

GCU London **2016/17 entry**

Postgraduate study for the Common Good

Glasgow Caledonian University

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Welcome

As Principal and Vice-Chancellor of Glasgow Caledonian University, I am delighted to welcome you to our campus in London (GCU London). GCU London provides an exciting range of postgraduate qualifications based on close links with industry and delivers first class professional development opportunities to provide excellent career enhancement. I hope you will find this information useful in planning an exciting new chapter in your life. Postgraduate study has become increasingly important in personal and professional development and, by choosing to study at GCU London, you are giving yourself a head start on whichever path you choose.



Glasgow Caledonian University London is committed to access, excellence and the common good. Our University community is friendly, international and culturally diverse. We pride ourselves on the quality of our student experience and promote employability and entrepreneurship in our students.

The University is committed to lifelong learning, for individuals who want to keep up with developments in their field and for those entering higher education for the first time later in life. We offer a variety of study routes to support and accommodate the demands of our students' busy lives.

Embracing industry expertise, we aim to unlock talent and equip our students with the skills to enable them to succeed as global citizens. We work closely with international partners to develop research and teaching collaborations and bring together leading academic staff and visiting industry experts from across the globe. If you would like to further explore the opportunities available to you, please visit our website or get in touch with us. I look forward to welcoming you to our London campus.

Professor Pamela Gillies CBE, FRSE
BSc, PGCE, MEd, MMedSci, PhD, FRSA, FFPHP, FAcSS, Hon FRCPS(Glas)
Principal and Vice-Chancellor



Postgraduate study in the heart of London

GCU London is a postgraduate campus of Glasgow Caledonian University (GCU), based in an ultra-modern environment in the heart of London. Situated in Spitalfields, one of London's most attractive locations, GCU London is in close proximity to the capital's globally recognised financial and fashion industries. The campus offers a diverse and enriching student experience underpinned by a vibrant international intellectual and cultural life.

Studying at GCU London

Whether you see postgraduate study as a path to a better career, something for your professional development or as the next step in an academic career, we offer high quality learning and teaching that's accessible and inclusive.

An outreach branch of the award winning Glasgow Caledonian University, GCU London brings together leading academic staff, visiting professionals and industry experts from across the world to deliver its respected courses.

All of our courses are taught over 3 academic trimesters. For our September starters you will study for a full year from September to September. For our January starters, you will study 16 months. This includes the first Trimester until May, a summer break, the second Trimester from September until December and the final Trimester from January until the following May.

A welcoming community

At GCU London we have a strong international focus. We welcome students from over 56

countries around the world, and believe it's important for students to become global citizens, with the skills to succeed in an international environment. Our students are from all around the world making the GCU London community vibrant, active and very diverse.

A focus on career preparation

Many of our programmes are professionally accredited and we maintain strong links with industry. We understand the need to be career-focused, and as a result, what you learn during your time as a student at GCU London will be highly regarded and valued by employers. Our applied research helps to strengthen links with industry, and if work placements are relevant to your chosen field of study, our partnerships with many businesses mean you will have access to the best possible opportunities. If you want to start your own business or enhance your career prospects, you'll find we're always responsive to enterprising students with dynamic and creative ideas.



Explore London

As one of the world's most famous, visited and influential cities, London is a popular destination for students. London is a safe, friendly and supportive city, that is home to more than 400,000 university students - 100,000 of which are international students from across the globe.

Experience the diverse cultures from theatres to galleries, museums and historical monuments. Take advantage of the multitude of restaurants and bars, social scene and buzzing atmosphere.

GCU London is intentionally based at the heart of London's fashion and financial sectors, in Spitalfields, ensuring that we have a close

relationship with our employers and business partners.

London is easily accessed by many public transport routes, airports, main line rail services, long-distance coaches and the underground railway (which reaches across the wider London area).



1. The Gherkin
2. Aldgate Underground
3. Aldgate East Underground
4. Whitechapel Art Gallery
5. Christ Church Spitalfields
6. Old Spitalfields Market
7. Liverpool Street



Student support and information

International students

We make sure that international students here at GCU London have as much support as they need. Our team help with everything from living and finance to learning support. It's something our students from overseas really appreciate.

