



**UNIVERSITY  
OF LONDON**  
INTERNATIONAL  
PROGRAMMES

Undergraduate study in

# **Business Administration**

by distance and flexible learning

## **2012–2013**

Academic direction by:



**Royal Holloway**  
University of London

[www.londoninternational.ac.uk/busadmin](http://www.londoninternational.ac.uk/busadmin)





## 10 key facts about your study with us

1. You can gain a University of London degree through the University of London International Programmes, from anywhere in the world.
2. These degrees are internationally recognised, giving you an advantage in the job market, wherever your career takes you.
3. You can rely on the quality of the content of your degree. The programmes in this prospectus were developed by Royal Holloway, one of the UK's leading research university institutions.
4. You gain specialist expertise in business-relevant subjects, with an international perspective.
5. Our degrees will help you to develop skills for the long term that employers value such as problem-solving, creative thinking, self-discipline and drive.
6. You receive comprehensive study guides approved by Royal Holloway academics, as well as access to a wealth of online resources.
7. You can study independently or choose additional study support from our network of 70-plus teaching institutions worldwide that meet our quality criteria.
8. Through the World Wide Learning Community you will have the opportunity to work with, and learn from, study colleagues across the world.
9. The programmes provide an excellent preparation for careers in business and management and enable you to acquire expertise within chosen specialisms.
10. The programmes allow you to spread payments over your study period.

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## Information

**Using this prospectus**

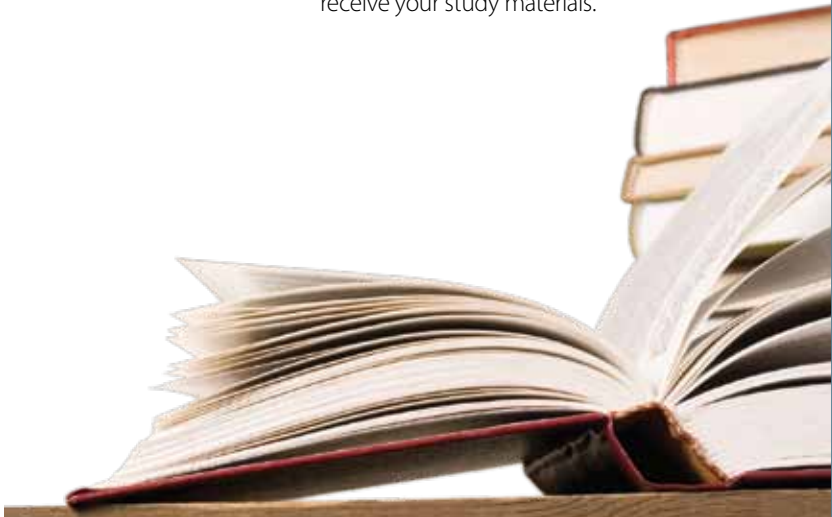
There is a colour coded band down the side of each page in this prospectus. The colour of this band either refers to the different types of qualifications on offer or to a specific piece of information that you might need. The banding on this page refers to any general information related to the University or the suite of qualifications. A guide to the other colours is listed below.

- General information
- BSc Business Administration
- How to apply
- Accreditation of prior learning (APL)
- Qualifications of entrance

**Key dates**

You can apply throughout the year, but we strongly advise you to apply as early as possible.

- ❖ **Applications must be received no later than:** 1 October in the year before you intend to sit your first examinations.
- ❖ **Registration deadline:** 30 November in the year before you intend to sit your first examinations.
- ❖ **Despatch of study materials:** Shortly after you have registered.
- ❖ **Start studying:** As soon as you receive your study materials.





# Worldwide Access, Opportunity, International Reputation

## Worldwide Access

The University of London International Programmes is unique in its global reach.

- ❖ 52,000 students in more than 190 countries.
- ❖ 100-plus degrees, diplomas and certificates.
- ❖ Over 600 exam centres worldwide.
- ❖ 70-plus institutions formally recognised to offer tuition for our programmes.

## Opportunity

Since 1858, the University of London International Programmes has enriched the lives of hundreds of thousands of students worldwide.

- ❖ Our flexible and affordable study methods enable students to study wherever they live.
- ❖ Our alumni include Nobel prize winners, politicians, designers, engineers, poets, teachers, lawyers and leaders of business and industry.

## International Reputation

Our success is based on the University of London's reputation for high academic standards, built by the outstanding teaching and research of its 18 Colleges.

- ❖ All programmes offered by the University of London International Programmes are developed by Colleges of the University of London. These Colleges are also responsible for the assessment of the degrees.
- ❖ Wherever our students live, they are examined to the same high standard as those studying in London at one of the University's Colleges.

# The University of London International Programmes

Professor Jonathan Kydd,  
Dean, University of London International Programmes



For more than 150 years, the University of London International Programmes has been offering degree programmes to students worldwide. Today, we have 52,000 students studying in over 190 countries, bringing the University of London to you through distance and flexible learning.

As a family of world-class institutions, the University has a reputation for academic distinction in teaching and research, both in the UK and internationally. Ranging from education to management, and from law to philosophy, all

of our programmes are developed by academics within the University of London's constituent Colleges. This ensures that our awards are recognised worldwide for their quality and value, and that students benefit from the academic rigour and cutting-edge research undertaken within the Colleges.

Studying with the University of London is one of the greatest investments you can make in yourself. We look forward to welcoming you into our global community of students and wish you every success.



**'I have been impressed by the way in which the programmes respond to the real challenges of delivering a UK university degree that produces graduates who are thinking, challenging, imaginative and analytical.'**

Professor  
Geoffrey Crossick,  
Vice-Chancellor,  
University of London



# A history of academic excellence

A welcome from Dr Sameer Hosany  
Director, BSc in Business Administration by distance learning

You are about to embark on your next big challenge, the University of London BSc Business Administration degree programme, developed by Royal Holloway, University of London.

As well as providing an academic degree foundation, the programme consists of course subjects that are geared towards current business practice.

This means that as well as providing the foundational learning elements, you are developing the ability to analyse and contribute towards actual business issues.

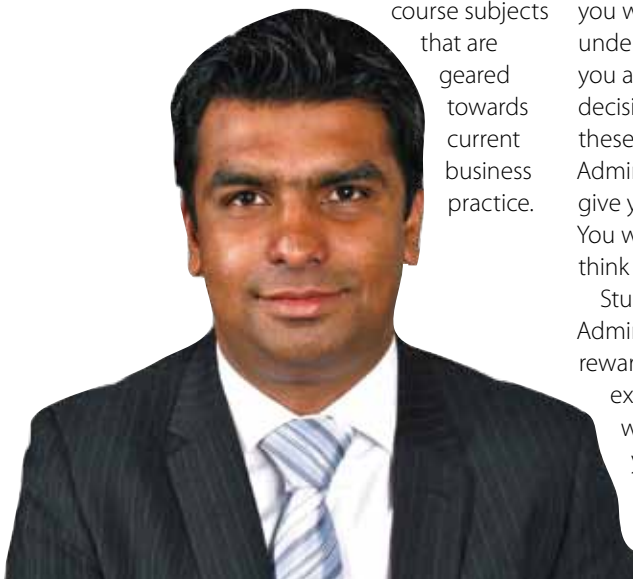
Successful managers have to deal with a business context that is about constant change. To be ready for these challenges, you will require an intellectual understanding that will help you analyse and make a decisive contribution to solving these issues. The BSc Business Administration degree helps give you these perspectives. You will be encouraged to think critically and creatively.

Studying for the BSc Business Administration degree is a rewarding and demanding experience but one where you will be supported throughout your studies. Our flexible

study options give you the opportunity to study where you want to and when you want. You will use a variety of types of study materials including case studies with online and hard copy options. The online environment provides topic-related seminars as well as the vehicle for tutor-marked assignments. Our online facility also allows an opportunity to work with and learn from fellow students across the world.

Once registered, you will receive all the materials you need to start your studies as well as advice on how to tap into our extensive online facilities.

We wish you well in your future studies with us and look forward to welcoming you to the graduation ceremony which is held in London every year.



## Academic direction: Royal Holloway, University of London

Founded in 1885, Royal Holloway is one of the University of London's six largest Colleges and is home to more than 6,000 students. It is one of only a few colleges nationally which is allowed to use the 'Royal' title.

The BSc in Business Administration is led by academics within the School of Management. Now one of Royal Holloway's largest departments, the School gives high priority to original research in

international business, and the deep understanding of the subject that follows is reflected in its teaching of management studies. All staff members are active researchers, and the publication of their findings in books and articles is a key part of their professional work.

Central to the School's educational method is the study of organisations and practices in various countries at different periods. This comparative

perspective is particularly appropriate to the challenges faced by modern business and management education in a rapidly changing environment.

The School is also host to the Centre for Asia Pacific Business Research, which supervises a number of research and publication projects. The Asia Pacific Business Review, edited within the Centre, represents a major initiative in the field of management studies.



# Gaining a prestigious University of London qualification

As an International Programmes student you register with the University of London for one of its awards. The academic direction of your programme – including the syllabus, assessment, learning resources and, where given, academic support – is the responsibility of a particular College, or consortium of Colleges, of the University of London, known as the 'Lead College'. Royal Holloway is the 'Lead College' for the programmes in this prospectus.

When you graduate with a degree, diploma or certificate from the University of London you will be sent two documents – a final diploma (the parchment you receive on graduation) and a Diploma Supplement.

The final diploma indicates that you were registered with the University of London and awarded a University of London degree or diploma, and gives the name of the Lead College which conducted the examinations. The University of London logo and the Vice-Chancellor's signature are incorporated.

