



De Broc School of Business

Undergraduate and Postgraduate
Prospectus for 2016 entry

Degrees with impact now
and throughout your career



◆
DeBroc

School of Business

part of The University of Law

debroc.ac.uk

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De Broc and The University of Law

*The University of Law has over
100 years of experience running
world-renowned programmes
for professionals.*

With a rich heritage and reputation for innovative teaching practices, we focus on producing career-ready graduates with the best employment prospects. De Broc School of Business, The University of Law's business school, builds on its strong tradition of close student support, exceptional teaching quality and career focus, with a broad choice of locations across the UK.

The University of Law has an unparalleled track record of success, with an enviable 97%* employability record. We have applied over 100 years of experience to creating degrees that will make you business-ready in every respect.

*97% of full-time LPC students graduating in summer 2014 were in employment within nine months.

Why study at De Broc School of Business?

*Our degrees give you that
all important edge throughout
your career.*



Reasons to study at De Broc include:

- **100% focused on your employability:** enter the business world with professional accreditations built into our degrees.
- **The perfect choice:** you'll get a high quality, professionally-focused degree and student experience with significant contact hours, working in small groups with excellent student care.
- **Realise your potential:** our programmes are designed to maximise your capabilities. You are at the centre of everything we do; we'll help you understand yourself, your strengths, and provide support in areas you need to improve.
- **Excellence in teaching:** learn from professionally-qualified and experienced lecturers who will bring the subjects to life and develop you as a professional.

We're plugged into the business world, and we're dedicated to producing a generation of business leaders who will go on to excel in the UK and beyond. For us, this process begins on the very first day of your course. We'll provide an immersive, stimulating experience that will nurture, support and challenge you. We'll make you think, and help you apply that thinking in practice.

Locations in commercial hubs across the UK

You have a choice to study on campus in London's West End at our Bloomsbury centre, or in thriving city centre locations in Birmingham or Leeds. Wherever you choose to study, you'll benefit from a tradition stretching back over 100 years that's focused on developing you into a business-ready professional.

Our centres have the facilities you'll need to make the most of your time at De Broc. As De Broc is part of The University of Law, our libraries are stocked with the latest textbooks and journals, and you'll have access to award-winning support from our library information officers. There are also quiet study areas and chill-out zones, giving you thinking space.

London Bloomsbury

Bloomsbury is a vibrant historic district, with a strong student presence in the centre of London. It's the home of the British Museum, and a range of other universities and numerous historic homes, parks and buildings.

A large proportion of London's attractions are within easy walking distance of our Store Street location. Major galleries, theatres and retail centres are nearby. If you want to be in one of the greatest business capitals of the world, while enjoying a student-friendly atmosphere, come and study at our London Bloomsbury centre.

Birmingham

Our Birmingham centre is based in the Jewellery Quarter, within walking distance of the city centre. Birmingham is the UK's second largest city. As multicultural as it is cosmopolitan, it is a great place to live, study and work.

Leeds

Leeds is a lively commercial and financial city centre in the North of England. Our Leeds centre was opened in September 2014 and is located on Park Row - one of the most prestigious streets in Leeds city centre. It is located at the heart of the business community and just five minutes' walk from the railway station.

*Wherever you choose to study
you'll benefit from a tradition
stretching back over 100 years that's
focused on developing you into
a business-ready professional.*



Courses that immerse you in business from day one

Our business degree programmes give you impact throughout your career. From day one, we aim to immerse you in real-life business situations, surrounded by like-minded, entrepreneurial people and challenged at every step by experienced lecturers.

Our undergraduate courses

De Broc offers you undergraduate degrees with employability in mind. A degree from us means more than simply a degree name on your CV; you will be ready for the real world of work. We offer you an excellent academic experience through personalised teaching. For De Broc, teaching and learning is a long-term partnership between you and your tutors.

Our degrees have been carefully designed to cover several professional qualifications. We have successfully accredited our undergraduate degree programmes with the professionally-recognised Chartered Management Institute's (CMI) qualifications. If you study Business and Marketing, you'll get an exemption from the Chartered Institute of Marketing (CIM). If you choose Business and Finance, we follow the guidance of the Chartered Financial Analyst (CFA®) Institute's qualification content, so that you can sit the Candidate Body of Knowledge examinations once you're in the workplace.

If you're career minded and want the combination of professional knowledge and practical experience that will give you impact from the very start of your career, then a degree from us is your perfect match. For over 100 years we have been running The University of Law's world-renowned, immersive professional courses and we have

BA (Hons) Business Management

Start date:	September 2016
Locations:	Birmingham, Leeds and London Bloomsbury
Length:	3 years full-time (without a Foundation Year)
	4 years full-time (with a Foundation Year)

Entry requirements:

Grades BBC at A Level and Grade C or above in GCSE Maths and English Language (or equivalent qualifications).

For international students, we require an English language level equivalent to IELTS 6.0 or above, with a minimum of 5.5 in each component. If you do not meet the requirements for our three-year course, we also offer a four-year version including a foundation year.

Apply directly via UCAS:

Course code:	N200
Institution code:	L17
Institution code name:	LAW
Campus codes:	
Birmingham:	B
Leeds:	0
London Bloomsbury:	9
Short form of course:	BusMngmt

For more information please contact us or visit debroc.ac.uk

used our experience and external experts from business schools to create a degree in business management that will make you business-ready in every respect. You'll study real-life scenarios in the classroom, focusing on practical application so you can transfer what you learn into the workplace.

Over a three year period, our BA programme will see you actively engage in a dynamic and varied curriculum that will cover management, finance, marketing and human resource management and much more, bringing what you learn to life. You'll learn in small groups, taught by our highly-experienced tutors and lecturers. You'll have the option of an internship, with a focus on putting what you have learnt into practice.

