessions, and mix with a diverse range of nationalities. The course also offers an opportunity to undertake an optional six-month work placement to boost employability.

Entry Requirements

For information regarding entry requirements, including the MSc, PGDip and PGCert, please refer to the course page on our website: www.ucb.ac.uk

CPD modules can be studied as part of this award and are worth 20 credits. Please refer to our website to find out more.

Duration of the Course

MSc: 1.5 years full-time or 2.5 years part-time, plus an optional work placement of up to six months.

PGDip: One year full-time or two years part-time, plus an optional work placement of up to six months.

PGCert: 6 months full-time or one year part-time.

Postgraduate Loans

If you are a UK or EU student studying a full master’s degree, you may be eligible to receive a Postgraduate Loan.

For more information, please go to: www.ucb.ac.uk/postgraduate/fees

Modules

Global Dynamic Environment

You will explore the dynamics and disruptions of global trends on tourists and the wider tourism and aviation industries. You will examine the rise of new tourist typologies, the development of innovative and creative models, products and practices.

Innovative Sustainable Tourism

Despite an international agenda to develop sustainable initiatives, many destinations are still experiencing degradation, prompting criticism of the merits of sustainable tourism. However, increasing smart practices are emerging in relation to sustainable tourism. This module will explore numerous innovations, including the use of smarter sustainable practices and processes.

International Live Project Management

This module is based on an overseas visit to undertake a specific consultancy project. By applying your project management skills to an international tourism organisation or destination, you will develop your ability to produce management solutions for a real case study. (The costs of the essential elements of the trip will be covered by UCB.)

Risk and Crisis Management

Aviation and tourism operate within an unpredictable and turbulent global environment and are influenced by a number of actual and perceived risks. To mitigate such risks, destinations and organisations must plan, develop and implement effective strategies to deal with potential risks as well as the aftermath of a crisis.

Masters Research Project

You will develop your knowledge and research skills, being introduced to critical appraisal and research theory and techniques. You can tailor your project to your own areas of interest in the industry.

Optional Modules – choose one (semester 1)

Business Creation and Development

This module engages you in the more practical elements of enterprise activity, not just in terms of creating new businesses, but in relation to entrepreneurship within the corporate environment and business growth.

Leadership in Decision-Making

Service organisations operate in a changing environment and face challenges to compete successfully. This module investigates the human factors in decision-making, the qualities of an effective leader and the key factors in creative problem-solving and decision-making.

Tourism Experience Management

Within a dynamic global environment, consumers increasingly desire experiences rather than services. Accordingly, a growing number of travel and tourism organisations are responding explicitly by innovatively designing, promoting and staging positive and memorable experiences.

Optional Modules – choose one (semester 2)

Marketing and Digital Media

This module will provide you with an in-depth understanding of marketing and digital media within the context of global travel and tourism. Our interdisciplinary approach combines theoretical foundation with contemporary marketing and digital media techniques.

Revenue and Performance Analysis

You will be introduced to the wide variety of financial information available to managers and use this information to find ways to enhance the decision-making process to increase revenue and maximise profit.

Managing Across Cultures

Today's global hospitality industry requires employees to have an understanding of management and leadership across cultures. You will assess the move away from local cultures to a more cosmopolitan environment, and examine management styles, motivation techniques and leadership theories.

The MSc will enhance your management potential and develop your critical thinking, problem-solving, research and analytical skills so you can make an immediate impact in the tourism industry.

Teaching Methods

Lectures, guest speakers, seminars, creative dialogues and e-learning activities will facilitate your advanced learning and skill development in the international tourism industry. There is a range of action-learning opportunities through case studies, scenario planning, simulations and live projects.

Assessment

You will be assessed through consultancy projects, case study analysis, professional presentations, business reports, essays, discussions and debates and an individual research project (for those undertaking the MSc). All assessments are individually-marked.

English Language

For applicants whose first language is not English, UCB's standard English language requirement for postgraduate study will apply (IELTS for UKVI 6.0, or equivalent, with a minimum of 5.5 in each element).

Marketing Management for Events, Hospitality and Tourism

MA/PGDip

Accredited by the University of Birmingham

CIM



Overview

This course will provide you with the knowledge, skills and practical experience to succeed in marketing roles in the general business sector and allow you to specialise in the events, hospitality and tourism industries.

There is a strong focus on developing effective marketing management competencies through a range of modules designed to encapsulate and reflect the contemporary marketing environment. Specialist modules allow you to tailor your degree to your career aspirations and you will learn how to apply advanced marketing techniques to professional practice.

You will have the opportunity to undertake projects in a "live" marketing context, act as a consultant to develop strategies and marketing plans for clients, and benefit from engaging with marketing practitioners and academics. This valuable work experience will enhance your employability.

The course features an international residential trip, providing opportunities to explore professional marketing practice in international markets. Given the globalisation of world markets, we believe this experience is pivotal in your learning and development, and will prepare you to embrace global challenges with confidence.

Entry Requirements

For information regarding entry requirements, including the MA, PGDip and PGCert, please refer to the course page on our website: www.ucb.ac.uk

CPD modules may be studied as part of this award and are worth 20 credits. Please refer to our website to find out more.

Duration of the Course

MA: 1.5 years full-time or 2.5 years part-time, plus an optional work placement of up to six months.

PGDip: One year full-time or two years part-time, plus an optional work placement of up to six months.

PGCert: 6 months full-time or one year part-time.

Postgraduate Loans

If you are a UK or EU student studying a full master's degree, you may be eligible to receive a Postgraduate Loan.

For more information, please go to: www.ucb.ac.uk/postgraduate/fees

Modules

- Consumer Dynamics**
 Students learn about consumers from a management perspective as it is imperative that marketers have a strong understanding of consumer psychology and sociological, situational and cultural factors that impact marketing activities.
- Events, Hospitality and Tourism Insights**
 This module introduces events, hospitality and tourism by drawing on concepts from the contemporary business environment. It explores the demand for, and supply of, products and services.
- Global Marketing**
 Students gain an understanding of key aspects of the global marketing environment from the perspective of developing a global marketing strategy.
- Integrated Marketing Communications**
 Organisations bombard consumers with media messages and marketing communications, but the power has shifted due to consumer content generation and interactive technologies. This module gives students an in-depth understanding of the marketing communication mix.
- Marketing Planning and Operations**
 This module explores the strategic approach to marketing planning, recognising the significance of situation analysis and introducing techniques for assessing marketing environments.
- Masters Dissertation**
 You will develop your knowledge and ability to focus on research, being introduced to critical

appraisal, research theory and techniques. You can tailor your research to an area of interest.