The Diploma Supplement describes the nature, level and content of the programme you successfully completed and includes a transcript of courses taken and marks achieved, as well as the overall classification. It also provides further information about the role of the Lead College and method of study.



Royal Holloway campus. Photograph by Gary Alexander.



‘The degree has allowed me to secure immediate employment in a multinational company in the Middle East and gave me the knowledge and tools needed for steady career progression with further prospects of employment in the USA.’

Emina Toups



Profile: **Emina Toups** | BSc Business Administration, USA

‘The University of London International Programmes has provided me with the opportunity to obtain an internationally recognized degree while residing in Baku, Azerbaijan. When my spouse was relocated to the Middle East halfway through my studies, it did not pose any problem whatsoever

due to this flexible mode of education. I could easily continue with my studies from anywhere in the world, and be confident that my extensive travelling would not impede my academic progress.

The reasons for selecting the Royal Holloway programme were its excellent worldwide

ranking; the emphasis on International Business; and reasonable cost. This degree is my gateway to future success in the global and fast changing work environment requiring a highly competitive set of skills and qualifications which I have obtained through the International Programmes.

The degree has allowed me to secure immediate employment in a multinational company in the Middle East and gave me the knowledge and tools needed for steady career progression with further prospects of employment in the USA.’

Emina currently works for a company in the USA.



# BSc Business Administration

Through Royal Holloway’s BSc Business Administration programme, you can choose to follow a general Business Administration pathway or one of three specialist pathways in:

- ❖ Human Resource Management
- ❖ International Business
- ❖ Marketing

**Features of the degree:**

- ❖ Provides a progression route to a variety of higher degrees in the business sector.
- ❖ You may be eligible for Accreditation of prior learning (APL) if you have previously studied suitable material.
- ❖ The degree is examined to the same standards as College-based students studying at Royal Holloway, University of London.

**This qualification is for you if you want to:**

- ❖ Obtain a degree of international standing.
- ❖ Gain a systematic understanding of management-related problems, and conceptual tools for analyzing and evaluating management issues.
- ❖ Develop a sound knowledge and understanding of the discipline of management with an emphasis on the historical, political, cultural and institutional forces shaping modern business.
- ❖ Engage with case material in a stimulating learning environment.
- ❖ Gain the skills and competencies necessary for the development of your creative and decision-making capabilities.

**Flexible study options**

As the programme is designed to suit individual needs, there are three different study options available. It is entirely your choice to decide which option suits you best. You can choose to:

- ❖ Study independently using paper-based study guides and core textbooks.
- ❖ Study online through Royal Holloway’s World Wide Learning Community (see ‘How do I study’ on page 9).
- ❖ Pay for additional educational support at a local teaching institution to benefit from more formalised tuition (see ‘Additional educational support’ on page 17).

At a glance	
Programme	BSc
Study period	3–8 years
Cost	£4,165
Description	12 courses made up of four Foundation, four Advanced and four Specialist courses

**Access programme**

For those who currently do not meet the degree entrance requirements, the Access programme provides an entry route to the BSc Business Administration. This is a taught programme which must be studied at one of the selected teaching institutions listed on our website. On successful completion of three courses, you can transfer your registration to the BSc Business Administration degree with credit for the courses you have passed. You can then complete the degree within a further three to eight years.



# Why study with us?

We offer quality programmes that will enhance your career. Helping you to understand and apply the core subjects of management and business in an international context, you will also:

- ❖ acquire specific expertise in a range of subjects that will broaden the scope of your learning in international management
- ❖ enhance your ability to think strategically and understand the essentials of business and organisations in order to manage change more effectively in the global business environment
- ❖ improve your skills of self-discipline, reflection, analysis, communication and leadership.

## Employment routes

The programmes provide an excellent preparation for careers in business and management. The major areas of business administration are covered: accounting, finance, human resources, marketing, information systems and international business. You will also have the opportunity to acquire expertise within chosen fields.

## Tailored specialisation

In addition to studying compulsory Foundation courses, a choice of Advanced and Specialist courses will help you tailor the degree in line with your future career aspirations.

## A flexible approach to learning

There are many reasons to consider distance learning. Your job may involve extensive travel or irregular hours, making you unable to commit to regular classes and study times. Perhaps you would rather avoid the expense of relocating to London as a full-time student.

Whatever your reasons, these programmes have been designed with you in mind. Their flexibility – you have between three to eight years to complete the degree and you do not have to take exams every year – allows you to plan your studies to fit in with your home and work commitments.

## Online support

You will be part of a worldwide community of students who, like you, are managing a demanding schedule of work, study and family life. The online seminars, discussion forums and student café provide a vital link to your fellow students and an opportunity to discuss the issues involved.

## Time allocation

As a rough guide, if you wish to complete the degree in three years, you should be prepared for no less than 25 hours of study per week. You should allow at least 150 hours for each half course and 300 hours for each whole course.

## Assessment

Each full course is examined by one three-hour unseen written paper. Each half course is examined by one two-hour unseen written paper. Examinations are offered in over 190 centres worldwide, usually in May. You can sit them locally, whenever you are ready.

## Spreading the cost

You do not have to pay in full as soon as you start the programme. If you complete in the minimum three-year study period you will pay less than £4,000 in University fees.

Scholarships are not currently available. We recommend you contact your British Council office to see if they know of any scholarships or funding that may be available to you. You may also wish to try an educational charity.

## Transfer



### Transferring between pathways listed in this prospectus

If you are registered for one pathway and realise that another would be better suited to you, then you may be able to transfer. Full information and instructions on how to transfer between pathways are given in the Regulations.

### Transferring to another College within the University of London

Registering as an International Programmes student does not mean that you can automatically transfer at a later date and complete your studies at one of the Colleges of the University. To be considered, you will need to have passed syllabuses similar to those taken at the Colleges concerned and to have achieved very good marks. Competition is keen and you will be contending with other applicants for a limited number of places.

### Transferring to another programme we offer

Some International Programmes students ask to change to another programme. We advise you to thoroughly check that the resources you need are available before you register. Changing to another programme is not automatic, you will need to have any special course-related qualifications required for that degree and additional fees may be payable.

# How do I study?



The World Wide Learning Community (WWLC) is an essential resource for your studies. Much of your interaction with Royal Holloway will be through this site. There are links to the different courses available to you, online seminars and support services, making this an important facility that will enrich your learning experience on the programme. We encourage you to visit the WWLC on a regular basis.



Through the WWLC you will be able to:

- ❖ access your course materials
- ❖ take part in discussions with your tutor and other students
- ❖ complete automated self-test exercises, listen to audio clips from lecturers and submit assignments
- ❖ receive notices, seminar dates, project support and other programme-related information
- ❖ ask questions regarding the administration of the programme.

## Your study resources

The study materials are produced by academics who are not only experts in their specialist field, but also committed to meeting the specific needs of International Programmes students. They include:

- ❖ **Study guides.** You should see your study guide as your core teaching aid. It provides perspective and identifies the key issues pertaining to your chosen subject. Each study guide contains a list of 'Essential Readings' at the beginning of every chapter. This will be available either in the accompanying readings or via a web link.
- ❖ **Core textbook(s).** We will send you the most recent editions of textbooks available.
- ❖ **CD-ROM.** A 'Resource Kit CD-ROM' contains comprehensive instructions, guidelines and study skills resources that will help you to use the study materials and the WWLC.
- ❖ **Past examination papers and Examiners' reports.**
- ❖ **Handbook.** Covering everything from planning your studies to preparing for exams.

## Academic and online support

Although the programme is designed specifically for self-study, we provide individual guidance in many areas:

- ❖ **Tutor-marked assignments.** These assignments are completed on a voluntary basis. Although they do not contribute to formal assessment, they provide an excellent opportunity for you to obtain tutorial feedback on your understanding and interpretation of the subject matter.
- ❖ **Online seminars.** These are regular, formal discussions that are moderated by your tutor. Again, participation in

the online seminars is not compulsory, although we strongly recommend that you do take part. In addition to testing your knowledge, they may also help you to prepare for an assignment or exam question.

- ❖ **Online discussion forums.** These are academic, topic-related discussions, monitored by a member of Royal Holloway's staff to ensure that the correct protocols are being observed. The discussion forums are especially useful for exploring complex ideas with your peers.
- ❖ **Student café.** This is an area within the WWLC where you can socialise with your peers. It is important for you to build friendships with your fellow distance learners. Using this area will help you to feel less isolated as you will be able to discuss any challenges you may be experiencing. Your fellow students might be able to provide useful advice.
- ❖ **University of London Online Library**  
[www.external.shl.lon.ac.uk/index.asp](http://www.external.shl.lon.ac.uk/index.asp)  
Our extensive Online Library offers access to a range of learning and information resources, including 'Business Source Premier' and 'Academic Search Premier'.



## Online access

You must have access to a computer with an internet connection so that you can use the online resources.

