



"I MANAGED TO GET A
SUMMER INTERNSHIP,
AND THAT'S GIVEN ME
A WHOLE DIFFERENT
PERSPECTIVE ON WHAT
IT'S LIKE TO BE OUT
THERE WORKING."

QUEENIE WONG
ACCOUNTING AND
BUSINESS MANAGEMENT
BA HONOURS



“BY THE TIME YOU FINISH THE COURSE YOU ARE REALLY CONFIDENT ABOUT STANDING UP AND TALKING IN FRONT OF PEOPLE, AND IN MY JOB AS A SALES DIRECTOR THAT’S REALLY IMPORTANT.”

AGUSTIN LA ROCCA, SPAIN
SALES DIRECTOR,
POLARIS WORLD

» Located in one of the world’s leading financial and business centres, Westminster Business School is ideally placed for you to launch your career. Our courses will help you to develop an enquiring, critical and reflective approach to ideas and issues, enabling you to contribute proactively to the rapidly changing global, cultural and technological business environment.

» Our graduates go on to forge careers in a wide variety of business areas, and work in professions ranging from finance and the City to technology consulting and the retail sector. Budding entrepreneurs have started their own businesses, while other graduates continue their development and gain access to professional qualifications.

» You will have the opportunity to gain access to professional qualifications from a range of leading institutions. We are a CIPD Centre of Excellence, recognised by the Chartered Institute of Marketing, Chartered Management Institute, ACCA, APMG and the Society for Coaching Psychology.

» We use a variety of teaching methods, from podcasts and lectures to small group seminars emphasising participation and self-directed learning. These are supported by online learning material and activities. You will be assessed via a combination of practical assignments (such as presentations, debates and consultancy reports) which develop your team and leadership skills, and end-of-module exams which act as a focus for your professional knowledge and expertise.

The focus on the development of professional skills will prepare you for the changing business workplace. The variety and practical nature of these student-centred activities will help you to master your chosen subject specialism, develop the key management skills required to succeed in business and optimise your future opportunities.

» You will be able to add value to your degree by completing a work placement between Year 2 and Year 3 (Credit Levels 5 and 6) which is an excellent opportunity to broaden your knowledge and experience of business and to develop your practical skills. Alternatively, you may take advantage of our Study Abroad programme (one of the largest in the UK) and study overseas for a year at one of our partner institutions.

For more information about Business courses, visit the Westminster Business School website at westminster.ac.uk/wbs

Accounting with Management BSc Honours

This course has been designed to provide you with a detailed knowledge of the conceptual and applied aspects of accounting, together with an analysis of the management processes and disciplines alongside which accounting functions. It will give you the key financial and accounting skills employers are looking for, as well as broader business and management expertise.

After graduation your skills and knowledge in accounting and management will open up a range of job opportunities, helping you to build your career in areas such as financial or management accountancy and equity analysis. Opportunities are available for careers in both private and public sectors, and the course will also help your progression to professional qualifications, with exemptions available from CIMA and ACCA professional exams. Alternatively, many graduates undertake further study, proceeding to a Masters degree in accounting or finance.

Course content

The course offers considerable flexibility in the areas in which you might choose to specialise. There is an emphasis on international developments in accounting and finance, and an opportunity to study a foreign language at each credit level.

Year 1 (Credit Level 4)

Subjects of study include: Financial Accounting 1 • Management Accounting 1 • Professional Business Competences • The Business Context • plus an option module available from a range of areas including Economics, Data Analysis or Languages

Year 2 (Credit Level 5)

Subjects of study include: Auditing • Business Research and Professional Practice • Financial Accounting 2 • Legal Aspects of Business • Management Accounting 2 • plus two option modules from Financial Securities Valuation, Making Management Decisions and other disciplines including Languages

Placement or Study Abroad year

Between Year 2 and Year 3 (Credit Levels 5 and 6) you can undertake a one-year, full-time business placement. Past students have completed placements in a variety of SMEs and prestigious organisations, including Allianz Cornhill Insurance, AMEC, Barclays Bank, Commerzbank, Freshfields Bruckhaus Derringer, GE Capital, HSBC and IBM. Alternatively, you could study abroad during this year at one of our partner institutions. Please note that opting for either the placement or Study Abroad year will extend your course for an additional year.

Year 3 (Credit Level 6)

Subjects of study include: Advanced Financial Accounting • Advanced Management Accounting • Strategic Perspectives • plus four options from a range of specialist modules in accounting (Auditing, Company Law, Corporate Finance, Financial Strategy, Taxation) and other disciplines including Languages

Length of course

Three-year, full-time;
four-year, full-time sandwich

UCAS code

N4N2

Location

Central London (Marylebone)

Teaching and assessment

The course uses a variety of teaching methods, from large lectures to small group seminars which emphasise participation and self-directed learning. These are complemented and supported by resources via Blackboard, our virtual learning environment. There are regular contributions from external experts and practitioners. Assessment is based on a combination of course work or other in-course assignments, and end-of-module exams.