In Years 1 and 2, you'll study six 20-credit modules, three in each semester. In Year 3, you'll take four modules over two semesters. In the first year, you'll study the foundations that all our business courses are built on before you specialise:

Year 1

- Essentials of Management
- Academic and Professional Studies
- Principles of Marketing
- Accounting and Finance
- International Business Environment
- Managing and Leading People

(Each module worth 20 credits)

In the second year of Business Management, you'll hone your business thinking with the following modules:

Year 2

- Customer Behaviour or Personal Finance
- Leading Change
- Corporate Responsibility
- Third Sector Experience
- Personal and Professional Development
- Information and Resource Management

(Each module worth 20 credits)

By the beginning of your final year, you'll be conversant with the business world and applying your business acumen outside an educational setting will be second nature. If you choose the option of an internship, it will provide the groundwork for your project or dissertation.

An internship is a great opportunity to experience what it's like to work in a particular field of business and gain the skills that employers want. We will support you in looking for an internship and will help you decide which roles work to your strengths. We support you throughout the application process, offering advice in writing your CV and application forms; interview and assessment centre techniques.

The internship will be completed alongside three other modules:

Year 3

- Sector Internship or equivalent (40 credits)
- Sector Specific Project (40 credits)
- Effective Managerial Decision Making (20 credits)
- Strategic Management (20 credits)

Assessment

The programme involves a considerable amount of group work, and up to 25% of the assessment takes this form. The assessments are designed to meet the learning outcomes both academically and professionally. This involves seminars, workshops, tests, presentations, assignments, and exams.

Professional recognition

You'll not only graduate with a degree from us, but you'll receive a diploma from the Chartered Management Institute (CMI) in Management and Leadership. This will make you ready to take on the commercial world with a comprehensive knowledge of business in action.

BA (Hons) Business and Marketing

Start date: **September 2016**
 Locations: **Birmingham, Leeds and London Bloomsbury**
 Length: **3 years full-time**
 (without a Foundation Year)
4 years full-time
 (with a Foundation Year)

Entry requirements:

Grades BBC at A Level and Grade C or above in GCSE Maths and English Language (or equivalent qualifications).

For international students, we require an English language level equivalent to IELTS 6.0 or above, with a minimum of 5.5 in each component. If you do not meet the requirements for our three-year course, we also offer a four-year version including a foundation year.

Apply directly via UCAS:

Course code: **NN15**
 Institution code: **L17**
 Institution code name: **LAW**

Campus codes:

Birmingham: **B**
 Leeds: **0**
 London Bloomsbury: **9**
 Short form of course: **BusMar**

For more information please contact us or visit debroc.ac.uk

In Years 1 and 2 in each semester, you'll study three 20-credit modules followed by three modules in Year 3. In the first year, you'll take the foundations that all our business courses are built on before you specialise:

Year 1

- Essentials of Management
- Academic and Professional Studies
- Principles of Marketing
- Accounting and Finance
- International Business Environment
- Managing and Leading People

(Each module worth 20 credits)

In Year 2, your marketing specialism will take shape with dedicated courses to engage you in the latest marketing sector thinking and provide the foundations for your optional internship. You'll complete the following modules:

Year 2

- Customer Behaviour
- Marketing Communications in a Digital World
- Corporate Responsibility
- Third Sector Experience
- Personal and Professional Development
- Information and Resource Management

(Each module worth 20 credits)

For many, the final year of study will start with an optional sector internship in your specialism. By this point in your degree, you'll have a wealth of opportunity to solve business problems and will be eager to put your knowledge to the test.

An internship is a great opportunity to experience what it's like to work in a particular field of business and gain the skills that employers want. We will support you in looking for an internship and will help you decide which roles work to your strengths. We support you throughout the application process, offering advice in writing your CV and application forms; interview and assessment centre techniques.

An internship or equivalent will give you the groundwork to write up your sector project, and study two final modules:

Year 3

- Sector Internship or equivalent (40 credits)
- Sector Specific Project (40 credits)
- International Digital Marketing (20 credits)
- Strategic Management (20 credits)

Assessment

The programme involves a considerable amount of group work, and up to 25% of the assessment takes this form.

The assessments are designed to meet the learning outcomes both academically and professionally. This involves seminars, workshops, tests, presentations, assignments, and exams.

Professional recognition

By the time you finish our course, you'll have gained a diploma from the Chartered Management Institute (CMI) and an exemption from the Chartered Institute of Marketing (CIM) alongside your degree, and will have the skills and knowledge you need to become a leading business or marketing professional.

BA (Hons) Business and Finance

Start date: **September 2016**
 Locations: **Birmingham, Leeds and
London Bloomsbury**
 Length: **3 years full-time**
 (without a Foundation Year)
4 years full-time
 (with a Foundation Year)

Entry requirements:

Grades BBC at A Level and Grade C or above in GCSE Maths and English Language (or equivalent qualifications).

For international students, we require an English language level equivalent to IELTS 6.0 or above, with a minimum of 5.5 in each component. If you do not meet the requirements for our three-year course, we also offer a four-year version including a foundation year.

Apply directly via UCAS:

Course code: **NN13**
 Institution code: **L17**
 Institution code name: **LAW**

Campus codes:

Birmingham: **B**
 Leeds: **0**
 London Bloomsbury: **9**
 Short form of course: **BusFin**

For more information please contact us or visit debroc.ac.uk

Study our Business and Finance degree course and you'll get a solid grounding in business fundamentals and impactful, practical experience in the finance sector.

Through our immersive teaching in small groups, you'll gain practical experience of how business and finance operate, and be prepared to step into your career as soon as you graduate.

In Years 1 and 2 in each semester, you'll study three 20-credit modules followed by three modules in Year 3. In Year 1, you'll take the foundations that all our business courses are built on before you specialise:

Year 1

- Essentials of Management
- Academic and Professional Studies
- Principles of Marketing
- Accounting and Finance
- International Business Environment
- Managing and Leading People

(Each module worth 20 credits)

In Year 2, you'll start to specialise in finance with modules designed specifically to equip you with the practical skills you'll require throughout the remainder of your course and as a professional in the workplace.