Committed to excellence

We equip our students with the skills to excel in their chosen professions through high quality, flexible and accessible learning. At GCU London we believe you should expect an excellent education. We place a strong emphasis on proactive, independent thinking, and this is something that employers value highly.

Our close links to industry mean that our programmes offer an education that adds real value to your career prospects.

GCU London staff will be pleased to give you further information and advice on any aspect of studying with us. Our website is a useful source of information: www.gculondon.ac.uk, alternatively please email enquiries@gcu.london.ac.uk

International Student Support Service

The International Student Support Service in London offers specialist immigration and visa advice and offers confidential support and guidance to all international students at GCU London.

The University will provide information about settling in once you arrive in the UK: registering with a doctor, applying for council tax exemption and applying for your students travel discounts.

You can contact the Student Office for advice: advice@gculondon.ac.uk or telephone +44 (0)203 369 3000. Appointments can be booked in advance if necessary.

You can find lots of useful information in our online University Guide for New Students - www.gculondon.ac.uk/guidefornewstudents

Working during your studies

If you are an international student, you must ensure that you adhere to the working conditions permitted on your visa. If entitled to work, and studying at degree level or above, during term time you are permitted to work a maximum of 20 hours per week. During vacation time you can work full-time only after you have submitted your dissertation. If, however, you are studying below degree level you are only permitted to work a maximum of 10 hours per week during term time, and during vacation time you can work full-time.

English language

If your native language isn't English, you will need to demonstrate your English proficiency by getting a recognised English language qualification. Our programmes typically ask for an IELTS of 6.0 (with no element less than 5.5) although our MSc Public Health asks for IELTS of 6.5 (with no element less than 6.0).

We also accept the TOEFL and Pearson equivalents of IELTS:

- TOEFL: Listening 17, Reading 18, Speaking 20, Writing 17.

- TOEFL (For Public Health): Listening 19, Reading 20, Speaking 21, Writing 20
- Pearson: Overall 54 (with no element below 51)
- Pearson (For Public Health): Overall 62 (with no element below 54)

International Office visits and exhibitions

If you are an international student and you want to find out more about GCU London, our International Office staff attend education and training events all over the world. To find out if we will be in your area soon, or to find out who we work with in your country, visit www.gculondon.ac.uk/yourcountry

Visa requirements

International students must have a valid visa that entitles you to study at GCU and your visa should be valid for the duration of your course. As an international student at GCU you must:

- Promptly update the University with any change to your visa information, contact details and emergency contact details
- Have a valid visa and apply for any visa extension 90 days before it expires
- Attend all your classes and contact your school if you are absent for any reason
- Not undertake paid work during term time for more than the permission stated on your visa (i.e. 10/20 hours per week or not at all)
- Attend our Tier 4 attendance monitoring census during term time
- Check your University email account at least weekly and obey any instructions relating to GCU or UKVI regulations or processes
- Attend re-registration and two checkpoints during the year to continue on your course.



Support services on campus

Whatever level of support you need, from VISA advice, training on library facilities to social events that help you settle in and meet other students, GCU London offers a full range of services that can help. You'll find contact details for all of these services and more online at www.gculondon.ac.uk/student

Student Administration Services on campus

The staff in our Student Administration Services team deal with student records, registration, visa

extensions student funding, exams, appeals and graduation. For more information visit www.gculondon.ac.uk/student

Positive Living at GCU London

The Positive Living service provides counselling free of charge to all students at the University. In the United Kingdom medical and counselling support is confidential, this means that your sponsor, academics, or family will not be told that you have contacted our service or given any details of your difficulties. University can be an

exciting time, especially when you have the opportunity to live and study abroad. For some people the experience can also be very challenging. Our student counsellor is professionally trained to listen and support individuals in emotional or psychological distress and will work with you as you try to resolve your difficulties.