Typical offer for September 2011

Qualification type	Grade/points
A Levels	BBB (GCSE Maths at Grade B or higher is recommended)
International Baccalaureate	28 points
BTEC National Diploma	DMM

See also standard entry requirements on p206.

International Foundation course

We work in partnership with Kaplan International College (KIC) London to provide Foundation courses for international students who don't meet our Bachelors degree entry requirements. If you complete your KIC London course at the required level, you are guaranteed progression to study at Westminster on selected Bachelors degrees. See p185, or for more information visit kiclondon.org.uk

This new course has been designed to provide you with a detailed knowledge of the conceptual and applied aspects of finance, together with an analysis of the management processes and disciplines alongside which finance functions. It aims to develop your understanding of modern finance theories, together with the skills to apply them. It will also provide you with a broader understanding of the socio-economic, legal and professional environment within which finance operates.

After graduation, your skills and knowledge in finance and management will open up a range of job opportunities, helping you to build your career in areas such as asset financing, Treasury, banking, hedge funds, stockbroking, private equity and financial planning. Opportunities are available for careers in both private and public sectors, and the course will also help your progression to professional qualifications; it is designed to match the needs of professional bodies and the requirements of the industry. Alternatively, many recent graduates from related courses have undertaken further academic study, proceeding to a Masters degree in accounting, finance or related disciplines.

Course content

As well as a firm grounding in finance fundamentals alongside core modules in management, this course offers the opportunity to study a wide variety of specialist finance modules in such areas as risk management, corporate governance, financial securities valuation, banking and legal compliance, and advanced corporate financial management. A unique feature of this course is that you will be able to utilise Westminster Business School's Financial Markets Suite, which will offer hands-on experience.

Year 1 (Credit Level 4)

Subjects of study include: Business Context • Fundamentals of Finance • Professional Competences • plus an option module available from a range of areas, including Economics, Data Analysis, Languages and Management.

Year 2 (Credit Level 5)

Subjects of study include: Banking and Legal Compliance • Business Research and Professional Practice • Financial Quantitative Methods • Financial Securities Valuation • plus two option modules from Behavioural Finance, Management Accounting and other disciplines

Placement or Study Abroad year

Between Year 2 and Year 3 (Credit Levels 5 and 6) you can undertake a one-year, full-time business placement. Alternatively, you could study abroad during this year at one of our partner institutions. Please note that opting for either the placement or Study Abroad year will extend your course for an additional year.

Year 3 (Credit Level 6)

Subjects of study include: Advanced Financial Management • Corporate Governance • Financial Markets and Institutional Investment Management • Risk Management • Strategic Perspectives • plus two options from a range of specialist modules in Finance (Corporate Rescue, Empirical Finance, International Capital Market Law, Personal Finance), Accounting and other disciplines

Length of course

Three-year, full-time;
four-year, full-time sandwich

UCAS code

N3N2

Location

Central London (Marylebone)

Teaching and assessment

Teaching methods range from large lectures to workshops, tutorials and small group seminars which emphasise participation and self-directed learning. You will also use the Financial Markets Suite which will provide practical experience. Teaching will be supported by resources via Blackboard, our online learning environment. There are regular contributions from external experts and practitioners. Assessment combines course work or other in-course assignments, and end-of-module exams.

Typical offer for September 2011

Qualification type	Grade/points
A Levels	BBC (GCSE Maths at Grade B or higher is recommended)
International Baccalaureate	28 points
BTEC National Diploma	DMM

See also standard entry requirements on p206.

International Foundation course

We work in partnership with Kaplan International College (KIC) London to provide Foundation courses for international students who don't meet our Bachelors degree entry requirements. If you complete your KIC London course at the required level, you are guaranteed progression to study at Westminster on selected Bachelors degrees. See p185, or for more information visit kiclondon.org.uk

- Business Management BA Honours**
- Business Management – Accounting BA Honours**
- Business Management – Economics BA Honours**
- Business Management – Entrepreneurship BA Honours**
- Business Management – Finance and Financial Services BA Honours**
- Business Management – Human Resource Management BA Honours**
- Business Management – International Business BA Honours**
- Business Management – Law BA Honours**
- Business Management – Marketing BA Honours**

Business success requires a breadth of knowledge and abilities and, in bringing together theory and practice, this course will enable you to develop the vision, innovation and dynamism required in the contemporary business world.