Year 2

- Personal Finance
- Financial Management
- Corporate Responsibility
- Third Sector Experience
- Personal and Professional Development
- Information and Resource Management

(Each module worth 20 credits)

For many, the final year will begin with an optional sector internship focusing on finance. As well as giving you vital hands-on experience to present to future employers, this will form the basis of the sector project or dissertation.

An internship is a great opportunity to experience what it's like to work in a particular field of business and gain the skills that employers want. We will support you in looking for an internship and will help you decide which roles work to your strengths. We support you throughout the application process, offering advice in writing your CV and application forms; interview and assessment centre techniques.

Year 3

- Sector Internship or equivalent (40 credits)
- Sector Specific Project (40 credits)
- Financial Risk Management (20 credits)
- Strategic Management (20 credits)

Assessment

The programme involves a considerable amount of group work, and up to 25% of the assessment takes this form. The assessments are designed to meet the learning outcomes both academically and professionally. This involves seminars, workshops, tests, presentations, assignments, and exams.

Professional recognition

Our Business and Finance programme has been designed to follow the guidance of the Chartered Financial Analyst (CFA®) Institute's qualification content, so that you can pursue their qualifications in the workplace.

As with the Business Management and Business and Marketing degrees, you'll receive a diploma from the Chartered Management Institute (CMI) in Management and Leadership alongside your degree – leaving future employers, clients and business partners in no doubt as to your business and finance knowledge.

BA (Hons) Business and Human Resource Management

Start date:	September 2016
Locations:	Birmingham, Leeds and London Bloomsbury
Length:	3 years full-time (without a Foundation Year)
	4 years full-time (with a Foundation Year)

Entry requirements:

Grades BBC at A Level and Grade C or above in GCSE Maths and English Language (or equivalent qualifications).

For international students, we require an English language level equivalent to IELTS 6.0 or above, with a minimum of 5.5 in each component. If you do not meet the requirements for our three-year course, we also offer a four-year version including a foundation year.

Apply directly via UCAS:

Course code:	NN16
Institution code:	L17
Institution code name:	LAW

Campus codes:

Birmingham:	B
Leeds:	0
London Bloomsbury:	9
Short form of course:	BusHRM

For more information please contact us or visit debroc.ac.uk

The management of human resources is a fundamental function in enterprises and businesses of all types and sizes. By choosing to specialise in human resource management you will learn the concepts and applications of how a business manages and develops its staff. As a graduate, you will be equipped to apply professional techniques in international business environments.

We aim to immerse you in a real-world international business learning environment, with learning taking place both in and outside the classroom. You will experience the critical role that human resource management plays in ensuring business success.

In Years 1 and 2 in each semester, you'll study three 20-credit modules followed by three modules in Year 3. For the first year of your degree, you'll take the foundations that all our business courses are built on before you specialise:

Year 1

- Essentials of Management
- Academic and Professional Studies
- Principles of Marketing
- Accounting and Finance
- International Business Environment
- Managing and Leading People

(Each module worth 20 credits)

Year 2

- International Human Resource Management
- Contemporary Human Resource Management
- Corporate Responsibility
- Third Sector Experience
- Personal and Professional Development
- Information and Resource Management

(Each module worth 20 credits)

For many, the final year will begin with an optional sector internship focusing on human resource management. As well as giving you vital hands-on experience and offering value to your present and future employers, this will form the basis of the sector project or dissertation.

An internship is a great opportunity to experience what it's like to work in a particular field of business and gain the skills that employers want. We will support you in looking for an internship and will help you decide which roles work to your strengths. We support you throughout the application process, offering advice in writing your CV and application forms; interview and assessment centre techniques.

Year 3

- Sector Internship or equivalent (40 credits)
- Sector Specific Project (40 credits)
- Strategic Human Resource Management (20 credits)
- Strategic Management (20 credits)

Assessment

The programme involves a considerable amount of group work, and up to 25% of the assessment takes this form. The assessments are designed to meet the learning outcomes both academically and professionally. This involves seminars, workshops, tests, presentations, assignments, and exams.

Professional recognition

You will receive accreditation from the Chartered Management Institute (CMI) in Management and Leadership alongside your degree – leaving future employers, clients and business partners in no doubt as to your knowledge of business and human resource management.

BA (Hons) Business programme with Foundation Year

Start date: **September 2016**

Length: **4 years full-time**

This course is only available in London Bloomsbury.

Entry requirements:

120 UCAS points including Grade C at A Level or equivalent, five GCSEs Grades A-C including Maths and English.

For international students, we require an English language level equivalent to IELTS 6.0 or above, with a minimum of 5.5 in each component.

Non-standard applications will be reviewed on a case-by-case basis and will typically involve an interview and written test.

For more information please contact us or visit debroc.ac.uk

Apply directly via UCAS:

- Business Management with Foundation Year: **N201** (Short form of course: **BusMgt+Fnd**)
- Business and Marketing with Foundation Year: **N15N** (Short form of course: **BusMar+Fnd**)
- Business and Finance with Foundation Year: **N13N** (Short form of course: **BusFin+Fnd**)
- Business and Human Resource Management with Foundation Year: **N16N** (Short form of course: **BusHRM+Fnd**)

Campus code: **9**
 Institution code: **L17**
 Institution code name: **LAW**

The Foundation Year for De Broc's BA Business programmes incorporates academic and professional learning. This will give you the chance to improve your business knowledge and the skills needed to participate in the undergraduate business programmes.

The Foundation Year is not a stand-alone programme as there is no award associated with it. Instead, it is an integral part of the four undergraduate business programmes.