Optional Modules – choose one

- Designing Event Experiences**
 Students will learn how to conceptualise, create and design small events such as wedding parties, charity events and corporate events using the latest technology to engage with consumer senses and enhance the experience.
- Strategic Brand Management**
 With the ever-increasing power and influence of various stakeholders in the development and success of service brands, you will explore how firms seek to gain and sustain a competitive advantage from their brands.
- Risk and Crisis Management**
 Aviation and tourism operate within an unpredictable and turbulent global environment and are influenced by a number of actual and perceived risks. To mitigate such risks, destinations and organisations must plan, develop and implement effective strategies.
- Hospitality Operations Development**
 This module requires students to examine hospitality operations strategy within a dynamic business environment. The emphasis will be about examining strategic level operations management issues.

Professional Postgraduate Placement

An optional six-month placement gives you the opportunity to develop your practical and professional marketing experience.

Aytac Eren

MA Marketing
 Management for Events,
 Hospitality and Tourism



Aytac, who was able to make a smooth transition from Université de Marne-la-Vallée in his home country of France to UCB thanks to a close relationship between the universities, is now launching a mobile app to help people ditch their devices.

Deetox is designed to help people disconnect from their smartphones and get back to what really matters to them. “We want users to fully enjoy a dinner with friends or family, truly focus on work or simply take some peace of mind time without being disturbed by their devices,” said Aytac, who is currently testing the app with real users.

“My MA helped me develop global skills on running a start-up and anyone thinking of choosing this course should jump on it. You’ll need marketing skills, whatever you do later. It is also an incredible chance to study in a new country, discover new cultures and meet amazing people.”



Teaching Methods

The course is delivered by a variety of methods including lectures, seminar debates, webinars and sessions with speakers and marketing professionals. You will engage with independent reading and research to ensure an interactive and personalised learning experience.

Assessment

The use of varied assessment methods encourages you to develop a range of skills. You will be assessed on case studies and work with real-life clients, presentations, seminars, essays and reports, marketing plans and a “live” exhibition.

English Language

For applicants whose first language is not English, UCB’s standard English language requirement for postgraduate study will apply (IELTS for UKV1 6.0, or equivalent, with a minimum of 5.5 in each element).



School of Education, Health and Community

COURSES

Learning and Teaching

MA

PGCE Primary QTS (Primary 3-7 and Primary 5-11 years pathways)

PGCE

Youth Work and Community Development (with JNC)

MA/PGDip

The postgraduate degrees in the School of Education, Health and Community are all accredited by the University of Birmingham. They can be studied either full-time or part-time with the exception of the one-year PGCE, which is available full-time only.

Academic staff have an excellent reputation for supporting students seeking to extend their practical expertise, knowledge and skills to work with children and families in a range of settings.

Courses feature work placements and are geared towards a broad variety of rewarding careers and professional specialisms, ranging from primary school teaching and social care to family support and mentoring.

Lecturers draw on a wealth of knowledge gained from working in the education, health, community and youth sectors.

We offer two PGCE pathways and a School Direct pathway: either for working with pupils aged 3 to 7-year-olds (focusing on the Foundation Stage and Key Stage 1); or teaching 5 to 11-year-olds, focusing on Key Stage 1 and Key Stage 2. Both courses lead to Qualified Teacher Status (QTS).

In addition, we offer an assessment only route which has been designed for graduates who have significant experience in the teaching profession, but are not yet qualified teachers.

Ashley Lillis

PGCE Primary
School Direct



With an ambition to become a primary school teacher, Ashley is set to start a tailor-made PGCE in September after completing his Childhood Studies degree at UCB.

Ashley's PGCE is through School Direct, meaning it has been specially designed by the network of schools he plans to train with, the Colmore Partnerships Teaching Schools Alliance, and UCB, which works in collaboration with the alliance.

"I was accepted thanks to the amount of experience I had gained at UCB. Initially, I was unsure whether I would progress from further education to a degree. However, I was treated as a professional, which greatly improved my confidence to take my education to the next level.

"Had I not been so well prepared and given so much support and positive encouragement by my lecturers at UCB, I doubt I would have had the courage to do so."

Learning and Teaching

MA

Accredited by the University of Birmingham



Overview

This course, available both full-time and part-time, aims to further your knowledge of teaching-related and contextual studies and provide opportunities for you to explore current research and issues regarding working with children.

You will develop your advanced skill-set and learn how to deal effectively with complex issues that may arise in the learning environment. You will also hone your analytical skills, and evaluate research and studies surrounding childhood theory and curriculum.

There are opportunities to undertake detailed exploration of current childhood issues, enabling you to transfer what you have learned into practice and to support field research.

You will learn a variety of industry approaches around mentoring, professional practice and distance learning materials.

This course will also enable you to evaluate the effectiveness of industry trends and offer a variety of informed perspectives.

The Learning and Teaching MA offers four pathways (Early Years, Primary, Secondary and Vocational Subjects).

The four pathways feature the same compulsory modules – Research Methods and Ethics and the Masters Dissertation. Students also choose from eight option modules.

The only exception is the Vocational Subjects pathway, which does not require the Research Methods and Ethics module.

Entry Requirements

For information regarding entry requirements, please refer to the course page on our website:

www.uct.ac.uk

Duration of the Course

MA: 1.5 years full-time or 2.5 years part-time.

Postgraduate Loans

If you are a UK or EU student studying a full master's degree, you may be eligible to receive a Postgraduate Loan.

For more information, please go to: **www.uct.ac.uk/postgraduate/fees**

Modules

- **Research Methods and Ethics**
This module extends and develops students' knowledge and ability in focusing on and preparing for research, introducing the discipline of critical appraisal, ethics, research theory and techniques.
- **Masters Dissertation**
The dissertation is an individual, independent activity performed under the supervision of a tutor. Regular personal tutorials focus on planning, relevant reading, assimilation of knowledge, review of progress, synthesis and validation of findings and conclusions.

