



BIRMINGHAM CITY
University

A NEW APPROACH TO POSTGRADUATE STUDY

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start your story

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WELCOME FROM
THE VICE-CHANCELLOR

Thank you for your interest in Birmingham City University and our new, innovative framework of Master's programmes launching this September.

I know that selecting the right management course to help progress your career in a specific area can be a difficult decision. By combining management with specialist subject areas our new suite of postgraduate programmes will maximise your educational experience, broaden your employment options and help you to realise your career aspirations. I hope that this brochure will answer your questions and show you how my University can help you achieve success.

Birmingham City University is a large city university with state-of-the-art facilities, excellent teaching, world-class research and strong links with industry. We have students from over 80 different countries studying programmes from a wide range of disciplines, including media, business, art and design, education, engineering, law, health and computing. Nine out of 10 of our students go on to employment or further study within six months of leaving the University, which demonstrates how committed we are to developing graduates with the skills and experience employers need.

The University is mid-way through a £238 million investment plan, including a major expansion of our City Centre Campus. Design and media students moved into their new home in September 2013, with the second phase of the development set to open in 2015 which will include our Business School and the Social Sciences. If you come here, you will be joining a dynamic, enthusiastic and committed student population who take great pride in being active members of our university community. I would like you to join this community and let Birmingham City University become a part of shaping your future.

The city of Birmingham is a thriving place to live and learn. It is a vibrant, multicultural city, offering many excellent shopping, dining and entertainment opportunities, and its location in the heart of England means there is also easy access to many attractions further afield. It is a great city to be a student.

I hope to be able to welcome you to Birmingham City University in the near future.



Professor Cliff Allan
Vice-Chancellor



We pride ourselves on the range of successful industry partnerships we boast. We collaborate with leading names including Apple, Cartier, Codemasters, Harrods, Microsoft, Rolls-Royce, Sony and UBM Live, to name just a few of our hundreds of important business relationships.

Luxury goods brand Louis Vuitton Moët Hennessy (LVMH) Watch & Jewellery UK has become the latest organisation to join forces with us in a unique partnership set to inspire the next generation of UK watchmakers.



BBC
Birmingham City University is one of two providers for the BBC's new technology and engineering apprenticeship scheme, the BBC Technology Apprenticeship.



Cisco
Birmingham City University is a key member of the global Cisco Network Academy Programme. The major part of our partnership with the world leader in networking solutions is our involvement as an Academy Support Centre (ASC) and an Instructor Training Centre (ITC). From these Centres we support over one hundred other Cisco Academies across the UK and into Europe with their delivery of the Cisco programme.

Cartier

Cartier
We are proud of our long standing relationship with luxury jewellery and watch maker Cartier which supports our students with work placements, studio and equipment.

Microsoft® IT Academy Program Member

Microsoft
Birmingham City University is established as one of Microsoft's top UK-based academies and became the first UK university to achieve Certified Partner status in the Microsoft Partner Programme.



Morgan
Traditional luxury sports car manufacturer Morgan cars has worked with the University in design for the past 10 years. This working relationship has provided many opportunities for our students to develop their understanding of this sector of the luxury goods market.



Rolls Royce
Birmingham City University has been working as a supplier for research with the Aerospace Division of Rolls-Royce since 2008, on a project examining its advanced engineering systems. It is currently collaborating on SILOET II, a Technology Strategy board-funded project following on from SILOET (Strategic Investment in Low Carbon Engine Technologies).

SONY



PlayStation®First

Sony
We are members of the Sony Academic Alliance, which they have branded PlayStation First. We are one of only five universities in Europe to be developing on PlayStation 4, which is a major accolade for the University as it is an endorsement from Sony that we run one of the best, most industry valued games courses in Europe.



INTRODUCING A NEW APPROACH TO POSTGRADUATE STUDY

Are you interested in business but with a desire to work in a specific type of industry?

Birmingham City University is pleased to announce the launch of a new framework of Master's programmes for 2014 that blends specific subject knowledge with management know-how, providing a truly multi-disciplinary learning experience.