While some students have clear career aims before starting their university education, many others are still unsure which path they will eventually follow. This exciting and flexible business degree allows you to build the degree of your choice, to match your planned career. You may choose to study for a general business award, or to specialise in one of eight popular subject areas. The course will give you a broad range of business knowledge and skills which will enable you to pursue a career in private business, in public or 'third' sector organisations, or in the main business-related professions. It will also help you to acquire the skills appropriate to self-employment and the confidence to develop your own business.

For those of you who want to combine study with employment, the timetabling of modules during both the day and evening allows you to match your study time to your work commitments. If you prefer you can complete the course on an evening-only basis, with the pace determined by the number of modules chosen.

Course content

In each year (or credit level) of study, you will take a combination of core and optional modules, with increasing flexibility as you move through the degree. You can also study a foreign language as part of the course, most of which are available from beginner's level. In Year 1 (Credit Level 4) you are introduced to the functions of business organisations, the broader business context and key management skills and competences.

The core modules in Year 2 (Credit Level 5) focus on how businesses operate and are resourced, and help to build your management skills and capabilities of research and information gathering, analysis, reflection and decision making. In Year 2 you will begin to study your chosen pathway (for a specialist award) or you can select modules from across all business areas for a general award. Your Personal and Professional Development Tutor will help you to decide on a programme of study best suited to your abilities and personal career interests. You may wish to study abroad for a semester (in the second half of Year 2) or for a full year (between Year 2 and your final year).

In Year 3 (Credit Level 6), the core modules will enable you to apply critical and reflective approaches to exploring the challenges facing contemporary business at a strategic level, and to develop your specialism further. You will also have the opportunity to complete a project or another piece of independent research and writing, investigating an issue of your choice. Alongside this you will have a wide range of specialist and optional modules to choose from.

Length of course

Three-year, fulltime;
four-year, fulltime sandwich;
four to six years, parttime, day and/
or evening

UCAS codes

Business Management N900
Accounting NN24
Economics NL21
Entrepreneurship N291
Finance and Financial
Services N294
Human Resource
Management NN26
International Business NN21
Law NM22
Marketing NN25

Location

Central London (Marylebone)

Teaching and assessment

A range of teaching methods (from podcasts and lectures to small group seminars) emphasise self-directed learning and personal development. These are supported by learning material provided via our online learning environment. Assessment is based on a combination of practical assignments which develop your team and leadership skills; and exams which act as a focus for your professional knowledge and expertise.

Associated careers

This course will give you the opportunity to develop a career in a wide range of business areas, in both the public and private sectors.

Year 1 (Credit Level 4)

Subjects of study include: Financial Information • Perspectives on Organisations • Principles of Marketing • Professional Competences • The Business Context • plus one option module (which may include modules such as Business of Sport • London Economy • Online Entertainment Management • Role of the Manager)

Year 2 (Credit Level 5)

Subjects of study include: Business Research and Professional Practice • Financial and Human Resource Management in Organisations • Making Management Decisions • Value Creation for Customers • plus two modules from your chosen specialism • plus one free choice module

Placement or Study Abroad year

Between Year 2 and Year 3 (Credit Levels 5 and 6) you can undertake a one-year, full-time business placement. Past students have completed placements in a variety of SMEs and many prestigious organisations, such as Arcadia Group, Aston Martin Lagonda, Barclays Bank, British Airways, BT, Disney UK, HSBC, IBM, and Revlon. They have been able to demonstrate their abilities in many fields including purchasing, finance, sales, accounts, marketing, administration, human resource management, and information systems. Alternatively you can study abroad at one of our partner institutions. Either of these options will extend your course for an additional year.

Year 3 (Credit Level 6)

Subjects of study include: Project (or other piece of independent work) • Strategic Perspectives • plus three or four modules from your chosen specialism (or across specialisms if on a general business award) • plus one free choice module

Specialist pathways on the Business Management BA Honours

If you take sufficient modules (two at Credit Level 5 and four at Credit Level 6) from one of the specialist pathways listed below, you can have it added to your degree title (eg Business Management – Accounting BA Honours).

The specialist pathways are: Accounting • Economics • Entrepreneurship • Finance and Financial Services • Human Resource Management • International Business • Law • Marketing

Part-time students can achieve the Business Management BA Honours purely by evening study, but specialist pathways require attendance during the day.

Typical offer for September 2011

Qualification type	Grade/points
A Levels	BBC
International Baccalaureate	28 points (minimum)
BTEC National Diploma	DMM

See also standard entry requirements on p206.