Optional Modules – choose three

- **Coaching and Mentoring**
Examines the coaching and mentoring issues faced by professionals who have responsibility to mentor others in their workplace environment, including specialist coaching and collaborative co-coaching.
- **Communication in Practice**
An experiential module that requires students to work as part of a group in which they reflect on the work processes and the dynamics of the group.
- **Distance Learning Materials Project**
Students identify an opportunity to provide distance-learning materials to enhance learning and teaching in their vocational area.
- **Management and Leadership in Education and Community**
This module has been developed for professional practitioners, such as recently qualified teachers and youth and community workers, who wish to develop an understanding of leadership in working with

children, young people and communities.

- **Professional Enquiry**
Students undertake an extended piece of small-scale research that makes a significant difference to their personal understanding of an issue and benefits their setting.
- **Social Justice**
Examines the historical and current role played by professionals working with children, young people and communities in relation to human rights, social justice and oppression in both a British and international context.
- **Enhancing Professional Practice**
Skilled graduate professionals enhance their professional practice, starting with an understanding of effective practice and progressing to reflection as a means of facilitating and enhancing personal and professional development.
- **Tracing Trends**
Examines key drivers of education and community change from social, political and historical perspectives. The module begins by reflecting on the history and application of policy development. To achieve this, there is an exploration of changes in policy in order to encourage students to consider the influence of history on recent policy developments.

Ellie Stokes

MA Learning and Teaching



Ellie's dissertation opened doors when it came to pursuing a career with a focus on children's pastoral care. The unusual topic, bereavement management in schools, gave her a professional advantage and she is making a real impact as a nursery key worker.

"The best part of my course was the fact I was able to select optional modules to enhance my studies and tailor the degree to my career aims. It was great to know I could personalise my master's to suit what I was interested in.

"Having my master's definitely gave me an edge when applying for jobs. I knew I didn't want to go into teaching at primary or secondary level, but was very interested, academically, in the education system. Today, I love my job as a nursery key worker and the fact I can now apply all the theory I have learned to practical scenarios."



Teaching Methods

Teaching methods vary but include lectures, seminars, workshops and tutorials. Classroom exercises are used to provoke discussion and debate. Additionally, there are occasions for supported self-study using the University's online learning portal, plus opportunities for blended learning approaches.

Assessment

Assessment is varied and may take a variety of forms such as seminars, essays, case studies, reports, presentations, portfolio evidence and the development of online resources.

English Language

For applicants whose first language is not English, UCB's standard English language requirement for postgraduate study will apply (IELTS for UKV1 6.0, or equivalent, with a minimum of 5.5 in each element).

PGCE Primary QTS (Qualified Teacher Status)

Primary 3-7 years and Primary 5-11 years pathways

Accredited by the University of Birmingham



Overview

UCB provides three routes into teaching: our Postgraduate Certificate in Education (PGCE); School Direct; and the Assessment Only route. The University has a strong reputation for teacher training and its courses carry Qualified Teacher Status (QTS).

Rated as a “good” teacher training provider by Ofsted, postgraduate employability is 95%. More than 35% of students gain jobs in UCB’s 120 partnership schools in Birmingham and the surrounding education authorities.

UCB’s courses provide students with a broad knowledge and understanding of the principal features of education for teaching primary aged children, using a thematic approach. The themes of Special Educational Needs and Disabilities (SEND), Behaviour for Learning and using English as an

Additional Language (EAL) are woven into the course modules. Students develop the knowledge, understanding and competences to teach in multi-ethnic, multi-lingual, multi-faith primary and nursery schools.

On completion of the course, you will be a Newly Qualified Teacher (NQT) with the knowledge, skills and training to work in a mainstream school or in a setting for children with special educational needs.

Entry Requirements

For information regarding the entry requirements, please refer to the course page on our website: www.ucb.ac.uk

Duration of the Course

One year full-time.

Modules

■ The Evolving Creative Curriculum

This module encourage students to reflect on and extend the knowledge, understanding and skills that are essential to effectively organise, manage and teach all aspects of the primary curriculum in the Foundation Stage, and at Key Stages 1 and 2. A historical and societal overview places the curriculum in context, and a holistic approach to child development underpins the module.

Teaching is strongly underpinned with practical examples and discussion of students' experiences during school placements. An opportunity to draw on case study material is sought within most teaching and learning situations.

■ Professional Issues and Themes in Education

This module provides students with a foundation of knowledge, skills and application for the role of Qualified Teacher in the primary age phase. Students evaluate their schools-based teaching experiences. Special Educational Needs and Disabilities and children using English as an additional language are addressed.

An evaluation of the contemporary legislative framework, including Education Acts and Codes of Practice, are examined. Laws supporting those working in a diverse society including safeguarding children, multi-agency working, equal opportunities laws, race relations and disability discrimination policies are also studied.

■ Pedagogical Principles for Teaching and Learning

This module aims to explore in-depth the theoretical underpinning of the practice of teaching and learning. Students develop their ability to critically evaluate the practicalities of teaching and related skills. Central to this is the opportunity for students to reflect on their own classroom experiences in light of the theory of teaching and learning.

Students completing this module have a deeper understanding of the skills necessary to teach in the primary school environment. The value of appropriate resources to enhance learning are explored.

School Placements

The PGCE course provides a thematic approach to learning with extensive practical classroom training. Students spend a minimum of 120 days in two mainstream schools and a special school setting as part of their UCB placements. They work alongside trained mentors to build their confidence and develop plans and strategies to achieve the highest standards possible for pupils.

Amelia Bedson

PGCE Early Years



The opportunity of a fortnight's work placement at a school for children with special educational needs and disabilities (SEND) spurred Amelia's decision to study a PGCE at UCB.

"It was something I hadn't seen offered at any of the other universities I looked at.

"I have now been a SEND primary school teacher for three years and have had lots of career highlights, from having parents ask me to teach their children for another year because of the progress they made with me to receiving outstanding lesson observations and assessment moderations.

"There have also been challenges, including tricky teacher/parent relations and trying to manage classes of very complex children with a diverse range of learning needs and disabilities. UCB has given me the skills and confidence to overcome these situations. I am in the incredibly privileged position of waking up and not dreading going to work."



Teaching Methods

A typical teaching week comprises up to 26 contact hours made up of large group teaching (lectures), smaller group teaching (seminars may be featured as part of the lecture sessions) and tutorials. There are also field trips and visits.