REASONS TO STUDY A CROSS-DISCIPLINARY MASTER'S AT BIRMINGHAM CITY UNIVERSITY

- Enjoy a programme that blends two key subject areas to broaden your education and boost your employment opportunities.
- Learn from academics with exceptional real world knowledge and experience to really bring the subject areas to life.
- Improve your knowledge and understanding of the fundamentals of management that are appropriate and portable to all management roles, irrespective of the industry.
- Develop your knowledge, skills and insights into your chosen sector, and increase your employability and career prospects.
- Become an effective manager in your specialism, through the business and management subjects of your programme.
- Stand out from the crowd with an established qualification, business acumen and behaviours, and a skill set in two subjects that are highly sought after by employers.
- Optimise your learning and development and maximise your employment potential, through an integrated, yet balanced, curriculum.

All programmes run over one year and the programme combinations will build your expertise to manage in the globalising world and develop key skills and techniques that will enhance your chosen subjects. The purpose is to develop an integrated and critically aware understanding of management and organisations, and assist you to take effective roles within them. This is achieved through integrating and applying the learning and teaching of the business and management modules within the respective context of your chosen specialism.

The overall aim is therefore to develop the ability to apply knowledge and understanding of business and management to complex issues within your area, both systematically and creatively, to improve business and management practice within your chosen field.

BUSINESS AND MANAGEMENT MODULES ACROSS ALL PROGRAMMES INCLUDE

- PG Certificate stage: Strategic Marketing, Managing People.
- PG Diploma stage: Managing Finance, Global Business Strategy.
- Master's final stage: Project in your chosen areas.



PROGRAMMES*

MA Arts and Project Management	MA Textile Management
MA Design Innovation Management	MA Global Media Management
MA Luxury Brand Management	MA Global Media Management (Advertising Industry)
MA Luxury Jewellery Management	MA Global Media Management (The News Business)
MA Luxury Product Management	MA Global Media Management (The Music Business)
MA Fashion Media Management	MA Global Education Management
MA Fashion Retail Management	MSc Oil and Gas Management
MA Fashion Management	MSc Data Analytics and Management

CROSS-DISCIPLINARY MASTER'S FRAMEWORK

Programme structure and requirements, levels, modules, credits and awards

Induction			
PG Certificate Stage - 60 credits			
Strategic Marketing 15 credits	Managing People 15 credits	Subject Option 15 credits	Subject Option 15 credits
PG Diploma Stage - 120 credits			
Managing Finance 15 credits	Global Business Strategy 15 credits	Subject Option 15 credits	Subject Option 15 credits
Master's Stage - 180 credits			
Research Methods/ Subject context 15 credits	Management Research Project (includes a research proposal) 45 credits	OR	Management Research Project (includes a research proposal) 60 credits