International Foundation course

We work in partnership with Kaplan International College (KIC) London to provide Foundation courses for international students who don't meet our Bachelors degree entry requirements. If you complete your KIC London course at the required level, you are guaranteed progression to study at Westminster on selected Bachelors degrees. See p185, or for more information visit kiclondon.org.uk

Other related areas/courses you might be interested in: Business Information Systems BSc Honours (p73) • Business with Property BA Honours (p35) • Fashion Buying Management BA Honours (p96) • Fashion Merchandise Management BA Honours (p99) • Law (p107) • Tourism with Business BA Honours (p39)

Business Foundation Degree in Arts (FdA)

The two-year Foundation Degree in Business is validated by the University of Westminster and is offered at the Barons Court site of Ealing, Hammersmith and West London College (see p204). The course is suited to students who are interested in furthering their career in business and management. You will benefit from significant employer involvement (including guest lectures and visits) and a focus on developing skills to boost your employability. It also offers a progression route onto Year 3 (Credit Level 6) of the University of Westminster Business Management BA Honours Degree (subject to meeting specific requirements).

UCAS code

N100 at institution E10

Course content**Year 1**

Modules include: Business Context • Introduction to Accounts
• Managing Professional Development • Marketing • People in Organisations • Professional Practices

Year 2

Modules include: Business Research and Professional Practice
• Consumer Behaviour • Financing and Managing a Small Business
• Human Resources Management • Marketing Management

These modules are currently under review

This course reflects the increasingly significant and valuable role that economics plays in analysing business problems. It combines theoretical and applied study in economics with a broad exposure to a range of other core business disciplines. It will develop your ability to apply economic reasoning to real-world business and public policy issues, and you will extend your skills in data gathering, as well as analysis and interpretation. The course uniquely features three specialist 'themes' focusing on World Economy and Sustainability, Labour and Social Economics, and Quantitative Analysis, but you may also choose options from a range of modules in applied economics. The course is designed to enhance your employability as economists or business analysts.

Course content

In each year (credit level) of study you will take a combination of core and option modules, providing coverage of both economics and business, with increasing specialisation as you move through the degree. You will be able to choose from a selection of economics modules at Credit Levels 5 and 6, representing the specialist streams of the degree. You will be offered a choice of module options, including the opportunity to study a language in each year of study.

Year 1 (Credit Level 4)

Subjects of study include: Professional Competences • Quantitative Analysis of the Economic Environment • The Business Context • plus one option and one free choice module which include The London Economy, The Business of Sport or a language

Year 2 (Credit Level 5)

Subjects of study include: Business Research and Professional Practice • Macroeconomic Analysis • Microeconomic Analysis • Principles of Statistics • plus two specialist options from a range including Financial Markets and Institutes • Information Economics • Public Economics • The Global Economy • plus one option module

Placement or Study Abroad year

Between Year 2 and Year 3 (Credit Levels 5 and 6) you can undertake a one-year, full-time business placement. Past students have completed placements in a variety of SMEs and prestigious organisations including Allianz Cornhill Insurance, AMEC, Barclays Bank, Commerzbank, Freshfields Bruckhaus Derringer, GE Capital, HSBC, and IBM. Alternatively you can study abroad at one of our partner institutions. Either of these options will extend your course for an additional year.

Year 3 (Credit Level 6)

Subjects of study include: Econometrics • Economic Theory and Policy • Strategic Perspectives • plus two modules from one of the three specialist 'themes' of World Economy, Labour and Social Economics or Quantitative Analysis • plus one option module

Length of course

Three-year, full-time;
four-year, full-time sandwich

UCAS code

L114

Location

Central London (Marylebone)

Teaching and assessment

Teaching methods range from large lectures to small group seminars, workshops and tutorials, complemented by Blackboard, our online learning environment. Assessment is based on course work, in-course assignments and end-of-module exams.

Associated careers

This course will give you the skills and knowledge you need to pursue a range of careers. This could encompass careers requiring a general awareness of economic analysis, as well as more specialist careers as professional economists focusing on empirical and policy-based work. Alternatively, many graduates progress to further study.

Typical offer for September 2011

Qualification type	Grade/points
A Levels	BBB (GCSE Maths at Grade B or higher is recommended)
International Baccalaureate	28 points
BTEC National Diploma	DMM

See also standard entry requirements on p206.

International Foundation course

We work in partnership with Kaplan International College (KIC) London to provide Foundation courses for international students who don't meet our Bachelors degree entry requirements. If you complete your KIC London course at the required level, you are guaranteed progression to study at Westminster on selected Bachelors degrees. See p185, or for more information visit kiclondon.org.uk

Enterprise Management BSc Honours

This innovative course has been developed to meet the growing need for flexible, multidiscipline business graduates able to solve problems and provide technological solutions for modern enterprises in the rapidly changing business environment. It draws upon the latest professional standards and may lead to a professional qualification such as SAP, ORACLE, PRINCE2 and DSDM Atern.