# Pathways through the degree

	General	Marketing	Human Resource Management	International Business
Foundation level (four courses)	<p><b>Two compulsory full courses:</b></p> <ul style="list-style-type: none"> <li>❖ Management and the modern corporation<sup>▲</sup></li> <li>❖ Accounting for management</li> </ul> <p><b>PLUS four compulsory half courses:</b></p> <ul style="list-style-type: none"> <li>❖ Business analysis and decision making<sup>▲</sup></li> <li>❖ Business statistics</li> <li>❖ Business study skills and methods<sup>▲</sup></li> <li>❖ Management and communication skills</li> </ul>	<p><b>Two compulsory full courses:</b></p> <ul style="list-style-type: none"> <li>❖ Management and the modern corporation<sup>▲</sup></li> <li>❖ Accounting for management</li> </ul> <p><b>PLUS four compulsory half courses:</b></p> <ul style="list-style-type: none"> <li>❖ Business analysis and decision making<sup>▲</sup></li> <li>❖ Business statistics</li> <li>❖ Business study skills and methods<sup>▲</sup></li> <li>❖ Management and communication skills</li> </ul>	<p><b>Two compulsory full courses:</b></p> <ul style="list-style-type: none"> <li>❖ Management and the modern corporation<sup>▲</sup></li> <li>❖ Accounting for management</li> </ul> <p><b>PLUS four compulsory half courses:</b></p> <ul style="list-style-type: none"> <li>❖ Business analysis and decision making<sup>▲</sup></li> <li>❖ Business statistics</li> <li>❖ Business study skills and methods<sup>▲</sup></li> <li>❖ Management and communication skills</li> </ul>	<p><b>Two compulsory full courses:</b></p> <ul style="list-style-type: none"> <li>❖ Management and the modern corporation<sup>▲</sup></li> <li>❖ Accounting for management</li> </ul> <p><b>PLUS four compulsory half courses:</b></p> <ul style="list-style-type: none"> <li>❖ Business analysis and decision making<sup>▲</sup></li> <li>❖ Business statistics</li> <li>❖ Business study skills and methods<sup>▲</sup></li> <li>❖ Management and communication skills</li> </ul>
Advanced level (four courses)	<p><b>One compulsory full course:</b></p> <ul style="list-style-type: none"> <li>❖ Strategic management</li> </ul> <p><b>PLUS three full courses from:</b></p> <ul style="list-style-type: none"> <li>❖ Marketing management</li> <li>❖ Human resource management</li> <li>❖ Production and operations management</li> <li>❖ Management information systems</li> <li>❖ Management accounting</li> </ul>	<p><b>One compulsory full course:</b></p> <ul style="list-style-type: none"> <li>❖ Strategic management</li> </ul> <p><b>PLUS one marketing full course:</b></p> <ul style="list-style-type: none"> <li>❖ Marketing management</li> </ul> <p><b>PLUS two full courses from:</b></p> <ul style="list-style-type: none"> <li>❖ Human resource management</li> <li>❖ Production and operations management</li> <li>❖ Management information systems</li> <li>❖ Management accounting</li> </ul>	<p><b>One compulsory full course:</b></p> <ul style="list-style-type: none"> <li>❖ Strategic management</li> </ul> <p><b>PLUS one human resource full course:</b></p> <ul style="list-style-type: none"> <li>❖ Human resource management</li> </ul> <p><b>PLUS two full courses from:</b></p> <ul style="list-style-type: none"> <li>❖ Production and operations management</li> <li>❖ Management information systems</li> <li>❖ Management accounting</li> <li>❖ Marketing management</li> </ul>	<p><b>One compulsory full course:</b></p> <ul style="list-style-type: none"> <li>❖ Strategic management</li> </ul> <p><b>PLUS one human resource full course:</b></p> <ul style="list-style-type: none"> <li>❖ Human resource management</li> </ul> <p><b>PLUS two full courses from:</b></p> <ul style="list-style-type: none"> <li>❖ Production and operations management</li> <li>❖ Management information systems</li> <li>❖ Management accounting</li> <li>❖ Marketing management</li> </ul>
Specialist level (four courses)	<p><b>One compulsory full course:</b></p> <ul style="list-style-type: none"> <li>❖ Modern business in comparative perspective</li> </ul> <p><b>PLUS the equivalent of three full courses from:</b></p> <ul style="list-style-type: none"> <li>❖ Advertising and promotion in brand marketing (full course)</li> <li>❖ International human resource management (full course)</li> <li>❖ Accounting for strategy (full course)</li> <li>❖ Innovation management (full course)</li> <li>❖ Marketing research (half course)</li> <li>❖ Consumer behaviour (half course)</li> <li>❖ Managing organisational change (half course)</li> <li>❖ The individual at work (half course)</li> <li>❖ European business (half course)</li> <li>❖ Multinational enterprise (half course)</li> <li>❖ International finance and accounting (half course)</li> <li>❖ Japanese business in Europe (half course)</li> </ul>	<p><b>One compulsory full course:</b></p> <ul style="list-style-type: none"> <li>❖ Modern business in comparative perspective</li> </ul> <p><b>PLUS the equivalent of two full marketing courses from:</b></p> <ul style="list-style-type: none"> <li>❖ Consumer behaviour (half course)</li> <li>❖ Marketing research (half course)</li> <li>❖ Advertising and promotion in brand marketing (full course)</li> </ul> <p><b>PLUS the equivalent of one full courses from:</b></p> <ul style="list-style-type: none"> <li>❖ International human resource management (full course)</li> <li>❖ Accounting for strategy (full course)</li> <li>❖ Innovation management (full course)</li> <li>❖ Managing organisational change (half course)</li> <li>❖ The individual at work (half course)</li> <li>❖ European business (half course)</li> <li>❖ Multinational enterprise (half course)</li> <li>❖ International finance and accounting (half course)</li> <li>❖ Japanese business in Europe (half course)</li> </ul>	<p><b>One compulsory full course:</b></p> <ul style="list-style-type: none"> <li>❖ Modern business in comparative perspective</li> </ul> <p><b>PLUS the equivalent of two full human resource courses from:</b></p> <ul style="list-style-type: none"> <li>❖ Managing organisational change (half course)</li> <li>❖ The individual at work (half course)</li> <li>❖ International human resource management (full course)</li> </ul> <p><b>PLUS the equivalent of one full courses from:</b></p> <ul style="list-style-type: none"> <li>❖ Advertising and promotion in brand marketing (full course)</li> <li>❖ Accounting for strategy (full course)</li> <li>❖ Innovation management (full course)</li> <li>❖ Marketing research (half course)</li> <li>❖ Consumer behaviour (half course)</li> <li>❖ European business (half course)</li> <li>❖ Multinational enterprise (half course)</li> <li>❖ International finance and accounting (half course)</li> <li>❖ Japanese business in Europe (half course)</li> </ul>	<p><b>One compulsory full course:</b></p> <ul style="list-style-type: none"> <li>❖ Modern business in comparative perspective</li> </ul> <p><b>PLUS the equivalent of at least two full international business courses from:</b></p> <ul style="list-style-type: none"> <li>❖ International human resource management (full course)</li> <li>❖ European business (half course)</li> <li>❖ Multinational enterprise (half course)</li> <li>❖ Japanese business in Europe (half course)</li> </ul> <p><b>PLUS either a half course* or the equivalent of one full course from:</b></p> <ul style="list-style-type: none"> <li>❖ Advertising and promotion in brand marketing (full course)</li> <li>❖ Accounting for strategy (full course)</li> <li>❖ Innovation management (full course)</li> <li>❖ Marketing research (half course)</li> <li>❖ Consumer behaviour (half course)</li> <li>❖ Managing organisational change (half course)</li> <li>❖ The individual at work (half course)</li> <li>❖ International finance and accounting (half course)</li> </ul>

Notes

Please note that some courses have prerequisites. These will be listed in the Regulations.

Students on the Access programme take the three courses marked ▲

\* Students can select a half course only if two-and-a-half International Business courses have been previously selected at Specialist level.

# Course outlines

## Introductory courses

### Management and the modern corporation

This course serves as an introduction to Management. In order to gain an appreciation of the subject and its dimensions, students are introduced to a broad range of topics. There are three major objectives: to explore the practice of management in today's context; to examine the logic and workings of organisations and firms; and, finally, to investigate how firms develop and maintain competitive advantage within a changing business environment influenced by economic, political, social, and cultural factors.

### Accounting for management

The course offers a foundation in financial and managerial accounting. It will explain the accounting function, and the means of communicating information to decision makers, both within and outside the organisation. In doing so it examines the relationship between theory and practice and considers the methods of using accounting information for decision-making purposes.

### Business analysis and decision making

An understanding of key economic concepts is essential for those who manage business enterprise. This course analyses the real-life problems facing actual businesses, and evaluates the effectiveness and limitations of different management attempts to solve them.

### Business statistics

Statistics is the craft of extracting information from the numerical data. Examples are taken from business situations – numbers appear in all aspects of business.

The emphasis is on understanding the principles and on assessing the results of the statistical calculations which in most cases are carried out using a computer package.

### Business study skills and methods

The course offers a foundation in the study skills required to excel on a university degree course. It explains the aspects of on-line tutorials, note taking and essay writing you will need to master in order to complete the programme. Additionally the course will introduce you to the various research methods used by business academics, guide you in managing your time more effectively and aid you in your revision of topics covered.

### Management and communication skills

This course is concerned with the theory and practice of effective communication within organisations. The main purpose is to improve the communication of potential managers through a variety of practical activities. Tutorial sessions are devoted to such issues as report writing, meetings, interviewing, negotiating and making a presentation, and the development of leadership, team and inter-personal skills.

## Advanced courses

### Strategic management

Strategic management is concerned with the processes by which management plans and co-ordinates the use of business resources with the general objective of securing or maintaining competitive advantage. This course provides the student with a general insight into the historical development of management practices and international

business policy. In particular this course reviews the developments and literature on corporate strategy and critically reviews the possibilities and limitations of management action in highly contested international markets.

### Management information systems

This course is concerned with one of the most rapidly developing fields of management. The management and development of information systems has emerged as one of the most important functional specialisms in the modern business. This course introduces students to strategic issues in information systems; the techniques, tools and methodologies of the analysis and design process; and the broad field of information resource management.