Careers Service

The Careers Service at GCU London provides quality, effective careers guidance, advice and

information to empower students and graduates to make informed decisions about their careers, learning and continuing professional development.

The Careers Service can support you in:

- Your job search
- Developing your CV
- Working on your applications
- Interview technique



Your learning resources

Our library has a diverse range of books and e-books. It also provides access to around 36,000 journals and e-journals, containing millions of relevant articles.

Learning and IT support

GCU London Library and Learning zone is where you will find the support available to help you cope with practical aspects of your new workload. Whether you're wondering how to take lecture notes or structure an effective essay, support staff are available to help. You can also get help and advice on using the IT facilities at your disposal.

Whatever you plan to study, we have librarians who specialise in your area. These subject librarians can:

- Tell you about library services
- Help you find information for coursework and dissertations
- Show which databases to use and how to access them
- Show you how to use electronic journals and books

Each term the librarians run several sessions for all new students including Library and ICT induction, Plagiarism and Literature review sessions.

A wide variety of services and support is available via the library website (www.gcu.ac.uk/library) and via the library tab in GCULearn. This includes PILOT, an online information literacy training package which shows:

- The different types of information available
- How to search effectively
- How to evaluate the quality of the information you retrieve
- How to avoid plagiarism and use information ethically.



Working with business

We have strong links with industry and many of the companies we work with are world leaders in their field. These relationships benefit the University and our students in many ways.

Not only do these companies employ our graduates and offer student placements, they also work closely with the University on research and consultancy projects and have a strong input into the design and structure of our programmes.

We pride ourselves in the way we work with industry to enhance our offering, linking theory with practice by offering students a series of masterclasses with leading industry experts such as Imran Amed, Founder and CEO of The Business of Fashion (BoF).

Over the past few years, GCU London has invited respected and inspirational figures to share their expertise with students. Former President and Chief Operating Officer of Polo Ralph Lauren Europe, Brian Duffy, delivered a professorial masterclass on both GCU campuses, while

Stephen Quinn, Publishing Director of Vogue, the iconic Condé Nast fashion magazine, gave a fascinating talk to students about the business behind one of the world's most successful and glamorous publications.

GCU has global partnerships in countries such as China, Brazil, India, Oman and USA, and have used these partnerships to develop our course structure and content and improve our scholarships opportunities for students. GCU London aims to enhance employment by providing in depth knowledge and skills to ensure our students can compete as global citizens.

For more information contact GCU Business on +44 (0)141 331 3189 or gcbusiness@gcu.ac.uk www.gcu.ac.uk/business

Application, fees and funding

Applying to study at GCU London is very straightforward and our staff are here to talk you through the process and provide advice regarding all aspects of fees and funding.

Applying for taught programmes

For all of our taught programmes, applying is straightforward. You can apply online at www.gculondon.ac.uk/apply

Additional details on how to apply online for the course you are interested in studying are clearly indicated on the University webpage. Among these important details in the application information is the closing date for your information. Once you've completed your form, simply return it to the Admissions Office.

Overseas students

Most overseas students pay their own fees and expenses or hold awards from their own governments. We recommend that overseas students contact their local British Council office for further advice. The British Government's Overseas Aid programme can provide awards too. These include: The British Council Fellowships, The Commonwealth Scholarship and Fellowship Plan.



Scholarships

GCU London offers a range of scholarships to support you in your studies funded by industry, Trusts and friends of the University. Scholarships may cover fees and/or provide a maintenance grant to support you during your studies. For more information please see:

www.gculondon.ac.uk/scholarships

Fees

GCU London's fees for programmes starting in 2016/2017 are:

MSc for Home/EU Students - £8,400

MSc for International Students - £12,600

MBA Luxury Brand Management - £16,800

Your fees include all tuition, examination, IT and library costs. If you are unsure about your fee status, please contact GCU London for advice.

International students - The University requires you to pay a deposit of £3,500 when firmly accepting your unconditional offer, to secure a place on your chosen programme. Once this deposit is received, you will be sent all the documents necessary to apply for your visa.

Please see www.gculondon.ac.uk/fees for more information.