If you wish to apply for the Foundation Year route, please apply for any of the BA Business programmes and select the four-year course option. If your application is successful, your first year will be the Foundation Year, covering the following six modules, worth 20 credits each:

- Academic and Report Writing
- Numeracy Skills for Business
- Introduction to Finance
- Introduction to Management
- Introduction to Human Resource Management
- Introduction to Marketing

As well as the curriculum, and our learning and teaching strategy, we use guest lectures and 'live' workshops to promote independent learning and increase your employability skills.

Lecture and tutorial discussion will focus on case studies, and you will be required to adopt a critical, reflexive approach in group activities and assessment exercises.



Our postgraduate courses

All our postgraduate degrees are designed for you to gain practical business skills. De Broc's innovative, practice-focused Masters courses offer you an unmatched opportunity to enjoy a quality university experience and employability opportunities that will get your professional life off to a great start.

MSc in Corporate Financial Management

Start dates: September 2016
January 2017

Study modes: 1 year full-time
2 years part-time
Online*

Entry requirements:

2:2 or above from a UK Bachelor's degree, or equivalent qualifications.

International entry requirements - an English language level equivalent to IELTS 6.5 or above, with a minimum of 6.0 in each component.

For our non-standard entry criteria, please visit our website.

How to apply:

Applications are made via debroc.ac.uk

The MSc in Corporate Financial Management helps students to develop an integrated and critically aware understanding of corporate financial management in a global context.

This degree is ideal for those interested in a future career in banking, personal finance and corporate finance or as an accountant, offering an excellent foundation for your career or for further study. As well as gaining a formal qualification, you will build a skills portfolio that you can show to future employers.

Taught by our experienced faculty, you will also benefit from small group sizes that encourage an excellent learning relationship with lecturers and help you develop the skills needed to succeed in the workplace.

On campus study

You can study full-time or part-time using resources including case studies, simulations, learning videos, reading materials, online testing and feedback. You will also receive all core textbooks free of charge and will be supported by our Virtual Learning Environment, Elite.

Online study*

As an online student, you'll get access to programme content and learning activities at any time and from any location. In addition, you'll receive support, guidance, and careers advice throughout the course:

- Professionally produced HD video lectures 24/7
- Online forums where you can discuss new concepts with your tutors and fellow students
- Student support services from De Broc School of Business and our online learning provider, InterActive

*Subject to validation

Course structure

The course will cover the following core modules:

- Corporate Finance (30 credits)
- Corporate Reporting (30 credits)
- Research Methods, Professional Development and Dissertation/ Project (60 credits)

Elective Stream 1

- Risk Management and Banking Regulation (30 credits)
- Mergers and Acquisitions (30 credits)

Elective Stream 2

- Business Performance Management (30 credits)
- Corporate Governance and Social Responsibility (30 credits)

Assessment

On campus students will be assessed in a number of ways, including workshop performance, presentations, assignments, projects and exams. The programme includes a considerable amount of group work and assessment.

Chartered Management Institute's (CMI) qualifications

We have successfully accredited our Masters degree programmes with the professionally-recognised CMI qualifications.

Career progression

With this degree, students may consider entering careers such as management consultancy, accountancy, business analysis, or operations management.

Further education options include:

- PhD
- Master of Business Administration (MBA)
- Chartered Management Institute's (CMI) postgraduate qualifications

MSc in International Human Resource Management

Start dates: **September 2016**
January 2017

Study modes: **1 year full-time**
2 years part-time
Online*

Entry requirements:

2:2 or above from a UK Bachelor's degree, or equivalent qualifications.

International entry requirements - an English language level equivalent to IELTS 6.5 or above, with a minimum of 6.0 in each component.

For our non-standard entry criteria, please visit our website.

How to apply:

Applications are made via **debroc.ac.uk**

The MSc in International Human Resource Management has a strong focus on employability. It is ideal for graduates with an interest in developing specialist knowledge and a critical understanding of the sector. You will become familiar with the intellectual underpinnings required for a career in this type of dynamic work environment, alongside significant exposure to the professional world.

We provide an intensive and interactive learning experience through significant contact hours and small class sizes. We improve your employability through a supportive, practical and challenging curriculum that is closely aligned with professional body requirements. We also offer flexibility of delivery with the choice of either full-time, block/weekend or online* delivery.

On campus study

Learning takes place both in and outside the classroom environment, with face-to-face learning supported by online resources. You will receive all core textbooks free of charge and will be supported by our Virtual Learning Environment, Elite.

Online study*

As an online student, you'll get access to programme content and learning activities at any time and from any location. In addition, you'll receive support, guidance, and careers advice throughout the course:

- Professionally produced HD video lectures 24/7
- Online forums where you can discuss new concepts with your tutors and fellow students
- Student support services from De Broc School of Business and our online learning provider, InterActive

*Subject to validation

Course structure

The course will cover the following core modules:

- Leadership and Management Development (15 credits)
- Developing Skills for Business (15 credits)
- Human Resource Management in Context (15 credits)
- Coaching and Mentoring (30 credits)
- Organisation Design and Development (15 credits)
- Leading, Managing and Developing People (15 credits)
- Managing Employment Relations (15 credits)
- Research Methods, Professional Development and Dissertation/ Project (60 credits)

Assessment

On campus students will be assessed in a number of ways, including workshop performance, presentations, assignments, projects and exams. The programme includes a considerable amount of group work and assessment.

Chartered Management Institute's (CMI) qualifications

We have successfully accredited our Masters degree programmes with the professionally-recognised CMI qualifications.

Career progression

The MSc in International Human Resource Management will be a highly valuable addition to your CV, demonstrating that you are capable in a management or business-related role.

Students who graduate from this degree often consider the following options if they wish to continue their studies:

- PhD
- Master of Business Administration (MBA)
- Chartered Management Institute's (CMI) postgraduate qualifications
- Chartered Institute for Personnel and Development's (CIPD) postgraduate qualifications

MSc in International Marketing

Start dates: **September 2016**
January 2017

Study modes: **1 year full-time**
2 years part-time
Online*

Entry requirements:

2:2 or above from a UK Bachelor's degree, or equivalent qualifications.