### Production and operations management

Production and operations management is concerned with the design, planning and control of operating systems for the provision of goods and services. This course provides students with knowledge and understanding of the nature and characteristics of operating systems in both the manufacturing and service sectors. This will enable students to identify the key issues involved in the management of operating systems and the relationship between strategic objectives and operational objectives. The course also highlights the interaction between operations management and the finance, marketing and manpower functions.

### Management accounting

The course regards managerial accounting as part of the overall information and decision support system of the organisation. It adopts the view that managers,

in their decision making, must understand when managerial accounting information is needed, what techniques are available to provide that information and which benefits will accrue. It views managerial accounting as a context for dialogue among the functional areas of business accounting, marketing and operations.

### Marketing management

This course takes account of recent developments in the area of marketing and emphasises the importance of the marketing orientation in the present competitive environment. The relationships between marketing and business development and strategy will be stressed. Becoming familiar with the ways in which a marketing plan should be approached is an important objective of the course.

### Human resource management

This course is concerned with the policies and procedures which affect the recruitment, development and deployment of the human resources of firms. The course will address the significant changes which have taken place in this area of management in response to economic and political pressure and will consider policies and practices in other countries.

## Specialist courses

### Modern business in comparative perspective

Through the explicit use of comparative techniques, this course explores the origins of national economic success and failure. It looks, therefore, at the competitiveness and organisational capabilities of each comparator country's companies and asks which national factors encourage commercial success. Particular attention is paid to the G7 countries and East Asia. The meaning and impact of economic growth and the global economy are key themes, as are the influence of governments and national cultures on business performance studies.

### International human resource management

This course provides an understanding of the implications of changes in the global organisation of firms and the international workforce for human resource management policy choices. Students following this course will be able to demonstrate a detailed understanding of the major analytical concepts and models in international human resource management. International Human Resource Management will also distinguish trends in international human resource

management policies and practices. Students will be able to assess the problems associated with the design and implementation of international HRM policies and practices, as well as their impact on employees and be able to distinguish between different types of human resource management and employee relations systems in the global economy.

### Managing organisational change

Managing organisational change is one of the core challenges facing modern managers. This course develops conceptual and theoretical frameworks for understanding the process of organisational change. Students evaluate, critically, research in and theories of organisational change and change management with a view to exploring and evaluating different theories and practices of managing the change process. Students develop diagnostic and analytical skills with which to explain complex organisational situations.

### The individual at work

This course develops conceptual and theoretical frameworks for understanding the behaviour of individuals and groups within work organisations. We explore and critically evaluate research in and theories of individual and group

## Profile: Danielle Phillip | BSc Business Administration, Trinidad and Tobago

'The BSc in Business Administration is an excellent option for students who desire a comprehensive grasp of different aspects of the management function. Apart from the comprehensive study materials, Royal Holloway

has provided access to a user-friendly website which encourages online discussions with our international peers and assistance from online tutors. Here at SBCS, the lecturers impart vast amounts of knowledge in a highly

interactive, comfortable and friendly environment. The school provides ample study facilities and a well-trained administrative staff who readily lend support and guidance. All of these elements contribute to an overall enlightening

yet enjoyable journey in tertiary education.'





# Course outlines

► behaviour at work, to develop diagnostic and analytical skills for dealing with various kinds of individual and group problems within the work setting, and present a reflective understanding of this body of knowledge in written and spoken forms.

## Marketing research

Marketing Research focuses on providing students with the skills to enable them to practise in the field of marketing research. Topics include problem definition, secondary and syndicated data sources, measurement concepts, questionnaire design, sampling, and experimentation. The course is designed to help managers recognise the role of systematic information gathering and analysis in making marketing decisions.

## Advertising and promotion in brand marketing

This course gives students a critical understanding of the marketing

media industry and its structure. The course articulates the changing nature of the relationship the media industry has with its clients in profit and non-profit sector(s). The Marketing Industry and Modern Society will allow students to analyse the strategic motivations of profit and non-profit organisations and how marketing media support these strategic objectives. The course aids students in analysing, explaining and communicating effectively how the connections between the various actors in the industry can be used to understand the variable and changing relationship between marketing media, client relations and the products and services provided to consumers and households.

## Consumer behaviour

This course introduces students to the increasingly important area of consumer behaviour. It deals with the decision making process that results in the choice and the purchase of goods and services and therefore

has a large influence on the strategy of firms and on the economy and the culture of countries. The course builds naturally on the second year elective in marketing management and will complement the study of core courses.

## European business

This course examines the management and organisation of business enterprise in Europe. It is concerned with the competitiveness, and with the contextual elements which enhance European competitiveness and those which might impede it. Its primary focus is the European Union (EU), but consideration is also given to the EU's relationships with other nations, and in particular the emergent market economies of Eastern Europe.

## Multinational enterprise

According to United Nations figures, international investments by multinational enterprises (MNEs)

have now displaced trade as the most important mechanism for global economic integration. This course provides an overview of the development and contemporary vicissitudes of these key players on the international economic stage: their geographical dispersal, organisation, management and relations with governments and inter-governmental agencies.

## Accounting for strategy

This course provides students with a critical understanding of the variable relation between product markets, internal organisation cost structures and capital market expectations and their impact on strategy formulation. Students will be able to deconstruct the return on capital employed and gain an appreciation of how accounting numbers reflect complex market, organisational and institutional relations. The course also seeks to demonstrate that the outcomes of strategy, whilst shaped by accounting calculation, are often subject to vagaries that limit management control. After following this course students will be able to apply interpretive and analytical skills to explain the performance of companies and will be able to employ analysis and numbers to construct well-argued presentations and reports.

## International finance and accounting

This course develops the student's understanding of the key issues that arise in international accounting. It develops an ability to understand and evaluate the basis on which a set of financial statements for a multinational enterprise is prepared. Students following this course will also develop analytical skills for situations of complex financial reporting. The course will improve cognitive skills, effective problem

solving, effective communication, numerical and quantitative skills. Students will be able to detail and evaluate the moves to harmonise financial reporting across the world, with particular reference to the IASB and the EU. Evaluate the issues that arise with the application of particular IAS e.g. group accounting and segmental reporting within an international context.

## Innovation management

This course utilises a multidisciplinary approach and draws on insights from three main subject areas: economics, production operations and strategic management. The student will consider the environmental context of technological change. Students analyse the development, introduction and exploitation of new products and processes at the firm level and consider mechanisms for the management of change. Students will improve cognitive skills and consider the need for effective problem solving, effective communication, numerical and quantitative skills. Students learn effective use of CIT, effective self-management, learning to learn, self awareness and research skills.

## Japanese business in Europe

Students will be able to evaluate the factors that led to the internationalisation of Japanese businesses and their objectives in the European economy. The course will also enhance understanding of a number of industries, their product markets, and competitive

characteristics in Europe. Students will compare the operations of numerous Japanese multinationals and their competitors in Europe, and describe the development of a number of key Japanese businesses in Europe. They will also critically evaluate the relevant literature and case study evidence and gain the skills to discover information on multinational business in Europe.

## Profile: Boris Dimitrov | BSc Business Administration, Bulgaria

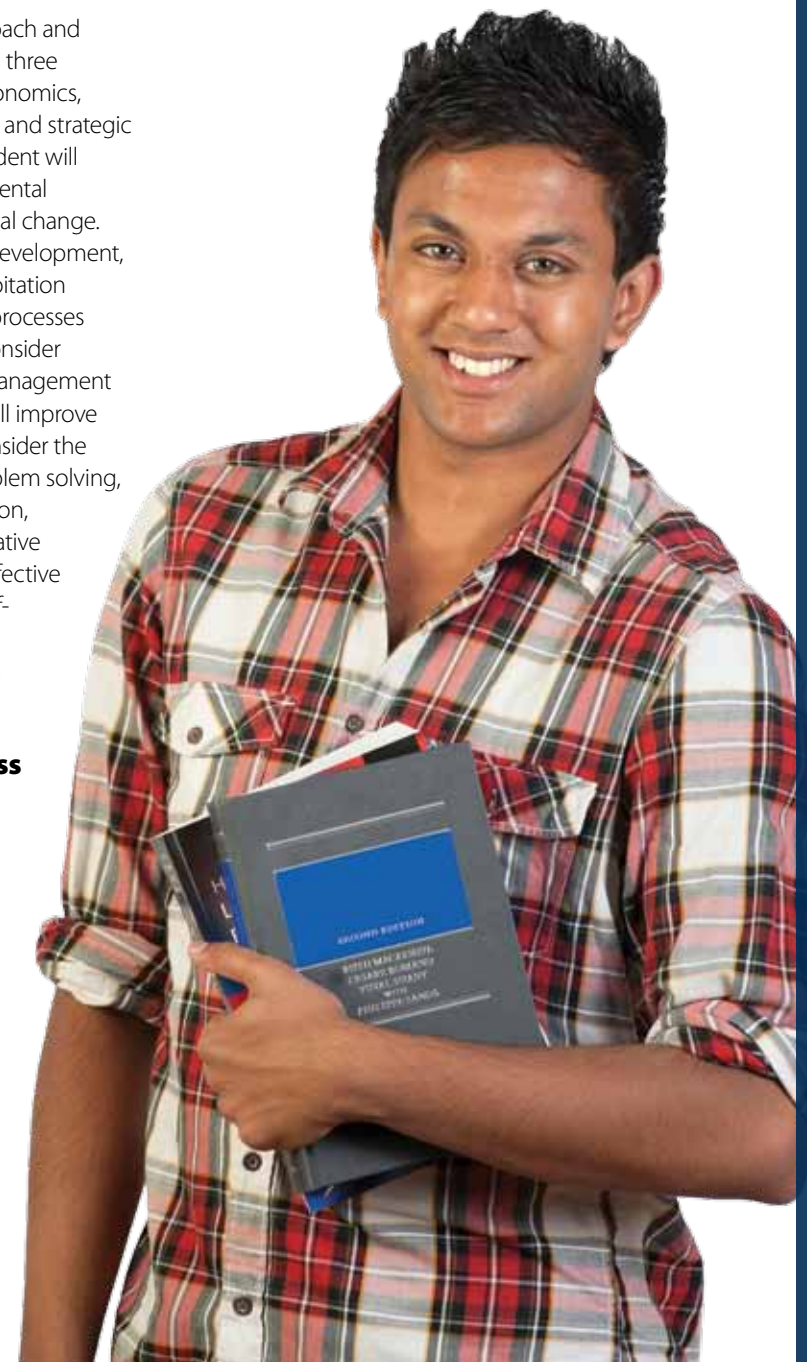
'It is safe to say that Royal Holloway has given me the opportunity to accelerate my career plans. Working in the marketing department of a real estate consultancy firm and simultaneously studying for a BSc in Business Administration in Marketing degree gives me a two-sided perspective. It allows me to consider many of the concepts I learn in my studies directly in relation to the real-life business I work for, as well as apply the skills and methods I learn in the tasks I am assigned. Combining rigorous study