Assessment

Students are continuously assessed through coursework, written assignments and practical performance within schools.

In order to become a qualified teacher, students need to satisfy all the Teachers Standards for the award of QTS. A Professional Development Journal (PDJ) enables students to keep evidence of their progress against the Teachers' Standards.

English Language

For applicants whose first language is not English, UCB's standard English language requirement for postgraduate study will apply (IELTS for UKV1 6.0, or equivalent, with a minimum of 5.5 in each element).

Youth Work and Community Development (JNC recognition)

MA/PGDip

Accredited by the University of Birmingham and the National Youth Agency



Overview

Our MA in Youth Work and Community Development, available both full-time and part-time, gives students an opportunity to gain professional status with the Joint Negotiating Committee (JNC) for work with young people and communities.

Students are schooled in reflective practice and are encouraged to ask important questions and to critically evaluate their professional role. There is an emphasis on creating an environment where knowledge transfer and skills development is encouraged. Reflection is embedded in teaching in order to train practitioners who are capable of making a positive difference to the lives of young people, their families and communities.

The course opens up varied career pathways in youth and community work, project development and management, health promotion and prevention, social care, sports development, arts development, and pastoral and support roles in education (such as family support, mentoring and behaviour management).

The fieldwork practice arrangements include two periods of supervised practice. The experience is in two locations and 50% of the committed time will be with young people in the 11-25 age group.

Entry Requirements

For information regarding entry requirements, including the MA, PGDip and PGCert, please refer to the course page on our website: www.ucb.ac.uk

CPD modules may be studied as part of this award and are worth 20 credits. Please refer to our website to find out more.

Duration of the Course

MA: 1.5 years full-time or 2.5 years part-time.

PGDip: One year full-time or two years part-time.

PGCert: 6 months full-time or one year part-time.

Postgraduate Loans

If you are a UK or EU student studying a full master's degree, you may be eligible to receive a Postgraduate Loan.

For more information, please go to: www.ucb.ac.uk/postgraduate/fees

Modules

■ Social Justice and Youth and Community Development Work

This module will critically examine the historical and current role played by professionals working with young people and communities in relation to human rights, social justice and oppression. This will encompass both a British and international context.

■ Personal and Professional Change

By reflecting individually and as a group on work processes, dynamics and development, you will be able to assess your role in relation to responsibility, ethics, trust and power within that group. Theories and concepts relating to different forms of communication, relationship-building and dynamics will be explored. You will also be encouraged to review your work with young people, communities, colleagues and other professionals.

■ Management and the Youth and Community Professional

You will study historical and current social policies in relation to the provision and management of youth and community services and analyse styles and theories of management and leadership. The principles and practice of developing and managing core organisational culture and change will also be examined.

■ Research Methods and Ethics

You will develop and extend your knowledge and skills in professional research, exploring the strategies of critical appraisal and methodology. By using managerial research tools, theoretical perspectives and relative frameworks, you will be able to evaluate the work of others and the principles and practices of ethics in research.

■ Fieldwork Practice (A)

The focus in this practice-related module is broadly on the first two of the four "Key Areas of Work" outlined by the National Youth Agency (NYA): work with young people and their communities; and work with staff and other agencies. You will discuss and reflect on your experiences in the classroom, demonstrating how you achieved the module's objectives.

■ Fieldwork Practice (B)

The focus in this practice-related module is broadly on the second two of the four "Key Areas of Work" outlined by the NYA: development of service provision, and management and leadership.

■ Masters Dissertation

This is an individual activity performed with the supervision of a tutor. Regular personal tutorials focus on planning, relevant reading, assimilation of knowledge, review of progress, synthesis and validation of findings and conclusions.

Novlette Parris-Reece

MA Youth Work and Community Development (JNC)



Business studies teacher and mum-of-three Novlette was looking for a new challenge and a change of direction when she signed up for her MA.

"I wanted to work with young people and make an impact on younger generations, either through community liaison work or chaplaincy.

"The course has changed my life. I had never worked in management and now the college where I work has allowed me to use the leadership management skills I have learned.

"I would say to anyone considering this course that it's going to stretch you. But if you're looking for a career which has many opportunities in respect of working with young people, this is the right course for you.

"I have found it to be well organised and the tutors are brilliant, knowledgeable and approachable. I have discovered more about myself and it has given me a new purpose."



Teaching Methods

A variety of teaching methods and learning strategies are used throughout the course. They include lectures, small group work, discussions, workshops, seminars, and experiential, reflective group work and logs.

Assessment

Assessment may take a variety of forms such as assignments, seminars, case studies and critical analysis, group / individual presentations, reflective logs, written reports and supervised professional practice.

English Language

For applicants whose first language is not English, UCB's standard English language requirement for postgraduate study will apply (IELTS for UKV1 6.0, or equivalent, with a minimum of 5.5 in each element).



Logo of the institution, featuring a stylized 'V' and 'C' with the text 'VOC' and 'Vakmanschap' below it.

College of Food

COURSES

Culinary Arts Management

MA/PGDip

Hospitality with Tourism Management

MSc/PGDip

International Hospitality Management

MSc/PGDip

The College of Food enjoys an international reputation for its Culinary Arts Management MA and its associated hospitality management courses, all of which are accredited by the University of Birmingham.

For Culinary Arts Management, the University's state-of-the-art kitchen facilities provide the backdrop for students to master advanced skills and techniques, studying classical culinary practice and adapting it to the modern environment through innovation, and recipe and product development. An optional work placement of up to six months provides superb learning and contact-building opportunities.

Students benefit from a total of nine industry-standard training kitchens, which are regularly used for prestigious chef competitions, masterclasses and demonstrations. Practical sessions are also held in the "Create It" and "Innovate It" kitchens in the University's Food Science and Innovation Suite.

Hospitality with Tourism Management offers two pathways depending on your background, allowing you to specialise in areas such as human resources, marketing, public relations and financial management within hotel,

resort and event management organisations.

Our International Hospitality Management course will develop your knowledge and understanding of the hospitality industry and the environment in which it operates. Career opportunities range from hospitality and tourism planning to managerial positions with hospitality organisations.