International entry requirements - an English language level equivalent to IELTS 6.5 or above, with a minimum of 6.0 in each component.

For our non-standard entry criteria, please visit our website.

How to apply:

Applications are made via **debroc.ac.uk**

The MSc in International Marketing provides a postgraduate award with a strong focus on employability. Aimed at graduates who are interested in marketing on a global scale, this postgraduate programme will aid those dedicated to pursuing a career in international marketing.

This programme prepares you for a number of roles within a rapidly evolving work environment, providing insight into the marketing industry and assisting you in expanding your knowledge and advancing the skills you need to develop your career.

Throughout the duration of the programme, you will discover specialist concepts relevant to marketing management, as well as learning how to develop strategic marketing plans which can support an internationally successful organisation.

On campus study

With learning taking place within a traditional classroom environment and beyond, you will benefit from studying an interactive postgraduate degree with a workplace focus. In addition to regular lectures and workshops, you will have access to fantastic online resources, such as case studies and video content. You will also receive all core textbooks free of charge and will be supported by our Virtual Learning Environment , Elite.

*Subject to validation

Online study*

As an online student, you'll get access to programme content and learning activities at any time and from any location. In addition, you'll receive support, guidance, and careers advice throughout the course:

- Professionally produced HD video lectures 24/7
- Online forums where you can discuss new concepts with your tutors and fellow students
- Student support services from De Broc School of Business and our online learning provider, InterActive

Course structure

The course will cover the following core modules:

- International Marketing Leadership (30 credits)
- Managing Organisational Reputation (30 credits)
- Business Analysis and Decision Making (30 credits)
- International Emerging Themes (30 credits)
- Research Methods, Professional Development and Dissertation/ Project (60 credits)

*Subject to validation

Assessment

On campus students will be assessed in a number of ways, including workshop performance, presentations, assignments, projects and exams. The programme includes a considerable amount of group work and assessment.

Chartered Management Institute's (CMI) qualifications

We have successfully accredited our Masters degree programmes with the professionally-recognised CMI qualifications.

Career progression

The MSc in International Marketing can boost your career, not just in international marketing, but in a number of areas, including business and digital communications. The knowledge and skillset you will acquire offers the potential to progress to management level with ease.

Students who graduate from this degree often consider the following options if they wish to continue their studies:

- PhD
- Master of Business Administration (MBA)
- Chartered Management Institute's (CMI) postgraduate qualifications
- Chartered Institute of Marketing's (CIM) postgraduate qualifications

MSc in Strategic Business Management

Start dates: **September 2016**
January 2017

Study modes: **1 year full-time**
2 years part-time
Online*

Entry requirements:

2:2 or above from a UK Bachelor's degree, or equivalent qualifications.

International entry requirements - an English language level equivalent to IELTS 6.5 or above, with a minimum of 6.0 in each component.

For our non-standard entry criteria, please visit our website.

How to apply:

Applications are made via **debroc.ac.uk**

*Subject to validation

The MSc in Strategic Business Management helps graduates become successful managers and business specialists, developing an understanding of how to manage national and international organisations.

Offering a grounding in the key aspects of business and management, the programme places a heavy focus on employability prospects. You will learn how to manage business operations, and how to get the best performance out of your team.

This degree is ideal for those interested in securing a career in business and management in an industry of their choice, and is especially relevant for those with an interest in the roles of manager, consultant, analyst and entrepreneur.

On campus study

Learning inside the classroom and beyond, the MSc in Strategic Business Management has a real-world focus, preparing you for the dynamic business environment you will face after your graduation.

Traditional lectures and workshops are combined with a wealth of online resources to ensure that you get the most out of the programme. You will benefit from access to case studies, online testing, video content, and more. You will also receive all core textbooks free of charge and will be supported by our Virtual Learning Environment, Elite.

Online study*

As an online student, you'll get access to programme content and learning activities at any time and from any location. In addition, you'll receive support, guidance, and careers advice throughout the course:

- Professionally produced HD video lectures 24/7
- Online forums where you can discuss new concepts with your tutors and fellow students
- Student support services from De Broc School of Business and our online learning provider, InterActive

Course structure

The course will cover the following core modules:

- Global Business Strategy and Leadership (30 credits)
- Management of Business Operations (15 credits)
- Performance Management and Reward (15 credits)
- International Marketing Leadership (30 credits)
- Financial Information for Business Decisions (30 credits)
- Research Methods, Professional Development and Dissertation/Project (60 credits)

*Subject to validation

Assessment

On campus students will be assessed in a number of ways throughout the duration of the programme. Assessment methods include assignments, presentations and examinations.

Chartered Management Institute's (CMI) qualifications

We have successfully accredited our Masters degree programmes with the professionally-recognised CMI qualifications.

Career progression

This degree will be invaluable when it comes to securing a career in business management. Potential roles include consultant, analyst, operational manager and entrepreneur.

Students who graduate from this degree may consider the following options if they wish to continue their studies:

- PhD
- Master of Business Administration (MBA)
- Chartered Management Institute's (CMI) postgraduate qualifications

A supportive learning environment

De Broc School of Business prides itself on being a place where students from all walks of life can learn in a friendly, collegiate and open environment. We are committed to providing equal opportunities in education to all students.

You'll be assigned a personal tutor with extensive business experience, who will be able to give you career advice as well as support with your career ambitions.

You'll also have access to The University of Law's well-established student welfare support system, with counselling and pastoral care available in all De Broc locations.

If you have a disability, medical condition, mental health disability or a specific learning disability, our Disability Support Service will be able to provide information, advice and support before and

after the start of your studies. We recommend that you tell us as soon as possible about any support needs you may have, so that we're able to make any necessary adjustments to help you.