with a full-time working day requires dedication; however, taking a systematic approach and taking advantage of flexibility my employer is willing to provide in order to facilitate my education, I can confidently say I get time left over for social life and entertainment and I am convinced that the benefits I am getting out of combined work and study far outweigh the drawbacks. What I think differentiates the University of London International Programmes from other distance learning programmes is the quality

of the material taught (latest trends and developments in the different fields of study, newest edition textbooks, readings of contemporary and classic research journal articles, etc.); the quality of the diploma awarded, which is internationally recognized and highly rated and regarded; the flexibility it allows in terms where you are located and the manner in which you organize your study time; and last but not least, the competitive price at which the package is offered. These are also the reasons why I am satisfied with my choice and

why I would recommend the programme to anyone who seeks a flexible option for undergraduate study, is ready to put in an effort, but is unwilling to compromise on quality.'

Boris works in Marketing.





**‘My two years spent pursuing this degree have added value to my life. It has opened my eyes to endless possibilities with respect to building a career, expanding my knowledge base and achieving my goal of becoming a well-rounded individual.’**

Talia Dass

**Profile: Talia Dass** | BSc Business Administration, Trinidad and Tobago

‘I wanted to attain an education that achieves world-class standards, at an institution that is conveniently located, and most of all allows for a large degree of flexibility. The University of London International Programmes offered these essential requirements and so much more.

In the pursuit of my Business Administration degree, I am attending the School of Business and Computer Science, located in San Fernando, Trinidad and Tobago. My two years spent pursuing this degree have added value to my life. It has opened my eyes to endless possibilities with respect to building a career, expanding my knowledge base and achieving my goal of becoming a well-rounded individual.

I will continue to climb the ladder to success, as I plan on embarking on a Masters program after completion of this course. Apart from attaining a degree, I have met individuals from all walks of life, built long-lasting relationships with both friends and lecturers and gained advice that should assist in all life’s challenges. I am quite proud to say I am a student of the University of London.’



## Additional educational support

Many students choose to pay for teaching support at a local independent institution in order to benefit from face-to-face interaction with academics and other students. We have created a network of institutions that offers study support to International Programmes students within our Institutions Policy Framework, so that you can rely on the standards of the teaching, support and administration that you will receive.

These institutions are known as recognised centres and are awarded either Affiliate Centre or Registered Centre status. Recognised Centre status applies to specific programmes on certain campuses. These Centres have demonstrated a long-term commitment to quality of teaching, support and administration.

The fact that an institution has been awarded this status

should act as a guide to students looking for additional support within their own country. However, we cannot advise you on which institution is best for you. Ultimately, you must choose an institution that meets your own needs.

For details about institutions with Affiliate and Registered Centre status, please visit: [apps.londoninternational.ac.uk/online/search/institutions](https://apps.londoninternational.ac.uk/online/search/institutions)

### Affiliate Centres

#### MALTA

#### St Martin’s Institute of Information Technology

- ❖ Schembri Street, Hamrun HMR 08 Malta
- ❖ Tel: (356) 21 235 451, 21 222 691, 21222 702
- ❖ Fax: (356) 21 232 630
- ❖ Email: [infodesk@stmartins.edu](mailto:infodesk@stmartins.edu)
- ❖ [www.stmartins.edu](http://www.stmartins.edu)

#### TRINIDAD AND TOBAGO

#### School of Business and Computer Science

- ❖ #53-54 Sagan Drive Champs Fleurs, Trinidad and Tobago
- ❖ Tel: (868) 663-7227
- ❖ Fax: (888) 622-9666
- ❖ Email: [sbcs@sbcsntt.com](mailto:sbcs@sbcsntt.com)
- ❖ [www.sbcs.edu.tt](http://www.sbcs.edu.tt)

#### PAKISTAN

#### University College Lahore

- ❖ 1.5 km from Niazbeg Thokar Raiwind Road Lahore 53700 Pakistan
- ❖ Tel: (92) 42 7515851-53
- ❖ Fax: (92) 42 7515854
- ❖ Email: [uclhr@ucl.edu.pk](mailto:uclhr@ucl.edu.pk); [admissions@ucl.edu.pk](mailto:admissions@ucl.edu.pk)
- ❖ [www.ucl.edu.pk](http://www.ucl.edu.pk)

#### School of Business and Computer Science

- ❖ #27-31 Fran Street Cocoyea Village, San Fernando Trinidad and Tobago
- ❖ Tel: (868) 652-2388, 653-6331, 657-2681
- ❖ Fax: (868) 657-9704
- ❖ Email: [sanfernando@sbcsntt.com](mailto:sanfernando@sbcsntt.com)
- ❖ [www.sbcs.edu.tt](http://www.sbcs.edu.tt)

### Registered Centres

#### NIGERIA

#### Centre for Law and Business

- ❖ CLB Hall, 9B Abagbon Close off Ologunagbeje Street Victoria Island Lagos, Nigeria
- ❖ Tel: (234) 1 7757719, 7757720, 2704404, 7317601
- ❖ Fax: (234) 1 7317602
- ❖ Email: [info@clb.com.ng](mailto:info@clb.com.ng)
- ❖ [www.clb.com.ng](http://www.clb.com.ng)

**Profile: Jackie Lau** | BSc Business Administration, Singapore

‘The University of London International Programmes provided me with an excellent opportunity to obtain a university degree without putting aside my other personal goals.

By the end of the five-year course, I have done more than

just obtain a degree from a respected university. I also achieved recognition from my co-workers as well as start a family – I got married and had a baby. The International Programmes really allows you to multitask.’

Jackie is a Manager at Starcom Mediavest Group.







## Entrance requirements

To be eligible for the degree, you must:

- ❖ *normally*\* be at least 17 years old

**AND**

- ❖ satisfy the general entrance requirements
- AND**
- ❖ satisfy the programme requirement for the degree
- AND**
- ❖ have fluent comprehension and writing skills in English.

Applicants who wish to apply to take a degree as an International Programmes student often present a wide range of qualifications. If you have taken British GCSE/GCE 'O' Levels and 'A' Levels, the general entrance requirements and the specific programme requirements are shown opposite. Other qualifications may be acceptable for admission. The decision on equivalent qualifications is taken at the discretion of the University of London.

### General entrance requirements

Either passes in:

- ❖ two subjects at GCE 'A' level, plus at least three further subjects at GCSE/GCE 'O' level (at not less than grade C or a 'pass' if taken prior to 1975)
- OR**
- ❖ three subjects at GCE 'A' level (with one 'A' level at not less than grade D)
- OR**
- ❖ three subjects at GCE 'A' level, plus one further subject at GCSE/GCE 'O' level (at not less than grade C)
- OR**
- ❖ two subjects at GCE 'A' level, plus two further subjects at GCE 'AS' level.

### Programme requirement for the degree

- ❖ Have passed GCSE/GCE 'O' level English language at Grade C or above or, within the last three years, to have passed at the required standard a test of proficiency in English that is recognised by the University of London.

**Please note:** in addition to the above criteria, the University may accept qualifications of an equivalent standard to 'A' levels and GCSE/GCE 'O' levels. The decision on equivalent qualifications is taken at the discretion of the University of London.

\* Applications will be considered from applicants who do not meet the normal minimum age requirement for admission. Each application will be considered on an individual basis, and the decision taken at the discretion of the University of London.

### Notes:

- In all instances where an 'A' level examination is specified, two 'AS' level examinations can be accepted as equivalent to and will replace one 'A' level.
- The same subject may only be offered once and at one level.
- Even if your qualifications are not automatically acceptable (i.e. your qualification is not listed on our website or you have not met the grades/marks specified) you are encouraged to apply as it is still possible to consider your application (see 'Special admissions' on page 19).
- The University cannot give advice or comment on qualifications and eligibility until your application form, all necessary documentation and the application handling fee have been received.
- If, after considering your application, we are unable to accept you onto the programme with your current qualifications, we will suggest what you can do to become qualified.
- When your application is received it is kept on file for five years, during which time we will give you any further advice and information you require on the application.