*subject to final approval



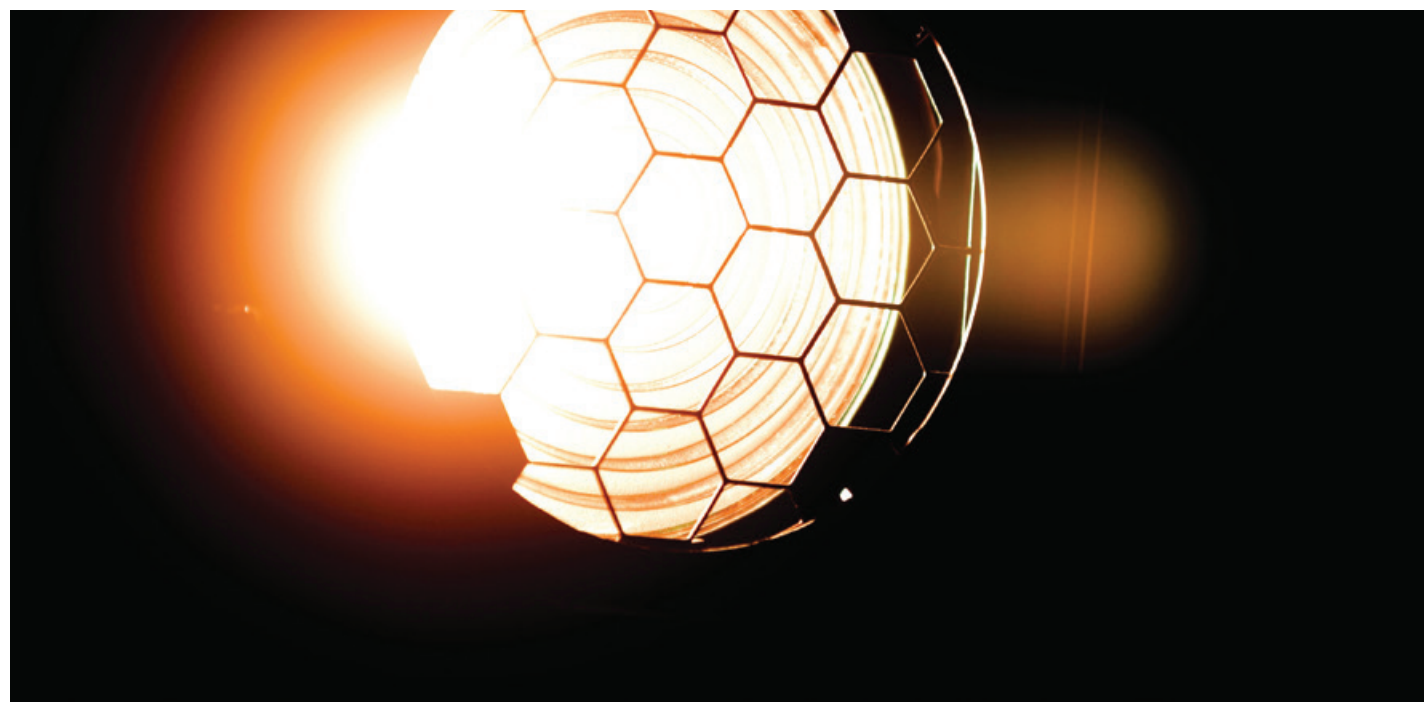
MA Arts and Project Management

The MA Arts and Project Management programme is designed for those who wish to pursue a career in arts management. It will enable you to develop an understanding of arts and culture, and to explore the requirements for managing arts organisations, festivals, cultural spaces and arts projects within the context of social, political and economic environments.

The course is designed to enable you to explore new approaches to managing and promoting arts events that have emerged in the last decade, and you will be encouraged to develop your understanding of these in order to be effective in managing and promoting the arts within contemporary culture.

You will develop your awareness of arts policies and funding strategies, as well as organisational and marketing skills in relation to regional, national and international contexts. This establishes the basis of an educational experience appropriate to subsequent higher or research degrees, professional practice or other career sequels. The final Master's Stage may be project or event led by negotiated final presentation or dissertation.

Subject specific modules for this programme include: Managing Events and Projects; Research in Practice; Arts Policy and Cultural Planning and Project/Event Final Presentation or Dissertation.



MA Design Innovation Management

Aimed at ambitious individuals who want to accelerate their careers, this programme involves the theory and practice of innovation, co-creation, user experience and design thinking. Students work collaboratively to gain insight into novel and effective management practice. Strong emphasis is placed on the development of leadership, teamworking and interpersonal skills, and you will be expected to develop high-level research and communication capabilities.

The course employs creative approaches to a curriculum that combines four core business modules with the specialist areas of creative leadership, design and innovation research, strategy and

practice. Aimed at high achievers interested in design innovation, the course has a distinct practice based approach to the acquisition of knowledge and skills, and it will provide you with the opportunity to study alongside designers, leading to unique insights into the nature of design innovation management.

Subject specific modules for this programme include: Research Practice, Design and Innovation Strategy, Leadership and Teams, Design and Innovation Practice and a Major Project / Dissertation.



MA Luxury Brand Management

This course provides you with the specialist skills, industry knowledge and expertise required for a successful career in luxury branding and management. You will also learn about why consumer behaviour and international retail branding strategies change according to the value of the brand. You will learn the meanings of luxury and how luxury brands are managed in the

global marketplace. You will also study luxury branding from the perspective of both producers and consumers. This Master's qualification will enable you to operate as a manager within an increasingly competitive and design conscious industry with the opportunity to work internationally.

MA Luxury Jewellery Management

This course instils knowledge of luxury jewellery design processes and consumer behaviour in rapidly changing markets and environments. It also enables you to develop your awareness of exclusive jewellery design, strategies for effective communication and marketing skills. The use of expensive materials such

as gold and platinum as symbolic and experiential dimensions of luxury will be explored. This Master's qualification will enable you to operate as a manager within an increasingly competitive and niche orientated industry with an opportunity to work worldwide.

MA Luxury Product Management

The course aims to provide you with a management strategy for product development from concept to execution in a luxury product setting. You will learn entire luxury product development lifecycles and how to articulate technically the best plan for a product launch within an identified industry. The course also examines the

meanings of luxury and how luxury brands are managed in the global marketplace. This Master's qualification will enable you to operate as a manager within an increasingly competitive and digitally orientated industry with the opportunity to work internationally.