The College of Food and its hospitality management lecturers specialise in translating academic theory into practice. The University's strong links with industry, across a diverse range of innovative environments, means students benefit from skills-enriching work placements and career opportunities both in the UK and overseas. The vocational element of all the courses is strong and is frequently highlighted by students and our food and hospitality partners for boosting the sector knowledge and performance of UCB alumni.

Nur
Amirah

MA Culinary Arts
Management



Running her own pastry business, Nur's poignant dissertation on career barriers that are placed on modern female chefs for her MA has been invaluable for her career.

"Not only did my research give me a unique perception of the profession, writing the dissertation itself helped me to improve my English reading and writing skills dramatically," said Nur, who also has plans to lecture at universities in Malaysia.

"I wanted a qualification that would prepare me for the real world. UCB seemed like the best place to go for exactly that.

"One of the best things about this master's is having the chance to learn directly from such brilliant chefs in an environment that allows you to gain real insight into what it's like to work in the industry.

"Postgraduate courses like this one are rare, so having one on your CV would really make any aspiring chef stand out from the crowd when it comes to looking for work. Not only that, the course is also incredibly well-rounded, covering aspects of hospitality and tourism as well as culinary skills.

"One piece of advice for any aspiring cook would be to take every chance you can to gain experience working with food. Be adventurous, be inventive, but most of all, be optimistic."

Culinary Arts Management

MA/PGDip

Accredited by the University of Birmingham



Overview

University College Birmingham has a global reputation for its Culinary Arts Management course and a track record of providing direct career pathways for its highly skilled postgraduates.

The management of professional culinary enterprises requires a blend of artistry, innovation, technique and business acumen. Successful professionals need to satisfy and exceed consumer demands, stay up-to-date with research trends and demonstrate effective operational management.

This course explores classical culinary techniques and adapts them to the contemporary culinary environment. Innovation, recipe and food product development are examined in detail. The international nature of the modern culinary environment is reflected in the content and delivery of the course – as are the challenges of managing culinary operations as profit centres.

You will benefit from teaching in state-of-the-art facilities, including our Food Science and Innovation Suite. Lecturers have wide-ranging, specialist industry

knowledge and an optional work placement provides opportunities for career enrichment.

This course will benefit students seeking career development opportunities in senior roles in professional culinary and hospitality environments. This course will also suit those seeking to broaden their future employment and educational horizons.

Entry Requirements

For information regarding entry requirements, including the MA, PGDip and PGCert, please refer to the course page on our website: www.ucb.ac.uk

CPD modules may be studied as part of this award and are worth 20 credits. Please refer to our website to find out more.

Duration of the Course

MA: 1.5 years full-time or 2.5 years part-time, plus an optional work placement of up to six months.

PGDip: One year full-time or two years part-time, plus an optional work placement of up to six months.

PGCert: 6 months full-time or one year part-time.

Postgraduate Loans

If you are a UK or EU student studying a full master's degree, you may be eligible to receive a Postgraduate Loan.

For more information, please go to: www.ucb.ac.uk/postgraduate/fees

Modules

- **Culinary Artistry – A Modern Approach**
Students develop their understanding of classical craft techniques and their contemporary application within a variety of market opportunities. The focus is on trends and developments in the gastronomic landscape and an exploration of the relationship between classical cuisine and modern kitchen management.
- **Culinary Management Project**
This module gives students the opportunity to apply the process of project management to a specific food and beverage environment. It involves an analysis of future product and potential market development activities for a client organisation or in the context of a case study organisation.
- **Managing Across Cultures**
The global hospitality industry requires employees to have an understanding of management and leadership across cultures. You will explore these issues and assess the move away from local cultures to a more cosmopolitan environment, looking at management styles, motivation techniques and leadership.
- **Revenue and Performance Analysis**
An introduction to the wide variety of financial information available to managers. You will use this information to find ways to enhance the decision-making process to increase revenue and maximise profits.
- **Masters Dissertation**
Students develop their knowledge and ability to focus on and prepare for research, being introduced to critical appraisal and research theory

and techniques. Research is focused on an area of interest in the industry.

Optional Modules:

- **Culinary Product Development**
This module provides an in-depth understanding of the commercial processes in food product development, from the initial idea through to the technical development involved when launching a product.
- **Product and Quality Management**
You will explore, analyse and assess the process of product development and quality assurance from inception through to testing, launch and sale.
- **Business Enterprise**
You will develop an understanding and awareness of entrepreneurship and learn about the operational and strategic growth of businesses within tourism and hospitality.
- **Managing Profitable Food and Beverage Operations**
You will focus on developing your understanding of the functional aspects of the sector by evaluating and applying management concepts, models and techniques.

Postgraduate Work Placement

An optional six-month work placement will give you valuable experience, enhance your CV and may help your future employment prospects.

Alison Smith

MA Culinary Arts Management



Developing rice, grains and legumes for the global Uncle Ben's brand is all in a day's work for Alison, who had her big break at UCB.

Alison networked with key figures in product development during her course and was offered an internship by Mars Foods. She wrote her dissertation on the use of tomato paste in Mars Foods' Italian portfolio and went on to develop cooking sauces for the company. She is relishing her new job developing products for Uncle Ben's.

"Being a product developer embodies everything that drives me. I love planning, project management, cooking, creativity and working to deadlines. It is amazing to see a product you made rolled out to the factory and into the supermarket.

"I chose UCB because I liked the course structure. In the product development module, I met people from Unilever, Mondelez and Vend 24, all great opportunities to network and build contacts."



Teaching Methods

A variety of teaching methods are used including large group teaching in lecture rooms and specialist kitchen environments, smaller group teaching, tutorials, subject advice sessions and individual study. Guest lecturers supplement the teaching.

Assessment

Practical, experiential and research-focused learning is a feature of this course so assessment includes an emphasis on project work, reports, discussion papers and presentations. There is one examination.