## Documentary evidence

### All applicants

- ❖ We strongly advise you to send all original documents by Special Delivery or International Recorded Delivery
- ❖ If any evidence you submit is either incomplete or unacceptable to the University for admission purposes or if we need further information about a particular qualification (e.g. a transcript and/or syllabus), we may ask you to contact

the appropriate awarding or examining authority to ask them to write to us direct giving further details of your qualification/s.

- ❖ You can send us your original result slip/s of any 'A' level examinations for which the final certificate has yet to be issued. However, result slips from previous years cannot be accepted – you will need to submit the original certificate.
- ❖ You should endeavour to submit any documentation

within one month of submitting your application.

- ❖ The University reserves the right to ask for further evidence of your qualification/s if required.
- ❖ It is your responsibility to arrange for all the necessary documentation to be obtained in support of your application. The University cannot undertake to do this on your behalf. (This also applies to any translation(s) of documents submitted by the applicant that may be required.)

### Applicants living in the UK

- ❖ Enclose, where available, the original certificate(s) showing the final award(s) for each qualification. Photocopies cannot be accepted for admission purposes.
- ❖ If you prefer not to send your original certificates by post, you may bring them into the Admissions Office personally.
- ❖ We will photocopy the certificates and return them to you. Your application will then be processed in the usual way and the decision sent to you by email.

- ❖ If an original certificate is unavailable for any reason, you may either submit any other evidence that you have relating to the qualification(s) or await our initial response to your application. We will then advise you exactly what evidence you need to submit.
- ❖ If the evidence you submit is incomplete or unacceptable for any reason, we will ask you to contact the appropriate awarding or examining authority to arrange for them to send us direct a certified statement of your results.

### Applicants living outside the UK should enclose:

- EITHER** the original certificate/s showing the final award/s for each qualification
- OR** photocopies of these originals verified by a British Council official. If the British Council is unable to provide this service for any reason, it will be necessary for you to either send the original certificates with your application or you should contact the appropriate awarding/ examining authority and arrange for them to send us direct a certified statement of results.

### Special admissions

The University has a Special Admissions Panel that will consider an application from you if **either**:

- ❖ you have passed examinations that would give you admission to an acceptable university outside the UK, **or**
- ❖ you have obtained an appropriate qualification/s

other than a degree from an acceptable institution, **or**

- ❖ you have a professional qualification/s (gained by examination) that admits you to membership of an acceptable professional body, **or**
- ❖ if you do not meet the normal minimum age requirement for registration.

**Note:** The Special Admissions Panel considers every aspect of the application including all qualifications, relevant work experience and reasons for study. You are asked to note, however, that applications are rarely accepted on the basis of extensive/relevant work experience alone. Evidence of a qualification obtained since leaving secondary/high school is also invariably required. Having considered your application, the Panel may decide that you must obtain an additional qualification/s before an offer of registration for the International Programmes can be made.





# Application and registration process

## How to apply and register

### Getting started

- ❖ Please apply online at [www.londoninternational.ac.uk/how\\_to\\_apply](http://www.londoninternational.ac.uk/how_to_apply)
- ❖ Please read the 'Guidance notes for applications (Undergraduate)' before you complete your application.
- ❖ Applications received after the deadline date will be kept on file and processed when the new Admissions year opens in February. However, you are asked to note that you will then not be permitted to enter your first examination until the following year.

### Stage 1

Complete the online application form, listing all your qualifications. There is also an application fee which you pay when you submit the form.

Submit your documentary evidence (listing your full name and your qualifications) to:

#### Admissions Office

University of London  
International Programmes  
Ground floor  
Stewart House  
32 Russell Square  
London WC1B 5DN  
United Kingdom

Please submit documentary evidence in support of your application as early as possible but no later than **1 October**.

Applications received after the deadline date will be kept on file and processed when the new Admissions year opens in February.

Applicants resident in Hong Kong and Singapore should return their application form directly to:

#### Hong Kong:

The University of Hong Kong  
School of Professional and Continuing Education (HKU SPACE)  
University of London  
International Programmes  
Admissions Unit  
3/F, Admiralty Centre  
18 Harcourt Road  
Hong Kong

#### Singapore:

RELC Examinations Bureau,  
30 Orange Grove Road,  
Level 3 RELC Building,  
Singapore 258352

### Stage 2

When you submit your online application form we send you a student number. The allocation of a student number at this stage does not constitute acceptance onto the programme.

### Stage 3

We check your application and give you a decision once we have received all the necessary documentation.

We email you with one of the following responses:

**EITHER** You are qualified, we will email you:

- ❖ a letter offering you registration for your chosen programme (called the 'Offer letter').

**OR** It appears that you are qualified and we are provisionally accepting you, but in order to receive a final 'Offer letter' you will need to submit further information and/or documentary evidence (as specified in our letter) that confirms the qualifications on your application form.

**OR** We require more information and/or documentary evidence before we can make a decision on your application.

It may also be necessary to then refer your application to the Special Admissions Panel for a final decision to be made (see 'Special admissions' on page 19).

**OR** We are currently unable to accept you onto the programme.

We will then make some suggestions as to what you might do to become qualified. If you take our advice and obtain the qualification(s) we specify within the validity of the application form (five years from the date it is submitted), you should submit evidence of the qualification(s) to the Admissions office. If it is then confirmed that the conditions have been met and the qualification is still available, the offer of registration will be issued. You will not need to submit a second application or pay a second application handling fee.

**Note:** If you apply for admission to a degree but we are unable to accept you, we will automatically consider you for a lower entry point where applicable. If you are eligible, we will send you an offer letter for that route.

### Stage 4

Shortly after you receive the offer letter, we email you details of how to register online. You should register as early as possible but no later than **30 November**.

### Stage 5

Once you register, we send you your study materials.

### Useful information for applicants

- ❖ Submit your application even if it is incomplete (for example: if you are waiting to sit an examination or to receive examination results). Do not delay – we can often begin to consider your application without all the evidence.
- ❖ We cannot tell you whether you are eligible until your form, application handling fee and all the required documentation have been received.
- ❖ We will process your application as soon as we receive your fee. You are also asked to note that this fee cannot be refunded.
- ❖ Once your application is received, it is kept on file for five years. During this time we will give you any advice and information you need about your application at no extra cost.

### Other acceptable qualifications

There are many qualifications, both from the UK and overseas, that we accept as satisfying our entrance requirements. Further details are available on our website: [www.londoninternational.ac.uk/how\\_to\\_apply](http://www.londoninternational.ac.uk/how_to_apply)







# Accreditation of prior learning

Other institutions may use the terms ‘credit transfer’ or ‘advanced standing’; we use the term ‘**accreditation of prior learning**’ (APL). If we award you APL you are not required to take a particular course or courses as part of your degree.

## What is APL?

- ❖ APL count towards the total number of courses you have to take to complete the degree or

diploma. For example, if you are exempt from one course, you will have to take only 11 more courses to complete the degree (as opposed to the normal 12 courses); if you are exempt from two courses, you will have to take only 10 more courses, and so on.

- ❖ We will consider giving you APL from up to a total of four full courses (or a mixture of full and half courses) at foundation level provided you satisfy the

criteria given below (see ‘Am I eligible to apply for APL?’). No other APL can be considered.

- ❖ APL awarded are only valid for a limited period. If you are granted APL, this period is given on your decision letter. If you do not attempt an examination during this period, the APL will expire, and if you still want the APL to count towards your degree/diploma you will need to make a further application.

## Am I eligible to apply for APL?

You can be considered for APL if you satisfy all of the following criteria:

### 1. You are eligible to be registered for the degree.

### 2. You are suitably qualified.

- ❖ You must have passed examinations that compare in level, content and standard to the examinations for one or more (to a maximum of four) Foundation courses from which you want to be exempted.
- ❖ APL are normally only considered on a subject-for-subject basis – for example, you should only apply for APL from the course ‘Accounting for management’ if, in your opinion, you have previously studied a similar subject in the same depth, at degree level (or

the equivalent), and you have achieved good marks in the corresponding examination.

- ❖ We do not give APL on the basis of ‘O’ or ‘A’ levels, or other similar school-leaving examinations.

### 3. You must normally have studied for your qualification at one institution, and:

- ❖ have passed the whole of the qualification/s on which your application for APL is based within the five years preceding the application.
- ❖ have already received the final award for that qualification/s. If you have not yet received the award, your APL application will

be considered under the APL regulations that apply at the time that the award is finally made. Please note that these regulations may be different to those that were in effect at the time you submitted your application.

Notes:  
We cannot consider you for APL from a particular course if you have already entered the examination for that course.

The granting of APL by other higher educational or professional institutions will be noted but in no way binds the University of London to award the same APL.

Applications for APL from examinations in the following year will only be considered if your qualification is awarded before the application deadline in the year before (i.e. 17 September).

## How do I apply for APL?

Formal application must be made for all APL

All requests for APL should be made when applying for admission, using the online application form. If, for any reason, you are unable to do this, you should make your request as soon as possible in writing to the Admissions Office.

## Deadline date

We must receive your initial application for APL no later than: **1 October**

On receipt of your initial APL application, the Admissions Office will send you one of the following:

- ❖ an APL Request Pack, comprising an APL Request Form, fee slip, and a covering letter
- ❖ or a decision letter informing you that your APL request has been unsuccessful. This will usually be because you do not satisfy the criteria given in the section ‘Am I eligible to apply for APL?’

You must complete and return the Request Form and fee by following the instructions given in the letter

that accompanies the APL Request Pack. You must also submit all the documentary evidence requested in that letter and the fee indicated.

Notes:  
We will then take a decision on your application for APL as soon as possible after your Request Form, fee and documentary evidence have been received. It is not possible for us to refund the application fee, even if we are unable to award you any APL.