Course content

The course develops your knowledge and practical skills in business around three themes – business management, business analysis, and the use of technology to support a business enterprise. Each theme is explored and developed in each year of the course, but there is the flexibility for students to pursue an additional area of interest at each credit level, which can include the study of a foreign language.

In Year 1 (Credit Level 4) you will be introduced to enterprise management, the broader business context and key management skills and competences. Year 2 (Credit Level 5) will develop your understanding of how businesses are managed and the role that technology can play in this. It will also help to build your research capabilities and skills of information gathering and manipulation, analysis and reflection. An optional placement or Study Abroad year is available after Year 2.

Finally, in Year 3 (Credit Level 6) you will acquire knowledge of more advanced management techniques and strategic-level thinking related to the deployment of technology within an organisation. You will have the opportunity to complete a project investigating a business issue of your choice.

As part of the course you will develop practical insights into using technology to improve your business value, and tackling the operational and strategic challenges that face digital product managers. You will also recognise the impact of such brands as Twitter, Google, Facebook, iTunes and Microsoft, and learn how to use these apps to enhance your company's competitiveness.

Year 1 (Credit Level 4)

Subjects of study include: Business Analysis • Enterprise Solutions • Introduction to Business Models • Professional Business Competences • The Business Context • plus one option module

Year 2 (Credit Level 5)

Subjects of study include: Business Research and Professional Practice • Enterprise Solutions 2 • Information Management • Operations Management • Project Management • plus two option modules

Placement or Study Abroad year

Between Year 2 and Year 3 (Credit Levels 5 and 6) you can undertake a one-year, full-time, paid business placement, or you can study abroad at one of our partner institutions. Either of these options will extend your course for an additional year.

Year 3 (Credit Level 6)

Subjects of study include: Business Process • Enterprise Strategy • Major Project • Strategic Perspectives • plus two option modules

Length of course

Three-year, full-time;
four-year, full-time sandwich

UCAS code

N290

Location

Central London (Marylebone)

Teaching and assessment

The course uses a variety of teaching methods, from large lectures to workshops, tutorials and small group seminars, with a heavy reliance on computer lab-based sessions. Formal teaching is supported by online resources via Blackboard, our online learning environment. Assessment is based on course work, other in-course assignments and end-of-module exams.

Associated careers

This course will give you the opportunity to develop a wide range of careers in areas such as enterprise resource planning, logistics, project management and technology consulting, and in sectors as diverse as finance, retailing, marketing, local government, the health service and computing.

Typical offer for September 2011

Qualification type	Grade/points
A Levels	BBC
International Baccalaureate	28 points
BTEC National Diploma	DMM

See also standard entry requirements on p206.

International Foundation course

We work in partnership with Kaplan International College (KIC) London to provide Foundation courses for international students who don't meet our Bachelors degree entry requirements. If you complete your KIC London course at the required level, you are guaranteed progression to study at Westminster on selected Bachelors degrees. See p185, or for more information visit kiclondon.org.uk

Other related areas/courses you might be interested in:

- Business Information Systems BSc Honours (p73)

Exciting opportunities exist for graduates who can operate with confidence in today's globalised business environment. This four-year course includes a year abroad in Europe, Asia, Australia or the USA, giving you a valuable insight into another country's business sector and broader cultural environment. Depending on your language skills, you can spend your year abroad studying at one of our partner institutions where business topics are taught in English or in the national language. In some cases, where visa requirements allow, you can opt to combine study abroad with a work placement, adding more variety to your experience.

The course offers a rounded programme of study in business, but one that focuses particularly on the knowledge and skills necessary to function in an international context. Although study of a foreign language is not compulsory on the course, it is strongly encouraged as it will widen possible study abroad opportunities and maximise the benefit to be gained from them.

Year 1 (Credit Level 4)

Subjects of study include: Behavioural Aspects of International Business • Financial Information • Globalisation • Professional Business Competences • The Business Context • plus one option and one free choice module from a range of areas, including marketing and a foreign language

Year 2 (Credit Level 5)

Subjects of study include: Business Learning Environment 1 • Business Research and Professional Practice • Financial and Human Resource Management • Global Markets • plus three option modules in international business and other disciplines, including languages

Study Abroad year

Between Year 2 and Year 3 (Credit Levels 5 and 6) you will study abroad for a year at one of our partner institutions. Currently, you can take a year abroad studying (or combining work and study) in English in Antibes, Berlin, Bologna, Copenhagen, Paris, Rennes, Rotterdam, Valencia, and other European locations including Moscow. In addition we have English-taught Study Abroad opportunities in Brisbane, Melbourne and Sydney (Australia), Japan and the USA. There are also many opportunities for those with appropriate language skills to study in France, Germany, Italy, South America and Spain, among others. Successful completion of the Study Abroad year is recognised with the award of a University Certificate of Achievement.