Subject specific modules for this programme include: Design Visualisation, Personal Project (Research) Includes Research Methods, and Personal Project (Practice / Theory).



MA Fashion Media Management

MA Fashion Retail Management

MA Fashion Management

MA Textile Management

The fashion sector is one of the fastest growing industries in the world, and it requires professional managers to lead its development. This suite of programmes will help you develop appropriate skills and knowledge to give you a competitive edge in the management of fashion and its related industries. This highly competitive business sector requires individuals with intellectual abilities and a passion for their industry. Critical to success in this industry is a technical understanding of the sector combined with a sound foundation of management principles.

These courses will equip you to perform a number of roles in this global industry. Learning will include understanding the development of the history of the fashion business, strategies that inform fashion marketing and branding as well as articulating trend forecasting. You will also be involved in evaluating visual merchandising and marketing communications. In order to maximise market penetration and consumer value, you will develop your research skills to enable you to apply them to different product strategies.

Subject specific modules for this programme include: A Lecture and Seminar Programme, Portfolio - Concepts and Treatments (Management), Research Strategy, Portfolio - Short Projects (Management) and a Portfolio - Major Project / Dissertation.



MA Global Media Management

This programme takes a critical approach to this developing field, by exploring how internal and external factors have shaped media organisations. It is aimed at those who have a degree in areas such as media, cultural, and creative studies, who wish to progress to management level. They should also have a desire to nurture creative ideas and develop these into a real world business, develop strategic thinking to operate in the global creative economy, and develop innovative management skills to successfully run companies in today's fast-paced media and cultural industries.

You will benefit from learning in the context of an inter-disciplinary pool of expertise both within the university and from the real world of business and creative enterprise. You will be able to develop innovative entrepreneurial initiatives that are grounded in a broad understanding of the historical and theoretical foundations of the media and creative industries.

Subject specific modules for this programme include: Contemporary Global Media Management, Media and the Creative Industries, Communication Strategy, Research Methods and a Major Project / Dissertation.



MA Global Media Management (The News Business)

As the news media industry expands and changes, it requires more dynamic mindsets and abilities from news managers, and this programme is designed to create these individuals. This course is particularly intended for professional journalists, producers and editors looking to move into management, and for students of journalism and media who wish to pursue careers in management rather than production. Strong emphasis is placed on developing leadership, teamworking and interpersonal skills.

You will study UK specific news practices and management set within a broader global media landscape, and be equipped to understand and direct the future of news organisations; meet the challenges of changing technologies and develop strategies to gain greatest benefit from them. It offers a practice-oriented approach which will combine practical news management with core business skills. You will have the opportunity to learn from significant figures in UK journalism and develop valuable insight, as well as a wide network of industry contacts.

Subject specific modules for this programme include: The Digital News Room, Innovative News Business Models, Communication Strategy, Research Methods and a Major Project / Dissertation.



MA Global Media Management (Advertising Industry)

Advertising, sponsorship and branded content are the most significant revenue streams among publishers and broadcasters across all media platforms, and this highly creative industry is constantly evolving as it monetises opportunities across digital channels.

This programme, designed for professionals wanting to study advertising in a global business context or for those interested in working in a strategic business or management role, explores advertising to unpack the science behind branding and marketing, the mechanisms that drive agency 'planners' and 'creatives' and the rules that dictate regulation and compliance. You will develop and deliver fully convergent cross-platform advertising campaigns to client briefs, and you are taught the principals of advertising communication for

global audiences and the practice of strategic and creative account management; from brand positioning to audience targeting and from campaign development to effectiveness measurement.

You will have the opportunity to learn from key industry experts through case studies and guest speakers and gain hands-on creative production skills using state-of-the-art resources to cement your academic and industry insight learning in professional practice.

This will allow you to develop your entrepreneurial, creative and analytical skills while maximising your employment potential in this highly competitive business.

Subject specific modules for this programme include: Global Advertising and Integrated Marketing Communication, Managing Advertising Campaigns, Communication Strategy, Research Methods and a Major Project / Dissertation.