Any information you give us will be treated with the strictest confidence, and will not prejudice your application in any way. If adjustments are necessary, you'll be asked to provide medical evidence or a dyslexia report. We'll also arrange for you to have a Specific Learning Difficulties assessment with the Educational Guidance Service, the costs of which will be met by De Broc.

Our Disability Support Service can also advise you on applying for the Disabled Students' Allowance (DSA).

Please contact us on 0800 107 6766 for more information about our support services.

International students

We recognise that moving to a new country to study is a big decision. Our Student Support Services team can advise you on everything from getting a UK bank account or mobile phone, to finding accommodation.

We can organise a meet and greet service at the airport when you arrive in the UK. In addition, there are a range of clubs and societies which will help you make friends, settle in and feel at home.

To talk to a member of our International team, please contact us on +44 (0)1483 216604.



Accommodation

If you're looking to study our undergraduate courses and need to move away from home, we can help you find accommodation with some of the UK's leading student accommodation providers, so that you have a safe, comfortable place to live while you're studying at De Broc. By staying in our accommodation, you'll get to meet and live with students studying other De Broc and University of Law courses.

We guarantee you an offer of accommodation in the first year of your undergraduate degree if you have accepted us as your firm choice and applied for accommodation by 30 June 2016.

Both undergraduate and postgraduate students can access our web-based accommodation service to aid your property search:

lawstudentpad.co.uk

Studentpad provides helpful advice on choosing a suitable property and local information about things to see and do around your centre.

The website is available in multiple languages to assist international students. If you accept your place to study with us, you will gain access to search property listings and the message board to contact other students.

Accommodation is usually in shared flats that are normally shared with three, four or five other students. Typically you'll have a shared kitchen/dining room which includes a fridge-freezer, oven, hob, kettle and microwave. In most accommodations there's a separate shared lounge area with comfy sofas and TV, some with inclusive Sky satellite channels.

Depending on the location, you'll have your own fully-furnished bedroom, which will typically include a study area and an en-suite bathroom.

As an indication, weekly rental costs are £250 per week in London and £105 to £131 per week outside London.

We guarantee you an offer of accommodation in the first year of your undergraduate degree if you have accepted us as your firm choice and applied for accommodation by 30 June 2016.



How to apply

Undergraduate students

Simply visit the UCAS website and register your details with UCAS Apply to get started on your application. If you are unsure how to apply via UCAS and need any advice or support, please contact our Admissions team on 0800 107 6766 who will be happy to help.

UK/EU students

Information you'll need to complete your UCAS application:

- Institution code for The University of Law: **L17**
- Institution short name: **LAW**

Course codes:

- Business Management: **N200**
- Business Management with Foundation Year: **N201**
- Business and Marketing: **NN15**
- Business and Marketing with Foundation Year: **N15N**
- Business and Finance: **NN13**
- Business and Finance with Foundation Year: **N13N**
- Business and Human Resource Management: **NN16**
- Business and Human Resource Management with Foundation Year: **N16N**

Campus codes:

- De Broc Birmingham centre: **B**
- De Broc Leeds centre: **0**
- De Broc London Bloomsbury centre: **9**

International students

The application process for international students is broadly the same for students from the UK and EU, with the exception of the visa requirements.

The University of Law is licensed by the Home Office to sponsor international students for study in the UK. The first thing you need to do is to check if you need to be sponsored by the University or not. Therefore, we suggest that you email our Visa Office team: visaoffice@law.ac.uk to find out as soon as possible.

If you need a visa to study in the UK, the University can sponsor your application and will need to issue you with a Certificate of Acceptance for Studies (CAS) before you can apply for your visa. Before we can confirm your sponsorship, you have to meet the academic and the Home Office requirements, pay the first instalment of your course fees and submit copies of your bank statements (if applicable).

For full details of instalment schedules, visit debroc.ac.uk

We strongly recommend that you pay your first instalment four weeks before the beginning of the course, as visa applications can take some time to process.

Proof of English

In order for us to issue you a CAS, you will also need to provide evidence of your English language ability unless you're a national from any of these countries:

- Antigua and Barbuda
- Australia
- The Bahamas
- Barbados
- Belize
- Canada
- Dominica
- Grenada
- Guyana
- Ireland
- Jamaica
- New Zealand
- St Kitts and Nevis
- St Lucia
- St Vincent and the Grenadines
- Trinidad and Tobago
- United States of America
- United Kingdom

Please also be aware that in some circumstances, we may still request evidence of your English proficiency before or during your programme.

If you are from a non-majority English speaking country and don't have the equivalent of a UK degree taught in a majority English speaking country (excluding Canada), you must send us a copy of an approved English Language Test at or above the levels outlined on the next page.

IELTS (academic)	Overall band score of 6 with no one component below 5.5
SE III (Trinity College London)	Pass in all four components
Pearsons (academic)	Score of 50 with no one component below 42
Cambridge English: First Certificate, Advanced and Proficiency (tests taken from January 2015)	Overall 169 with no one component below 162
Cambridge English: First Certificate (test taken before January 2015)	Pass at Grade A and Exceptional in all four components
Cambridge English: Advanced (test taken before January 2015)	Pass at Grade B or C and Borderline in all four components
Cambridge English: Proficiency (test taken before January 2015)	Pass at Grade C1 and Weak in all four components
iGCSE English as a First Language (Syllabus 0500 & 0522) and iGCSE English as a Second Language (Syllabus 0510 & 0511)	Grade C in all four areas
Hong Kong Diploma of Secondary Education (HKDSE) English Language Examination	Level 4

Students under the age of 18

The University accepts students younger than 18, but not those younger than 17 years of age at the time of entry. You are required to comply with the University's Students under 18 years of age policy and protocols. Before your place is confirmed, you must complete the forms for students under 18 years of age satisfactorily, providing parental/guardian agreement and details of a UK-based emergency/Next of Kin contact.