Year 3 (Credit Level 6)

Subjects of study include: Business Learning Environment 2 • International Business Project • International Trade and Finance Law • Strategic Perspectives • plus three option modules in international business, law, economics and other disciplines including languages

Length of course

Four-year, full-time including one year abroad

UCAS code

N120

Location

Central London (Marylebone)

Teaching and assessment

The course uses a variety of teaching methods, from large lectures to workshops, tutorials and small group seminars. These are complemented by online resources via Blackboard, our online learning environment. Assessment is based on a combination of course work or other in-course assignments, and end-of-module exams.

Associated careers

You will be able to follow a wide range of careers in private or public sectors, in national and international organisations, or in multinational companies. These might be in one of the functional areas of business, such as marketing, finance, sales, accounting, public relations or retailing, or in more general managerial roles.

Typical offer for September 2011

Qualification type	Grade/points
A Levels	BBB
International Baccalaureate	28 points
BTEC National Diploma	DMM

See also standard entry requirements on p206.

International Foundation course

We work in partnership with Kaplan International College (KIC) London to provide Foundation courses for international students who don't meet our Bachelors degree entry requirements. If you complete your KIC London course at the required level, you are guaranteed progression to study at Westminster on selected Bachelors degrees. See p185, or for more information visit kidondon.org.uk

International Business with Languages BA Honours

This four-year course is designed to develop the skills and knowledge you will need to succeed in the increasingly internationalised business world. The subjects studied during this degree incorporate cross-national perspectives, and the comprehensive training in a foreign language places strong emphasis on the day-to-day use of language in a business environment, enabling you to deal with all aspects of business transactions. On successful completion of this degree you will have the rare attributes of both fluency in your chosen language and a range of relevant business skills and knowledge.

Alongside the study of key business disciplines relevant to a career in international business and the development of a high-level language capability, it will enable you to experience life, culture and work outside the UK by living abroad for a year and studying alongside local students.

Course content

Year 1 and Year 2 (Credit Levels 4 and 5) prepare you for a year-long placement overseas including study at a recognised educational institution. This placement will take place in a country where Arabic, French, German, Mandarin Chinese or Spanish is spoken. The language you study determines the country and universities that are available to you. We have partnership arrangements with a number of prestigious institutions including the Institut Supérieur de Commerce, Ecole Supérieure du Commerce Extérieur and Université de Paris Dauphine (Paris), Fachhochschule für Technik und Wirtschaft (Berlin) and five universities in Spain including Complutense University and Autónoma University (Madrid). We have also established links with institutions in Argentina, Uruguay, Egypt and the People's Republic of China.

Year 1 (Credit Level 4)

Subjects of study include: Behavioural Aspects of International Business • Financial Information • Professional Business Competences • The Business Context • your chosen language specialism

Year 2 (Credit Level 5)

Subjects of study include: Business Research and Professional Practice • Global Markets • International Study Abroad Preparation • your chosen language specialism • plus two option modules in international business and other disciplines, including another language

Study Abroad year

Between Year 2 and Year 3 (Credit Levels 5 and 6) you will study and/or work abroad for a year in your chosen language at one of our partner institutions overseas. Successful completion of the Study Abroad year is recognised with a University Certificate of Achievement.

Year 3 (Credit Level 6)

Subjects of study include: International Business Learning Environment • International Business Project • International Trade and Finance Law • Strategic Perspectives • your chosen language specialism • plus an option module in international business, law, economics or another language

Other related areas/courses you might be interested in:

- Languages (p100)

Length of course

Four-year, full-time including one year abroad

UCAS codes

Arabic N1T6
French N1R1
German N1R2
Mandarin Chinese N1TC
Spanish N1R4

Location

Central London (Marylebone)

Teaching and assessment

The course uses a variety of teaching methods, from large lectures to small group seminars, complemented by Blackboard, our online learning environment. Assessment is based on course work, in-course assignments and end-of-module exams.

Associated careers

You will be able to follow a wide range of careers in national and international organisations or in multinational companies. These might be in functional areas such as accounting, marketing, public relations, retailing or sales, or in more general managerial roles, where your language ability is likely to be highly valued.

Typical offer for September 2011

Qualification type	Grade/points
A Levels	BBB
International Baccalaureate	28 points
BTEC National Diploma	DMM

See also standard entry requirements on p206.