MA Global Media Management (The Music Business)

The programme is designed for those with a keen interest in the business aspects of music and seeking careers in music industry management rather than production. It takes a critical and interdisciplinary approach to the dynamic field of music industry management, understanding music as commerce, its value to the economy and the synergies it has with other business sectors. It provides a perspective on innovation, creativity and entrepreneurship within the major and independent music business sectors. It also provides a global perspective on the legal challenges and

the emerging models for managing music distribution and consumption, while simultaneously understanding the cultural and economic value of local music making and its interaction with global markets.

It combines practical music industry management with core business skills and methodologies in global contexts, and you will have the opportunity gain valuable insight into the contemporary music industries and develop a wide network of industry contacts.

Subject specific modules for this programme include: Music and Media Synergies, Global Music Management, Communication Strategy, Research Methods and a Major Project / Dissertation.



MA Global Education Management

Meeting the future educational needs of children, young people and adult learners in complex and increasingly globalised contexts is of major international concern. This programme tackles these issues and the management, leadership, development and change required to meet current and future educational priorities.

It offers a practice-oriented approach to the acquisition of knowledge, skills and the methodologies of educational management in global contexts. A strong emphasis is placed on the development of leadership, teamworking

and interpersonal skills, and you will be expected to develop high-level research and communication capabilities. You will have the opportunity to study alongside educational practitioners and researchers, gaining valuable insight into the nature of education management. While employing creative approaches to the acquisition of knowledge, the curriculum embraces and combines core business areas with educational practice, research and development.

Subject specific modules for this programme include: International Perspectives on Leading and Managing Educational Innovation (30 credits), International Perspectives on Educational Analysis and Improvement Planning (30 credits) and a Major Project / Dissertation.



MSc Oil and Gas Management

This programme is designed to equip you with a diverse but strategic focus on the business and management process of operation in the oil and gas industry and the legal framework that regulates the energy and hydrocarbon market. The course explores how legally binding contracts are regulated with specific emphasis placed on the regulation of commercial agreements used in the oil and gas industry as well as laws governing exploration, manufacture and production.

The programme will appeal to those interested in leadership and management careers in the oil and gas industry and wider energy sector. It will also be beneficial to qualified lawyers interested in practising within the oil and gas industry so as to inform their current or future practice.

Subject specific modules for this programme include: Business Intelligence and Analytics Systems; Contract Planning and the Legal Regulation of Oil and Gas; Enterprise Systems Managements; and International Comparative Energy Law.



MSc Data Analytics and Management

This programme has been designed to provide you with the opportunity to gain knowledge of data analytics from a computing perspective. You will gain knowledge and skills in a range of subjects including business intelligence, manipulating large amounts of data, database technology and data analytics techniques.

It draws together a range of techniques and theories for extracting valuable

insights from structured and unstructured raw data, and focuses on data analytics from the wider computing perspective using software from global leaders including SAS, IBM and Oracle. Career options are exciting and varied for graduates of this programme, in areas including financial services, scientific computation, decision making support and government, risk assessment, statistics, education, consultancy and entrepreneurship.

Subject specific modules for this programme include: Business Intelligence, Database for Enterprise, Data Mining, Advance Databases and a Major Project / Dissertation.

ENTRY REQUIREMENTS

Academic qualification
(you are required to meet one of the following options):

- An honours degree from a UK University (minimum 2:2)
- A first degree from an overseas university (GPA 3.0 out of 4.0 or average 75% or any other equivalence to the above UK qualification)
- Successful passing a Pre-Master's programme approved by Birmingham City University
- Successful passing a Pre-Master's programme at another UK university/institution with a minimum of 55% average

Other qualifications will be considered on a case by case basis.

English language requirements

- IELTS 6.0 (5.5 in all components) or equivalent is required for all other MA programmes listed in this brochure.
- IELTS 6.5 (6.0 in all components) is required for MA Design Innovation Management.
- No English certificate is required for applicants from countries that appear on our English exemption list. Please contact the International Office for this list.

FEES (2014/15)

Band A: £12,000

MA Arts and Project Management
MA Design Innovation Management
MA Fashion Media Management
MA Fashion Retail Management
MA Fashion Management
MA Textile Management
MA Global Media Management
MA Global Media Management (Advertising Industry)
MA Global Media Management (The News Business)
MA Global Media Management (The Music Business)
MA Global Education Management
MSc Oil and Gas Management
MSc Data Analytics and Management

Band B: £14,000

MA Luxury Brand Management
MA Luxury Jewellery Management
MA Luxury Product Management

SCHOLARSHIPS

Birmingham City University welcomes students from around the world to study one of these exciting and innovative MA programmes. Special Dean's Scholarships are available to outstanding international students who are offered and accept our offer on one of these programmes each year. They are granted at enrolment in the form of fee reduction.