To see the agreements and forms, please download the Students under 18 years of age policy which can be found under the University policies section on law.ac.uk



How to apply

Postgraduate students

For full details on how to apply, visit **debroc.ac.uk**. If you have any questions regarding the application process, contact our Admissions team on **0800 107 6766** or via email: **admissions@debroc.ac.uk**

International students

The main difference between UK/EU students and international students is the visa requirements. As an international student, you may need to be sponsored by The University of Law. To find out more about this, get in touch with our Visa Office team at **visaoffice@law.ac.uk** as soon as possible so you can begin to make arrangements.

We recognise that moving to a new country is a big decision, so our Student Support Services team provide advice on everything from getting a UK bank account to finding accommodation. You will also benefit from a meet and greet service when you arrive, as well as a variety of societies at the business school to help you feel at home.

If you have any questions, you can speak to a member of our International team on +44 (0)1483 216604.

Visa information

You will need a Certificate of Acceptance for Studies (CAS) from us before you can apply for your visa. To receive your CAS and for the University to sponsor your application, you will need to:

- Meet our academic requirements
- Meet the Home Office requirements
- Pay the first instalment of your Year 1 course fees
- Submit copies of your bank statements (if applicable).

We strongly recommend that you pay your first instalment four weeks before the beginning of the course, as visa applications can take some time to process.

Information on the instalment dates for postgraduate sponsored students is available on **debroc.ac.uk**

Proof of English

To receive a CAS you must provide evidence of your English language skills unless you're a national from one of the following countries:

- Antigua and Barbuda
- Australia
- The Bahamas
- Barbados
- Belize
- Canada
- Dominica
- Grenada
- Guyana
- Ireland
- Jamaica
- New Zealand
- St Kitts and Nevis
- St Lucia
- St Vincent and the Grenadines
- Trinidad and Tobago
- United States of America
- United Kingdom

Please also be aware that in some circumstances, we may still request evidence of your English proficiency before or during your programme.

If you are from a non-majority English speaking country and don't have the equivalent of a UK degree taught in a majority English speaking country (excluding Canada), you must send us a copy of an approved English Language Test at or above the levels outlined below.

IELTS (academic)	Overall band score of 6.5 with no one component below 6.0
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SE III (Trinity College London)	Pass in all four components
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Pearsons (academic)	Score of 59 with no one component below 51
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Cambridge English: First Certificate, Advanced and Proficiency (tests taken from January 2015)	Overall 176 with no one component below 169
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Cambridge English: First Certificate (test taken before January 2015)	Pass at Grade A and Exceptional in all four components
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Cambridge English: Advanced (test taken before January 2015)	Pass at Grade B or C and Borderline in all four components
--	--

Cambridge English: Proficiency (test taken before January 2015)	Pass at Grade C1 and Weak in all four components
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Fees and funding

Undergraduate students

Our current undergraduate course fees are:

UK/EU students:

£6,000 per annum

International students:

£9,500 per annum

For more information about fees, visit debroc.ac.uk

To contact a member of our finance team, please email:

ARFinance@law.ac.uk

If you're classed as a UK or EU national and resident, you will be able to apply to the UK Government for support to assist with covering the costs of your course, subject to meeting the individual eligibility requirements. To contact a member of our Finance team, please email: **ARFinance@law.ac.uk**

Tuition fee loan

If you're successful in securing a UK Government fee loan, any payment of fees must be made directly to The University of Law in three instalments throughout the course. As we're a private institution, the maximum fee loan that can be awarded to study a full-time undergraduate degree with us is £6,000 per year, which is what we charge UK and EU students. Students will be able to apply for Government funding from March 2016 (as per applicants to all universities).

If you have secured a UK Government loan, you need to provide us with a copy of your University and College Payment Advice letter and confirm your individual Student Support Number in order for the University to receive tuition fee payments from the Student Loans Company (SLC).

If you're unable to provide this notice from the SLC at registration, you'll be responsible for paying the full tuition until the University has seen evidence of your support entitlement.

This loan is not means-tested and therefore most UK students should be eligible to receive the maximum £6,000 loan, unless you have studied a first degree previously. You can also choose to borrow a lesser amount (or none) from the SLC.

Maintenance support

Also known as a living cost support, students studying on a full-time course are eligible to apply for maintenance support to help pay for living costs such as accommodation, food and travel. The amount each individual will receive is affected by the household income, circumstances and where you reside within the UK.

Please read the relevant section overleaf to calculate the financial support you are entitled to, depending on your area of ordinary residence prior to starting your course. Unfortunately, EU students and part-time students are not eligible for living cost support.

The first instalment of any maintenance support provided by the SLC will not be released until The University of Law has confirmed you have enrolled on your course and confirmed your individual Student Support Number as issued by the SLC.

Maximum maintenance loan available 2016/2017

Students residing in England

If you are living away from home and studying at London Bloomsbury:

Up to £10,702

If you are living away from home and studying at any centres other than London Bloomsbury:

Up to £8,200

If you are living at home and studying at any of our centres:

Up to £6,904

The exact amount of support each student will receive will depend on the amount of household income. As a rough guide, if your household receives under £25,000 per annum you will be entitled to receive the maximum support available.

If you are a student in receipt of means-tested benefits whilst in study, you may qualify for a higher maintenance loan to assist towards additional costs of dependent child(ren) or partners.

*For more information, please refer to Student Finance England:
gov.uk/apply-for-student-finance*

Students residing in Northern Ireland

If you are living away from home and studying at London Bloomsbury:

Up to £6,780

If you are living away from home and studying at any centres other than London Bloomsbury:

Up to £4,840

If you are living at home and studying at any of our centres:

Up to £3,750

As our courses run over a longer year than traditional Universities, you may also qualify for some extra weeks' support.

Students may also qualify for a maintenance grant of up to £3,475. Students can receive the full grant if their household receives £19,000 or less per annum. If you have dependent child(ren) or partners, you may qualify for a special support grant up to the same value of the learning grant as an alternative.