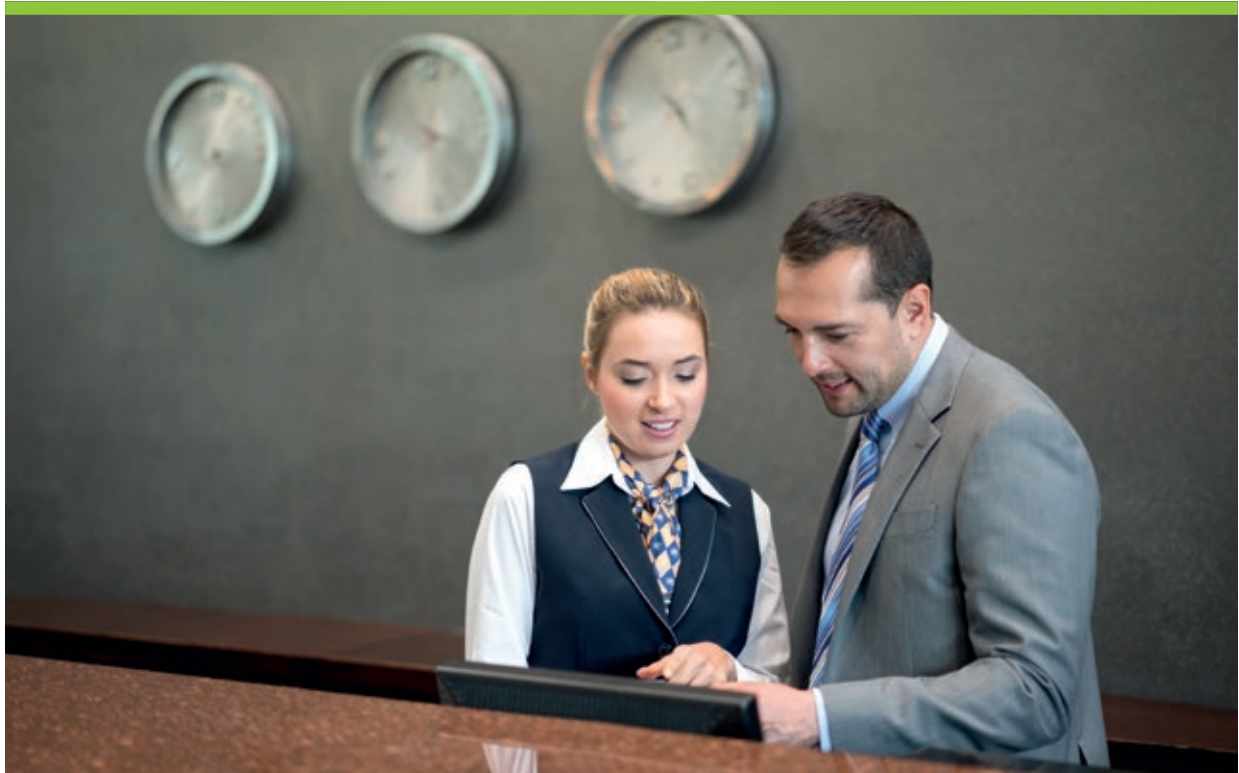
English Language

For applicants whose first language is not English, UCB's standard English language requirement for postgraduate study will apply (IELTS for UKVI 6.0, or equivalent, with a minimum of 5.5 in each element).

Hospitality with Tourism Management

MSc/PGDip

Accredited by the University of Birmingham



Overview

The international hospitality sector is challenging, dynamic and expanding rapidly – and it offers a wide range of exciting employment opportunities.

On this course, you choose the pathway that best suits you, so your MSc is tailored to your previous qualifications and experience.

You will also take part in a study trip to a European city destination to carry out research related to one or more of your course assessments.

Pathway A: if you are new to the industry and your qualifications are not related to hospitality or tourism, this is the pathway for you. You will learn about managing the operational aspects of the industry, incorporating the study of related tourism and events environments.

Pathway B: if you have an undergraduate degree in hospitality or tourism management and wish to continue your studies, Pathway B is for you. In addition to

operational management, you will focus on the long-term strategic development of hospitality operations and be able to engage in continuing development using a broad range of intellectual and study skills.

Entry Requirements

For information regarding entry requirements, including the MSc, PGDip and PGCert, please refer to the course page on our website: www.ucb.ac.uk

CPD modules may be studied as part of this award and are worth 20 credits. Please refer to our website to find out more.

Duration of the Course

MSc: 1.5 years full-time or 2.5 years part-time, plus an optional work placement of up to six months.

PGDip: One year full-time or two years part-time, plus an optional work placement of up to six months.

PGCert: 6 months full-time or one year part-time.

Postgraduate Loans

If you are a UK or EU student studying a full master's degree, you may be eligible to receive a Postgraduate Loan.

For more information, please go to: www.ucb.ac.uk/postgraduate/fees

Pathway A Modules

- Global Solutions In Hospitality and Tourism Marketing
- Managing Profitable Food and Beverage Operations
- Managing Across Cultures
- Revenue and Performance Analysis
- International Tourism Development
- Lodging and Facilities Management
- Postgraduate Conference Research Project

Or

- Postgraduate Employability Project

Pathway B Modules

- Global Solutions In Hospitality and Tourism Marketing
- International Tourism Development
- Hospitality Operations Development
- Managing Across Cultures
- Strategic Financial Analysis
- Management of Meetings, Incentives, Conferences and Events (MICE)
- Postgraduate Conference Research Project

Or

- Postgraduate Employability Project

Postgraduate Work Placement

Students may elect to complete an optional three or six-month work placement as part of their degree. The placement takes place at the end of the taught modules and provides the basis for completion of the employability project. The placement provides students with the opportunity to refine their operational skills and relate theory to industry practice.

Placements are arranged in consultation with hired@UCB, our careers, employability and placements service, and will be in the UK or possibly the USA, depending on opportunities available at the time.

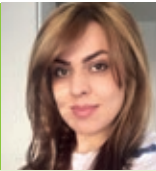
Overseas Residential Study Visits

Part of your course includes a five-day study trip to carry out research for your assessment. Students previously have visited Paris, Madrid, Lisbon, Florence, Barcelona, Krakow and Rome. The cost of the trip is included in your tuition fees.



Husnia Amin

MSc Hospitality with
Tourism Management



Studying in the heart of the UK's second largest city was a thrilling prospect for Husnia, who left her home country of Afghanistan to do her master's at UCB.

She was also inspired by the range of hands-on, career-orientated modules offered by the MSc, bolstered by the fact the course is accredited by the University of Birmingham, which she knew would be attractive to employers.

As an international student, Husnia recalled feeling a bit daunted but said she need not have worried. "My entire experience as a master's student at UCB was so positive," said Husnia.

"It's hard to pinpoint what might have been the best thing about it for me. UCB has a multi-cultural feel and the residential trips and extra activities made it easy to make friends."