International Foundation course

We work in partnership with Kaplan International College (KIC) London to provide Foundation courses for international students who don't meet our Bachelors degree entry requirements. If you complete your KIC London course at the required level, you are guaranteed progression to study at Westminster on selected Bachelors degrees. See p185, or for more information visit kiclondon.org.uk

This course explores the complexity and diversity facing marketers when operating in the highly competitive world marketplace. It will give you the knowledge, skills and practical experience you need to take on a wide range of marketing roles in organisations concerned with maximising the impact of their activities across international borders. We are aiming to provide relevant exemptions from professional bodies (including the Chartered Institute of Marketing and the Institute of Direct Marketing among others), and have kept these bodies informed through the course validation process.

Course content

During the course you will explore such areas as the development of international competitiveness, the global value chain, the market selection process, managing international networks, designing the international marketing programme, and implementing, co-ordinating and controlling the international marketing effort.

The course offers an optional placement or Study Abroad year. We have strong links with partner institutions and the Business Experience and International Unit who will help you throughout this process. We also offer the opportunity for a Study Abroad semester at one of our partner institutions in Europe and elsewhere, which can be done in addition to the year's work placement to strengthen your cross-cultural exposure.

Year 1 (Credit Level 4)

Subjects of study include: Consumer Behaviour • Perspectives on Organisations • Principles of Marketing • Professional Competences • The Business Context • plus one free choice module, which could include a foreign language

Year 2 (Credit Level 5)

Subjects of study include: Brands and Branding • Business Research and Professional Practice • Global Markets • Marketing Metrics • Marketing Research • Principles of International Marketing • plus one option module in these and other disciplines, including languages

Placement year or Study Abroad year

Between Year 2 and Year 3 (Credit Levels 5 and 6) you can undertake a one-year, full-time business placement. Past students have completed placements in a variety of SMEs and prestigious organisations, including Arcadia Group, Aston Martin Lagonda, British Airways, BT, Disney UK and Heinz. Alternatively you can study abroad at one of our partner institutions. Either of these options will extend your course for an additional year.

Year 3 (Credit Level 6)

Subjects of study include: Cross Cultural Studies • Managerial Accounting • Marketing Communications • Marketing Planning and Practice • Strategic Perspectives • plus two option modules • plus one free choice module, which could include a foreign language

Exceptional students may be given the option of pursuing a major project in an area of international marketing.

Length of course

Three-year, full-time;
four-year, full-time sandwich

UCAS code

N552

Location

Central London (Marylebone)

Teaching and assessment

Varied teaching and learning methods are used, with an emphasis on self-directed learning and personal development. Assessment normally consists of an in-module element and a final element, the latter either by exam or assignment. Most modules incorporate some element of group work and problem solving which replicates the kind of tasks you are likely to face in real-life situations.

Associated careers

Having been immersed in international concerns through your studies and ideally through direct experience, you will be well placed to pursue opportunities with international organisations in areas such as strategic marketing planning, market research, marketing communications and brand management.

Typical offer for September 2011

Qualification type	Grade/points
A Levels	BBC
International Baccalaureate	28 points (minimum)
BTEC National Diploma	DMM

See also standard entry requirements on p206.

International Foundation course

We work in partnership with Kaplan International College (KIC) London to provide Foundation courses for international students who don't meet our Bachelors degree entry requirements. If you complete your KIC London course at the required level, you are guaranteed progression to study at Westminster on selected Bachelors degrees. See p185, or for more information visit kiclondon.org.uk

Marketing Communications BA Honours

The expansion of new media technologies combined with the relationship between customers and organisations provides unique areas of study within marketing communications. This course has been developed with professionals from the marketing industry, including marketing agencies, major companies with marketing departments and the marketing professional bodies. It will provide you with the knowledge, skills and capabilities you need to pursue a career within the highly competitive marketing communications environment.

The course will be of interest if you are attracted to careers in the communications side of the marketing industry, whether with marketing service agencies (eg advertising) or in client side marketing communications departments. We are aiming to provide relevant exemptions from professional bodies, including the Chartered Institute of Marketing and the Institute of Direct Marketing.

Course content

The modules you study have been designed to develop your understanding of the theoretical and practical aspects of all areas of marketing communications. In addition to subject knowledge you will develop good transferable skills, learn how to work effectively in teams, solve problems, develop critical thinking and present your ideas persuasively.