For more information, please contact Student Finance NI: studentfinancenl.co.uk

Students residing in Wales

If you are living away from home and studying at London Bloomsbury:

Up to £8,662

If you are living away from home and studying at any centres other than London Bloomsbury:

Up to £6,183

If you are living at home and studying at any of our centres:

Up to £4,786

Welsh students may also qualify for a learning grant of up to £5,161. You can receive the full grant if your household receives £18,030 or less per annum. If you have dependent child(ren) or partners, you may qualify for a special support grant up to the same value of the learning grant as an alternative.

For more information, please contact Student Finance Wales: studentfinancewales.co.uk

Students residing in Scotland

Maintenance support

Students under 25 at the start of the academic year will be entitled to:

Household income	Bursary (grant)	Loan	Total
0 - £16,999	£1,875	£5,750	£7,625
£17,000 - £23,999	£1,125	£5,750	£6,875
£24,000 - £33,999	£500	£5,750	£6,250
£34,000	£0	£4,750	£4,750

Students 25 or over at the start of the academic year will be entitled to:

Household income	Bursary (grant)	Loan	Total
£0 - £16,999	£875	£6,750	£7,625
£17,000 - £23,999	£0	£6,750	£6,750
£24,000 - £33,999	£0	£6,250	£6,250
£34,000	£0	£4,750	£4,750

Students may also be eligible for additional support for any dependent child(ren) or partners. For more information, please visit *The Students Awards Agency for Scotland*: saas.gov.uk

Repayment

The amount you owe will increase each year with interest. Interest is charged at the rate of inflation plus 3%.

You don't start repaying your tuition fee and maintenance loans until you are in work and earning over £21,000 a year. The amount you repay is calculated at a rate of 9% of your income over £21,000. So, if your salary is £25,000 a year, you pay 9% of £4,000, which works out as £6.92 a week.

How to apply for student finance (UK students)

You can apply for student finance online or by completing paper applications.

You should apply for support as soon as possible to allow time for your application to be processed prior to enrolment. If you apply after 31 May 2016 you may not receive confirmation of how much support you're entitled to receive before the course starts and may experience delays in the funding being released.

For further information, visit the student finance website for your region:

Student Finance England:

gov.uk/apply-for-student-finance

Student Finance Wales:

studentfinancewales.co.uk

The Students Awards Agency for Scotland:

saas.gov.uk

Student Finance NI:

studentfinancenl.co.uk

If you accept a place at De Broc School of Business through UCAS and then decide you don't wish to take up this place, you'll need to request the cancellation in writing to the Admissions team, either by post or email: admissions@debroc.ac.uk, on or before the fee liable date in order not to be liable for the first instalment of tuition fees.

Disabled Students' Allowance (DSA)

If you have a disability, you may be entitled to claim extra financial help while studying. Disabilities covered include long-term illnesses, mental-health conditions and specific learning difficulties such as dyslexia. These grants do not depend on income and don't have to be repaid.

To find out what you could be entitled to, visit gov.uk/disabled-students-allowances-dsas

Postgraduate students

Our current postgraduate course fees are:

UK/EU students:

£6,950 per annum

International students:

£11,950 per annum

Online courses*:

£6,950

For more information about fees, visit debroc.ac.uk

To contact a member of our finance team, please email:

ARFinance@law.ac.uk

*Subject to validation

UK nationals that are resident in England or EU nationals (not residents in Wales, Scotland or Northern Ireland)

Student Loans Company (SLC) Postgraduate Loan

New for 2016, the SLC is launching a postgraduate loan of up to £10,000 towards your study costs. You will be able to apply for this loan over the summer of 2016 if you meet the personal eligibility criteria and study on a Masters course at De Broc School of Business. The loan will be paid to you directly in three instalments during each academic year of the course.

If you have secured a UK Government loan, you need to provide us with a copy of your University and College Payment Advice letter and confirm your individual Student Support Number in order for the initial loan payment to be released from the SLC.

If you're unable to provide this notice from the SLC during or before induction, any agreed loan payment will not be released into your bank account.

More information about this funding and any other alternative forms of support can be found at **debroc.ac.uk**

Scholarships and bursaries

For our 2016 undergraduate and postgraduate courses, there are a variety of scholarships and bursaries, with a fund of up to £500,000 available for UK and international students.

Visit debroc.ac.uk for more information on how to apply, or alternatively contact our scholarships team at scholarships@debroc.ac.uk

Further information

Government funding

All courses within the De Broc School of Business are eligible for government funding pending designation from the Department of Business, Information and Skills (BIS).

Quality assurance

The Quality Assurance Agency for Higher Education (QAA) undertook an institutional audit of The University of Law in May 2011. This audit declared 'confidence' (the best judgment available) in relation to the soundness of our present and likely future management of the academic standards of our awards and in the soundness of our management of the quality of the learning opportunities available to our students. A copy of the full report is available on qaa.ac.uk

About this prospectus

This prospectus was produced in February 2016 and refers to courses available in September 2016. It is intended for the general guidance of prospective students only. The University cannot guarantee the provision of all of the courses and services and reserves the right to make changes or cancel any course or module without notice should this become necessary. For the most up to date information, visit: debroc.ac.uk

*We'd love to talk to you about what
De Broc School of Business can offer
and find out more about your own
business ambitions.*

We'll be holding a range of events throughout the year. Visit us for an opportunity to:

- Meet our faculty and find out more about the courses and how we teach
- Tour the centre and facilities
- Discuss funding options
- Learn about our student support services
- Find out about our services for international students

*For the upcoming event dates and more information, visit **debroc.ac.uk***

Contact us

T: 0800 1076766 (UK)

+44 (0)1483 216605 (International)

E: **admissions@debroc.ac.uk**

W: **debroc.ac.uk**