She is now putting the skills she learned at UCB into practice as a food and beverage assistant at the Hilton Birmingham Metropole.

"I was also pleased at how affordable and secure my accommodation was, as it was quite intimidating coming to live in a foreign city alone. Right from my induction day, my tutors were professional, competent, and incredibly sympathetic and helpful towards any issues I might have had during class activities and assignments.

"My advice to anyone thinking of taking this course is that the hospitality and tourism industries are full of opportunities, especially for international students, and a qualification like this is a great way of positioning yourself on the career ladder.

"Be aware that the kind of job you are likely to get after taking this course won't be your typical nine-to-five. Succeeding in this industry is all about being good with people and going above and beyond to make sure they have a good experience with you and your company. Once you have mastered that, the opportunities are endless."

Hospitality with Tourism Management *(Continued)*



Modules

■ **Global Solutions in Hospitality and Tourism Marketing**

This module provides an overview of marketing in the international hospitality, tourism and events environment and the role of the international marketing manager in the development of strategies for overseas market entry. It considers a variety of markets in diverse cultural, political, and economic situations.

■ **Managing Profitable Food and Beverage Operations**

This module focuses on the profitable management of food and beverage operations while considering the scope and diversity of the sector within the hospitality industry. Seeking to develop the knowledge of operational performance, students will be expected to draw on management concepts, models and techniques, improving operational outputs with due consideration of contemporary issues facing the sector.

■ **Managing Across Cultures**

Today's global hospitality industry requires students with an understanding of management and leadership across cultures. This module explores in-depth issues in management and leadership within a global environment. The development of management styles, motivation techniques and leadership theories are examined in the context of globalisation and culture. Students consider complexities and contradictions within management and leadership.

■ **Revenue and Performance Analysis**

This module aims to develop students' understanding of a wide variety of financial information available to managers. The module places an emphasis on how managers can use financial information to enhance the decision-making process with regard to the fulfilment of revenue and profit maximisation objectives. As such, the module considers

the internal and external influences affecting the development of service organisations, and the impact on decision-making from an operational perspective.

■ **International Tourism Development**

This module will provide students with an in-depth understanding of tourism development and theories relating to the development process in tourism. A tourism residential field study is part of the module. It also develops the knowledge and understanding of key issues associated with international tourism development and globalisation. The module will provide a critical appreciation of the nature of public policy and planning in relation to tourism development.

■ **Lodging and Facilities Management**

Students will explore the issues of managing lodging operations and learn about effective and efficient management.

You will also study operational management concepts to develop your understanding of managerial responsibilities.

- Strategic Financial Analysis**

Developing your ability to interpret financial information, such as budget control and investments, enables you to understand the principles of finance in an organisational context. You will examine how managers use financial tools and techniques to enhance the decision-making process and shape the direction of organisations.

- Hospitality Operations Development**

This module examines strategic-level operations management by evaluating how operations may have to develop or change to meet the future needs of the market. This evaluation will be carried out within the context of corporate strategy and the external global business environment.



- Management of Meetings, Incentives, Conferences and Events (MICE)**

Students critically assess the feasibility of large event projects and event facilities. They study contemporary issues and trends relating to event project management and the impact of international events on local and regional economies. Students will be required to evaluate the financial viability of events projects. Students will be required to critically analyse associated operational requirements that may influence key performance indicators.

- Postgraduate Conference Research Project**

The postgraduate capstone project allows students to engage in creative enquiry as they demonstrate abilities to develop an in-depth investigation into an area of their own interest within hospitality or tourism management. The project develops business relevant knowledge and advantageous competencies such as report writing, visual communication and presentation skills.

Or

- Postgraduate Employability Project**

This project is formed while on your work placement. The key is developing independent learning, problem-solving, analysis, assimilation and communication skills. You will be able to demonstrate your knowledge in a particular area of the sector and apply theory models to dissect real-world problems.

Abraham Hansen

MSc Hospitality with Tourism Management



With dreams of running his own restaurant one day, Abraham chose UCB as “one of the best universities in Europe” for training for a career in the hospitality industry.

“I chose this course because I enjoy working in the hospitality industry and serving people, and UCB has outstanding facilities and a personal touch to courses.

“One of the best parts of the course is the learning trips you get to take part in to support the programme, which are all included in your fees.”

Currently working with Staycity Aparthotels in the heart of Birmingham, Abraham’s mission is to advance up the career ladder and be the best in his field by five years’ time.

“My advice to new students would be to focus on your course and make yourself accessible to all the extra services that are offered to students at UCB.”



Teaching Methods

A variety of teaching methods and learning strategies are used throughout the course. They include lectures, academic seminars/tutorials, group activities and discussions, case study analysis, project work, and a residential study visit. A programme of guest lectures from industry professionals.

Assessment

Assessment may take a variety of forms such as essay work, seminars, presentations, reports, case studies and research/project work. There is less emphasis on examinations, although assessment in one or more modules may take this format.

English Language

For applicants whose first language is not English, UCB’s standard English language requirement for postgraduate study will apply (IELTS for UKV1 6.0, or equivalent, with a minimum of 5.5 in each element).

International Hospitality Management

MSc/PGDip

Accredited by the University of Birmingham



Overview

The course is designed for ambitious professionals who are familiar with the hospitality industry and, typically, will have obtained a hospitality-related first degree.

The course focuses on the management and strategic development of hospitality businesses in the changing global environment. The development of students' professional ability and managerial knowledge is central to the course, which aims to enhance managerial skills and leadership potential in the global hospitality market.

You will take part in a five-day study trip to a European city destination to carry out research related to one or more of your course assessments.

Previous study visits have taken students to Paris, Madrid, Lisbon, Florence, Barcelona, Krakow and Rome. The cost of this residential visit is included in the course fees.

UCB is an established and internationally-renowned provider of hospitality management courses

and our master's graduates can be found all over the world, working in a variety of senior management positions.

This degree is accredited by the University of Birmingham and has a strong industry focus, which will improve your chances of career progression.

Entry Requirements

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CPD modules may be studied as part of this award and are worth 20 credits. Please refer to our website to find out more.

Duration of the Course

MSc: 1.5 years full-time or 2.5 years part-time, plus an optional work placement of up to six months.

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PGCert: 6 months full-time or one year part-time.