Year 1 (Credit Level 4)

Subjects of study include: Consumer Behaviour • Perspectives on Organisations • Principles of Marketing • Professional Competences • The Business Context • plus one free choice module, which could include a foreign language

Year 2 (Credit Level 5)

Subjects of study include: Advertising • Brands and Branding • Business Research and Professional Practice • Marketing Communication Theory • Marketing Metrics • plus one option module

Placement or Study Abroad year

Between Year 2 and Year 3 (Credit Levels 5 and 6) you can undertake a one-year business placement. Past students have completed placements in a variety of SMEs and prestigious organisations including Arcadia Group, Aston Martin Lagonda, British Airways, BT, Disney UK and Heinz. Alternatively you can study abroad at one of our partner institutions. Either of these options will extend your course for a year.

Year 3 (Credit Level 6)

Subjects of study include: Digital and Direct Marketing • Integrated Marketing Communications • Personal Selling and Sales Management • PR and Sales Promotion • Strategic Perspectives • plus one option module • plus one free choice module

Exceptional students may be given the option of pursuing a major project in an area of marketing communications.

Length of course

Three-year, full-time;
four-year, full-time sandwich

UCAS code

N500

Location

Central London (Marylebone)

Teaching and assessment

A range of teaching and learning methods are used, with an emphasis on self-directed learning and personal development. Key graduate attributes and capabilities have been identified and incorporated within the core modules. You will also be able to collect evidence from other areas of your life such as part-time work, Students' Union activities and voluntary work to demonstrate your personal development.

Associated careers

You can look forward to excellent career prospects within the marketing communications industry. Opportunities exist in a variety of areas including advertising, public relations, brand management, direct and interactive marketing, sales promotion, and market research.

Typical offer for September 2011

Qualification type	Grade/points
A Levels	BBC
International Baccalaureate	28 points (minimum)
BTEC National Diploma	DMM

See also standard entry requirements on p206.

International Foundation course

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Marketing managers are responsible for ‘doing the business’ of business – deciding what products to sell, to whom, for what price, where, when and how. They have to set and achieve the sales targets, and ensure the profits and repeat business. As such, marketing management is considered by many to be one of the most stimulating and satisfying careers, as it makes demands equally on both the left brain (logical, sequential, rational, analytical) and the right brain (random, intuitive, holistic, creative). This course will enable you to develop the knowledge and skills needed to pursue such a career.

The Marketing Management course is a general undergraduate degree in marketing, if you see your future career in marketing, but do not, at this stage, wish to specialise any further. We are aiming to provide relevant exemptions from professional bodies (including the Chartered Institute of Marketing and the Institute of Direct Marketing among others), and have kept these bodies informed through the course validation process.

Course content

The modules you study have been designed to develop your understanding of the theoretical and practical aspects of all areas of marketing. In addition to subject knowledge, throughout the course you will develop the transferable skills which are required for a career in marketing. Perhaps more than in any other area in business you will need to be able to work effectively in teams, solve problems, develop critical and creative thinking and present your ideas persuasively.

Year 1 (Credit Level 4)

Subjects of study include: Consumer Behaviour • Perspectives on Organisations • Principles of Marketing • Professional Competences • The Business Context • plus one free choice module, which could include a foreign language

Year 2 (Credit Level 5)

Subjects of study include: Brands and Branding • Business Research and Professional Practice • Distribution and Retail • Marketing Metrics • Marketing Research • Product Portfolio Management • plus one free choice module

Placement or Study Abroad year

Between Year 2 and Year 3 (Credit Levels 5 and 6) you can undertake a one-year business placement. Past students have completed placements in a variety of SMEs and prestigious organisations including Arcadia Group, Aston Martin Lagonda, British Airways, BT, Disney UK and Heinz. Alternatively you can study abroad at one of our partner institutions. Either of these options will extend your course for one year.

Year 3 (Credit Level 6)

Subjects of study include: Marketing Communications • Marketing Management • Marketing Planning and Strategy • Strategic Perspectives • plus two marketing modules • plus one free choice module

Exceptional students may be given the option of pursuing a major project on a marketing topic.

Length of course

Three-year, full-time;
four-year, full-time sandwich

UCAS code

N502

Location

Central London (Marylebone)

Teaching and assessment

A range of teaching and learning methods are used, with an emphasis on self-directed learning and personal development. Key graduate attributes and capabilities have been identified and incorporated within the core modules. You will also be able to collect evidence from other areas of your life such as part-time work, Students’ Union activities and voluntary work to demonstrate your personal development.

Associated careers

You can look forward to excellent career prospects within the marketing industry. Opportunities exist in a variety of areas including advertising, public relations, brand management, direct and interactive marketing, sales promotion, and market research.

Typical offer for September 2011

Qualification type	Grade/points
A Levels	BBC
International Baccalaureate	28 points (minimum)
BTEC National Diploma	DMM

See also standard entry requirements on p206.

International Foundation course

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