£2,000 scholarships for Band A programmes;

£3,000 scholarships for Band B programmes.

HOW TO APPLY

To apply for any of these programmes please complete the online application form:

www.bcu.ac.uk/international-applicants



- Facebook /birminghamcityuniversity
- Twitter @MyBCU
- YouTube /birminghamcityuni
- Wechat: BCUofficial

CONTACT US

International Office
Birmingham City University
City North Campus
Perry Barr, Birmingham
B42 2SU, United Kingdom
E: internationalmasters@bcu.ac.uk
T: +44 121 331 5389

If you are a Chinese national, you may also contact:

Mrs Cheryl Yu (喻秋梅女士)
Academic Partnership (China)
Birmingham City University
Email: cheryl.yu@bcu.ac.uk
Mob: +86 -133 222 75125.

or
Shanghai Representative Office
Birmingham City University
1569 One Corporate Avenue,
222 Hubin Road, Shanghai
200021 P. R. China

For student support
Mr. Aaron Ji
E: Aaron.ji@bcuchina.cn

For application
E: application@bcuchina.cn

T: +86 21 61221116
+86 21 61221117

W: www.bcuchina.cn | www.bcu.ac.uk



an Affiliate College of



Pre-Master's management pathways at Birmingham City University

BCUIC pathways offer international students a purpose-built learning environment through which they can achieve their academic goals. With a superb campus, hand-picked teaching staff and an excellent academic offering, BCUIC is a fantastic place for students to begin their UK Master's degree studies.

The BCUIC postgraduate pathway is designed for students who:

- require additional English language training
- come from an academic background different to that of the UK and do not meet direct university entry requirements
- are looking to fine-tune skills already gained during their undergraduate studies or employment
- have been away from studies for a period of time.

The Pre-Master's programme will:

- help you develop fundamental knowledge and an understanding of the basic principles relevant to your particular degree
- help you develop numerical techniques, research methodologies and ICT, presentation and communication skills
- help you develop your intellectual and practical skills, building to a set of transferable skills that will support you in your onward academic studies/careers and decision-making
- ensure you have attained the prescribed level of interdisciplinary language competence.

Pathways	Duration	Intakes	Structure	Assessment
Pre-Master's (Stage 1)	One or two semesters (depending on your subject area and level of prior studies)	September, January, March and June	While at BCUIC, you will study a series of modules that will prepare you for a seamless progression to Stage 2 of your chosen taught Master's degree. All modules include core academic skills relevant to postgraduate degree study.	Assessment for most modules is continuous, and consists of examinations, assignments and case study analysis.
Master's (Stage 2)	12 months	September only	During the Master's (Stage 2) programme, you will build on what you have learned during the Pre-Master's programme and extend your professional understanding about your area of study. A coursework Master's degree usually consists of a series of specialist modules in structured class, seminar or tutorial formats. A short research thesis component may be included and this prepares you for what is required for a research Master's degree. However, most coursework Master's degrees will have a final major project or dissertation component.	Modules will be assessed through examinations, assignments, essays or seminar performance. Assessment may also include individual or group projects and presentations. For most Master's degrees, preparing and submitting a major project or dissertation will form a large part of the assessment and final grade.

Admissions Requirements

Minimum English language requirements	Minimum academic requirements
IELTS 5.5 or equivalent	A qualification equivalent to a minimum of UK Higher National Diploma (HND) and a minimum overall grade point average (GPA) of 2.3 on the 4.0 scale, or equivalent

Further information on all BCUIC undergraduate and postgraduate pathways, course fees and additional admissions requirements can be obtained from the BCUIC website at www.bcu.ac.uk/bcuic or by emailing BCUIC staff at info@bcuic.bcu.ac.uk.


CONTACT US

International Office
Birmingham City University
City North Campus
Perry Barr, Birmingham
B42 2SU United Kingdom
E: internationalmasters@bcu.ac.uk
T: +44 121 331 5389
W: www.bcuchina.cn | www.bcu.ac.uk

 Facebook /birminghamcityuniversity

 Twitter @MyBCU

 YouTube /birminghamcityuni

 Wechat: BCUofficial