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For more information, please go to: www.ucb.ac.uk/postgraduate/fees

Modules

- **Strategic Financial Analysis**
Understanding the fundamental principles of finance in an organisational context, including budgetary control, strategic investment appraisal and ratio analysis.
- **Managing Across Cultures**
The development of management styles, motivation techniques and leadership theories is examined in the context of globalisation and culture.
- **Hospitality Operations Development**
Examines strategic operations management with a view to improving business efficiency.
- **International Live Project Management**
This module is based on an overseas visit to undertake a specific consultancy project. By applying your project management skills to an international tourism organisation or destination, you will develop your ability to produce management solutions for a real case study. (The costs of the essential elements of the trip will be covered by UCB.)
- **Leadership in Decision-Making**
This module investigates the human factors in decision-making, the qualities of an effective leader and the key factors in creative problem-solving and decision-making.

Optional Modules:

- **Global Solutions in Hospitality and Tourism Marketing**
An overview of the unique aspects of marketing in the international hospitality, tourism and events environment and the role of the international marketing manager in developing strategies for overseas market entry.

- **Management of Meetings, Incentives, Conventions and Events (MICE)**
Students critically assess the feasibility of large-scale event projects and event facilities. Students study contemporary issues and trends relating to event project management.
- **Global Dynamic Environment**
You will explore the dynamics and disruptions of global trends on tourists and the wider tourism and aviation industries. You will examine the rise of new tourist typologies, the development of innovative and creative models, products and practices.
- **Postgraduate Conference Research Project**
Students engage in creative enquiry as they demonstrate an ability to develop an investigation into an area of their own interest in hospitality or tourism management.

Or

- **Postgraduate Employability Project**
This project is formed whilst on your work placement. The key will be to develop your independent learning, problem solving, analysis and communication skills.

Postgraduate Work Placement

Students may complete an optional three or six-month work placement, which takes place at the end of the taught modules.

Overseas Residential Study Visits

Part of your course includes a five-day study trip to carry out research related to one of the course assessments.

Kenneth Nalletamby

MA International Hospitality Management



With the task of opening a 64-bedroom hotel in his home country of the Seychelles in 2018, the forecast is looking bright for Kenneth.

Describing UCB's thriving international student body as "as close to the United Nations as you can get," Kenneth said the University had kept him moving towards his dream.

"Breaking boundaries and showcasing my beautiful home country and its people is my passion. UCB has helped to keep that fire burning.

"The course has been so positive. Everyone I have interacted with has made it their mission to make my studies a success, both through their approachability and their dedication.

"I would recommend this course because each module has been specially designed to be industry-relevant. Ultimately, you need to choose to study something you are excited about, learning and growing first so you can excel at whatever drives you when you finally come to graduate."



Teaching Methods

Lectures, seminars and fieldwork will provide opportunities for you to explore concepts relevant to your study and you will analyse case studies to understand the link between theory and sector practice.

Assessment

Assessment may take a variety of forms to assess the skills you will develop including group work, presentations, online debates, report writing, industry research projects, seminars and just one exam.

English Language

For applicants whose first language is not English, UCB's standard English language requirement for postgraduate study will apply (IELTS for UKV1 6.0, or equivalent, with a minimum of 5.5 in each element).

The Final Word – What Our Postgraduate Students Say

Upon graduation, you will automatically become a member of the University College Birmingham Alumni Society, through which friendships, professional development and a relationship with UCB can continue.

As well as holding a hard-earned and prestigious qualification, you will have access to a society which has welcomed tens of thousands of like-minded people into a network that spans across the globe.

As a member of the Alumni Society, you will have access to a range of benefits and opportunities and will receive information about continuing professional development and further studies.

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

A Relationship for Life

UCB retains links with many of our alumni and follows their progress and careers with great interest. Many students return to UCB to talk to current and potential students about their time at UCB, their career and life after graduation.

Many UCB lecturers are past students who, after a time in industry, come back to share their knowledge and inspire a new generation of students.

University College Birmingham will be with you for life. To find out more visit www.ucb.ac.uk/alumni

Rahul Gautam

MA Hospitality Management



Rahul completed his Master's at UCB in Hospitality Management and now works as a Food and Beverage Manager for a luxury hotel group in India – Aman Resorts.

"I chose UCB because it is a leading university for hospitality courses. My whole course was very enlightening, but the best part was finding real-life industry examples to use within my studies.

"The University also has a well-stocked library and plenty of modern study facilities to enable students to find the resources they need. I have found that the knowledge I've learned on my course can be applied to my day-to-day work.

"The course was a great combination of presentations, independent study and off-site assignments (my class went to Disneyland Paris to observe their hospitality structure) that made for exciting learning.

"The resort I work in is remote, so I have to source the best food and drink ingredients for our customers. I also give a lot of staff development and training to ensure our service remains of a high standard. I love speaking with guests and working with a team to ensure the hotel offers the best service possible.

"UCB taught me that, to succeed in the hospitality industry, you need to be patient, focused and have a positive attitude."

Lin Wu

MA International Tourism Business Administration



High flying student Lin Wu moved straight on from her first-class UCB degree in Hospitality Business Management to her master's degree, in which she achieved distinction.

One year on, Lin's career has gone from strength to strength. Despite coming to the UK from China just five years ago, Lin is now an assistant manager at four-star hotel The Stratford – a position Lin found and prepared for via UCB's employability service, hired@UCB.

Ervins Brils

MA Marketing Management for Events, Hospitality and Tourism



Utilising the invaluable skills he learnt during his MA, Ervins has gone on to become a junior key account manager at global company L'Oreal Baltic in his home country of Latvia.

"I thought UCB could really help me develop my future career the way I wanted to, and I liked that the course was accredited by the University of Birmingham.

"We got to undertake live case studies for assignments, get actively involved during lectures and read about future market trends.

"In my current role, I am working with a wide range of brands and, most importantly, I am constantly learning new things and developing myself."



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 it

In 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:

- Birmingham Airport
- Bullring, Birmingham
- Edgbaston Park Day Nursery
- Edward Moss Photography
- Grand Central, Birmingham
- Images of Birmingham
- Library of Birmingham
- Nelson Primary School
- The National Exhibition Centre
- Paul Thomas Photographic Ltd
- Stavros Sotiriou Architectural Photography



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