We will only be able to fully consider your APL application after we have received the necessary documentary evidence and your fee.

## Automatic APL

There are certain qualifications for which we will give APL automatically. If you have passed the correct subjects and satisfy the conditions we specify, we will grant you APL as detailed in the list. The courses that comprise these qualifications have already been assessed and are considered by the University to

be suitable for particular APL. If you have one of these qualifications and you wish to apply for APL you **must** make a formal application. We will only be able to fully consider your APL application when we have received the necessary documentary evidence.

A fee is not payable for applications for APL where APL is awarded automatically.

APL from the courses specified in the following table (up to a total of **four** full courses at Foundation Level) is awarded automatically on the basis of the following qualifications, **provided that the qualification has been obtained in the five years preceding the application for APL**. The APL application fee is not required for APL awarded in this category.

Institution/Awarding body	Qualification	APL from	Conditions
HKU SPACE, Hong Kong	Advanced Diploma in Management Studies (ADMS)	Management and the modern corporation Accounting for management Business analysis and decision making (half course) Business statistics (half course) Business study skills and methods (half course) Management and communication skills (half course)	None
The Hong Kong Polytechnic University: Hong Kong Community College	Associate degree in Business, any of the following specifications: 1. General pathway 2. Accounting and Finance 3. China Business 4. Business Management 5. Logistics and Supply Chain Management 6. Information Systems and Knowledge Management 7. Human Resources Management 8 Marketing	Management and the modern corporation Accounting for management Business analysis and decision making (half course) Business statistics (half course) Business study skills and methods (half course) Management and communication skills (half course)	None



# Tests of proficiency in English

**The following qualifications are equated with GCSE/GCE 'O' Level English Language grade C for the purposes of satisfying the entrance requirements.**

- ❖ Cambridge Certificate of Proficiency in English.
- ❖ Cambridge English Language 1119 (at grade 6 or better) conducted overseas by the University of Cambridge Local Examinations Syndicate.
- ❖ Hong Kong Examination Authority Advanced level Use of English (grade C or better).
- ❖ Hong Kong Certificate of Education English Language (Syllabus B) (at grade C or better).
- ❖ Hong Kong Certificate of Education Examination (HKCEE) English Language section from 2007 performance levels 5\*, 5, 4 or 3.
- ❖ International General Certificate of Education (IGCSE): English as a Second Language, passed at grade B or above.
- ❖ NEAB (formerly JMB) University Entrance Test in English for Speakers of Other Languages.
- ❖ School of Oriental and African Studies (SOAS) Diploma in English for Academic Purposes (passed at grade A or B).

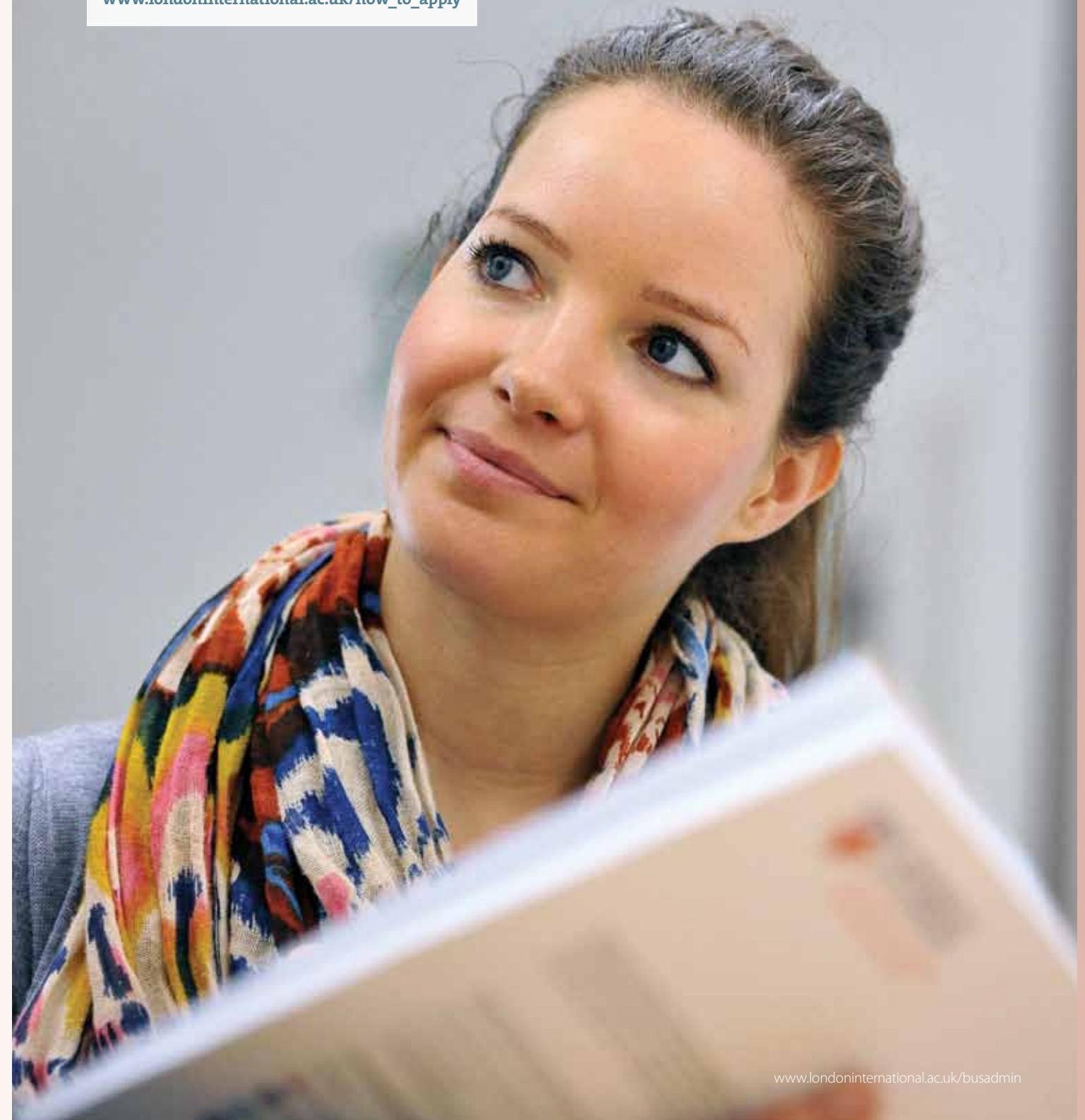
**The qualifications below are not acceptable as equivalent to GCSE/GCE 'O' Level (grade C) English Language but they are considered acceptable evidence of proficiency in English provided they have been awarded within the past three years.**

- ❖ Advanced Placement International English Language Examination (APIEL), when a score of 4 or 5 is achieved.
- ❖ Associated Examining Board (AEB) Test in English for Educational Purposes (TEEP) (when 'Proficiency' level (4) is achieved in each of the listening, reading and writing components).
- ❖ Cambridge Certificate of Advanced English.
- ❖ City & Guilds International ESOL 8984 Mastery award.
- ❖ Hong Kong Examinations Authority AS 'Use of English'.
- ❖ International English Language Testing System (IELTS) when an overall score of at least 6 is achieved with a minimum of 5.5 in each sub-test.
- ❖ International General Certificate of Secondary Education (IGCSE): English as a Second Language passed at grade C or above.
- ❖ Malaysian Certificate of Education/Sijil Pelajaran Malaysia English Language Communicational (122 or 322) grade 6 or better.
- ❖ Oxford Delegacy's Higher Level Examination in English as a Foreign Language when taken with the ARELS examination in spoken English (a pass with credit or above must be achieved in the Oxford examination and a Good Pass or better in the ARELS test).
- ❖ School of Oriental and African Studies (SOAS) Diploma in English for Academic Purposes (passed at grade C).
- ❖ A diploma awarded by any of the polytechnics in Singapore. (This satisfies the English language requirement for the degrees in Economics, Management, Finance and the Social Sciences and the Access route to these degrees only).
- ❖ Test in English as a Foreign Language (TOEFL) with a score of 580 (or 237 on the computerised test) plus the Test of Written English (TWE) with a score of 4.5 (or a Writing Rating of 4.5 in the computerised test).
- ❖ iBT Test of English as a Foreign Language (iBT TOEFL) score of 92 in total with at least 22 in both Reading and Writing Skills sub-tests and at least 20 in both Speaking and Listening sub-tests.
- ❖ University of Cambridge Local Examinations Syndicate (UCLES) Business English Certificate Level 3 only (BEC 3 award).
- ❖ HELP, Malaysia – Foundation programme – Advanced English module (this satisfies the English language requirement for the degrees in Economics, Management, Finance and the Social Sciences and the Access route only).
- ❖ A degree or associate degree awarded within the past three years by a university in Hong Kong that is acceptable to the University of London (this satisfies the English language requirement for the degrees in Economics, Management, Finance and Social Sciences and the Access route only).

## Other acceptable qualifications

There are many qualifications, both from the UK and overseas, that we accept as satisfying our entrance requirements. Further details are available on our website:

[www.londoninternational.ac.uk/how\\_to\\_apply](http://www.londoninternational.ac.uk/how_to_apply)





# Fees and contacts

Fees payable to the University	
2012-2013	
BSc fees	
Application handling fee <sup>1</sup> (non-refundable)	£70
APL application fee (per course)	£70
BSc registration fee <sup>2</sup>	£995
Access programme registration fee	£495
Continuing registration fee <sup>3</sup>	£350
Examination fee (per course) <sup>4</sup>	£200
Examination fee (per half course) <sup>4</sup>	£100
Access programme transfer fee	£845
<small>1. The application handling fee is valid until the application closing date, 1 October 2012.</small>	
<small>2. The registration fee is valid until the registration closing date, 30 November 2012.</small>	
<small>3. The continuing registration fee is valid and payable between 1 March 2012 and 30 November 2012.</small>	
<small>4. The examination fees apply to students entering the 2013 examinations and are payable between 30 November 2012 and the examination entry deadline date, 1 February 2013.</small>	
<small><b>Please note:</b> fees are subject to annual review. The University reserves the right to amend previously announced fees, if necessary. All fees must be paid in pounds sterling, which may be paid either by Western Union Quick Pay, a credit/debit card (Visa, MasterCard, Maestro, Electron, JCB), banker's draft/cheque or international money/postal order, made payable to 'The University of London'.</small>	

Fees examples	
BSc	
<small>This example uses 2012-2013 fees, does not reflect any annual fee increase and assumes completion in the minimum time permitted.</small>	
Foundation level	
Application handling fee	£70
Registration fee	£995
Examination fee	£800
Advanced level	
Continuing registration fee	£350
Examination fee	£800
Specialist level	
Continuing registration fee	£350
Examination fee	£800
Total	£4,165

**Financial assistance**  
No financial assistance is available from the University. Some employers in both the public and private sector may be willing to consider offering financial assistance to their employees.  
**Students who are resident in the UK** may be able to apply for a Career Development Loan. Information can be obtained from the Directgov website: <http://bit.ly/OIoHf>

**Students with disabilities**  
**Disabled students who are resident in the UK** may also be able to apply for a Disabled Student Allowance (DSA). For a copy of the information leaflet (which answers most of the questions commonly asked about DSAs) please contact the Skill Information Line on 0800 328 5050, textphone 18001 0800 328 5050 or email [info@skill.org.uk](mailto:info@skill.org.uk). The guide is also available on the Skill website: [www.skill.org.uk/page.aspx?c=15&p=148#funding](http://www.skill.org.uk/page.aspx?c=15&p=148#funding)

**Armed forces**  
**Students who are members of the UK Armed Forces** should note that the University of London has been approved by the Ministry of Defence in support of the Enhanced Learning Credits (ELC) Scheme (ELC Provider Reference Number 1284). The Scheme provides financial support to eligible Service personnel who wish to enhance their educational or vocational achievements. The ELC Administration Service website can be found at: [www.enhancedlearningcredits.co.uk](http://www.enhancedlearningcredits.co.uk)

**Other costs** In addition to the fees payable to the University, you should also budget for the cost of:  
❖ purchasing textbooks (this may well be in the region of £300 per year)  
❖ the cost of any course or tuition you choose to take or (for the Access programme) are required to take  
❖ the fee levied by your local examination centre to cover their costs.

**Prisoners' Education Trust**  
**Students who are in prison in the UK** may be able to obtain a grant to assist with funding. For information please write to: The Prisoners' Education Trust, Wandle House, Riverside Drive, Mitcham, Surrey CR4 4BU.

**Personal callers**  
If you are in London at any time you would be most welcome to visit our offices. Most of our offices are open between 9.00am and 5.30pm, Monday to Friday, but you are advised to telephone first to make an appointment to ensure that the person you want to see is available.

If you have any questions that are not answered by this prospectus or you would like information about any of the other qualifications listed on page 29, please contact:  
**The Information Centre**  
University of London  
Stewart House  
32 Russell Square  
London WC1B 5DN  
United Kingdom  
Tel: +44 (0)20 7862 8360  
Web: [enquiries.londoninternational.ac.uk](http://enquiries.londoninternational.ac.uk)

Please give your full postal address when contacting the Information Centre.

## Glossary of terms

- ❖ **Accreditation of prior learning (APL)** – If the University recognises that you have already covered a course syllabus in the same depth and breadth as part of a previous qualification you will be granted APL for that course, so that you do not need to take it as part of your BSc.
- ❖ **Federal university** – The University of London is a federal university made up of 19 Colleges (e.g. LSE, Royal Holloway, UCL) and a number of central academic Institutes.
- ❖ **Individual course** – If you meet the entrance requirements you may choose to study one or more of the courses from the syllabus as an individual course. You may choose to be examined on this course and, on passing, will receive a certificate.
- ❖ **International Programmes student** – A student registered for a programme of study

- via the University of London International Programmes.
- ❖ **Progression rules** – The requirements you must satisfy before you can progress through the degree.
- ❖ **University of London International Programmes** – The framework by which students all over the world can earn a University of London award without having to come to London.





# Inclusive Practice Policy

The University has a panel that considers applications from students for special examination arrangements.

The aim of the panel is to ensure that disabled students and those with specific access requirements are neither advantaged nor disadvantaged when compared with other students. If you have specific access requirements (such as extra time or special aids), you should complete the relevant section of the application form or write to the **Inclusive Practice Manager** at the address opposite, enclosing medical and/or other supporting evidence:

## Inclusive Practice Manager

University of London International Programmes  
Stewart House  
32 Russell Square  
London WC1B 5DN  
United Kingdom  
Fax: +44 (0)20 7862 8290  
Email: [special.arrangements@london.ac.uk](mailto:special.arrangements@london.ac.uk)

You can request a copy of the University of London's full Inclusive Practice Policy statement. Please refer to the Admissions contact details on page 20, or download it from our website: [www.londoninternational.ac.uk/sar](http://www.londoninternational.ac.uk/sar)

While every effort has been made to ensure that the information contained in this prospectus is accurate at the date of publication (May 2012), all matters that it covers may be subject to change from time to time, both before and after a student has registered. In particular, information about the structure and content of programmes is subject to confirmation in the Regulations and registered students should refer to these. All fees are subject to annual review. The University does not intend by publication or distribution of this prospectus to create any contractual or other legal relation with applicants, registered students, their advisers or any other persons. You are strongly advised to check our website ([www.londoninternational.ac.uk](http://www.londoninternational.ac.uk)) for any revisions to this prospectus. We advise you to check local recognition criteria in your own country before applying for any qualification listed in this prospectus. This prospectus is issued free by the University of London.

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# Study programmes for 2012-2013

We offer a wide range of programmes for study by distance and flexible learning, from full degree programmes to certificates and individual courses/modules. For further information please visit: [www.londoninternational.ac.uk/courses](http://www.londoninternational.ac.uk/courses)

## Undergraduate

❖ Accounting	❖ Development and Economics	❖ Information Systems and Management	❖ Philosophy, Religion and Ethics
❖ Accounting and Finance	❖ Divinity	❖ International Development	❖ Politics
❖ Accounting with Law	❖ Economics	❖ International Relations	❖ Politics and International Relations
❖ Banking	❖ Economics and Finance	❖ Law	❖ Psychology
❖ Banking and Finance	❖ Economics and Management	❖ Management	❖ Social Sciences
❖ Business	❖ English	❖ Management with Law	❖ Sociology
❖ Business Administration	❖ Finance	❖ Mathematics	❖ Sociology with Law
❖ Combined degrees	❖ Geography and Environment	❖ Mathematics and Economics	❖ Theology
❖ Computing and Information Systems	❖ History	❖ Philosophy	
❖ Common Law	❖ Information Systems		
❖ Creative Computing			

## Postgraduate

❖ Agricultural Economics	❖ Finance and Financial Law	❖ Livestock Health and Production	❖ Quantitative Finance
❖ Applied Educational Leadership and Management	❖ Financial Sector Management	❖ Managing Rural Development	❖ Sustainable Development
❖ Applied Environmental Economics	❖ Global Health Policy	❖ Organizational Psychology	❖ Veterinary Epidemiology and Public Health
❖ Banking	❖ Human Resource Management	❖ Petroleum Geoscience	
❖ Clinical Trials	❖ Infectious Diseases	❖ Policy Studies	<b>Planned new programmes for 2012-2013</b> (check our website for further developments):
❖ Economic Policy	❖ Information Security	❖ Poverty Reduction: Policy and Practice	❖ MA in Global Diplomacy
❖ Education	❖ International Business	❖ Public Financial Management	❖ MSc in International Business Administration
❖ Educational and Social Research	❖ International Management	❖ Public Health	
❖ Environmental Management	❖ International Management (China)	❖ Public Management	
❖ Epidemiology	❖ Law	❖ Public Policy and Management	
❖ Finance			

## Important note:

We aim to provide the highest quality service to our students. We endeavour to solve any problems you experience quickly and fairly. If, however, you wish to make a complaint our complaints procedure is published on our website and in our Student Handbooks.





# UNIVERSITY OF LONDON INTERNATIONAL PROGRAMMES

All programmes offered through the University of London International Programmes are developed by academics at the University of London's constituent Colleges. Assessment is the responsibility of academics at these Colleges. Currently these include: Birkbeck, Goldsmiths, Heythrop College, Institute of Education, King's College London, The London School of Economics and Political Science (LSE), London School of Hygiene & Tropical Medicine, Queen Mary, Royal Holloway, Royal Veterinary College, School of Oriental and African Studies, and UCL (University College London).

**For further information on the range of programmes we offer, please visit our website or contact us at:**

The Information Centre, University of London, Stewart House,  
32 Russell Square, London WC1B 5DN United Kingdom

Tel: +44 (0)20 7862 8360

Web: [enquiries.londoninternational.ac.uk](http://enquiries.londoninternational.ac.uk)

[www.londoninternational.ac.uk](http://www.londoninternational.ac.uk)

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[www.londoninternational.ac.uk/blog](http://www.londoninternational.ac.uk/blog)  
(student blog)