English Language Requirements

You will be required to demonstrate your English proficiency by gaining an English language qualification prior to the commencement of your programme. Minimum requirements are detailed on our programme pages.

Our website provides detailed entry requirements for each of our programmes. Our admissions team can advise you on how your qualifications compare to UK levels. Please email admissions@gculondon.ac.uk for enquiries relating to postgraduate study.



Pre-sessional English Programmes

Our Pre-sessional English courses provide a short and intensive preparation in academic English for students who are already academically qualified and due to start a postgraduate programme with us at GCU London.

The Pre-sessional English course concentrates on academic English and prepares you for university study in the UK. Depending on your current language level and requirements, you will be required to take either a 10-week Intensive Pre-sessional English course (30 hours per week) or a 10-week Standard Pre-sessional English course (21 hours per week). To apply for the Pre-sessional English course you must have a valid UKVI IELTS test result and a conditional offer of a place at GCU London.

Course outcomes

Assuming you have already met the University's academic entry requirements and any other outstanding conditions, students who complete the Pre-sessional English course and meet the minimum English language requirement for entry to their chosen degree course are guaranteed entry to GCU London.

English Language Achievement Scholarship

Students who complete a GCU London Pre-sessional English course and progress onto their chosen GCU London Master's programme by meeting both the minimum English language requirement and all other conditions of their GCU London offer, will receive a £1000 English Language Achievement Scholarship. Please note this scholarship is only available to self-funded students. You are deemed to be a self-funded

student if you are paying your tuition fees yourself, or with support from a relative or friend. The ELAS scholarship can be used in conjunction with our international student scholarship (£1000) and the merit based scholarship (£1000, if applicable). However, the use of all 3 scholarships would be capped at £2500.

Entry requirements

Applicants must hold an offer of a place on a Masters programme at GCU London.

English language entry requirements

- 10 week Intensive (30 hours per week): For students who need to improve their English language level by IELTS 1.0 and already have an UKVI IELTS score of 5.0 (no element below 4.5)
- 10 week Standard (21 hours per week): For students who need to improve their English language level by IELTS 0.5 and already have an UKVI IELTS score of 5.5 (no element below 5.0)

Tuition fees (2016):

- 10 week intensive : £4245
- 10 week standard: £2830

Students can apply by downloading the GCU London Pre-Sessional English Application Form. For dates of our 10 week intensive and 10 week standard courses, please see www.gculondon.ac.uk/presessionalenglish



Campus life

From student societies to a wide range of social events, life at GCU London is exciting.

GCU London Students' Association

GCU London students are full members of Glasgow Caledonian University Students' Association (GCUSA). The Students' Association exists to represent all GCU students and to improve the student experience at GCU London.

The Students' Association play an active role in our Welcome Week programme and throughout time at GCU London. We support all of the programme representatives and the GCU London representative, an elected student that becomes the voice of the student body on campus every year. GCU London has many active student

societies on campus, who spend time organising social activities both on and off campus. These societies are excellent ways for students to meet fellow classmates and other students on campus.

Get involved

GCU London Class Representatives are responsible for representing the views of GCU London students. These representatives also campaign to improve your student experience and will work closely with the Students' Association Co-ordinator and the Sabbatical Officers. They are also entitled to participate in the Student Leaders Programme.



Accommodation

It is very important that you arrange accommodation as early as possible once you have received your offer as it can take a bit of time to locate the right and most affordable option for you.

Starting your accommodation search early is particularly important if you would like to stay in some of the excellent student halls located near the campus as you may have to book your room early to avoid disappointment.

You can find useful information at the websites below:

- www.studenthousing.lon.ac.uk
- www.studyondon.ac.uk/student_advisor

Student residences

Student residences (or 'student halls') are privately run student apartment blocks. You can choose to live in a self-contained single 'studio' apartment, or take a room in a larger apartment and share the cooking facilities and living room with other students.

You can find a list of some local student halls on our website www.gculondon.ac.uk

Renting privately

It can be cheaper to rent privately. A good way to search for private accommodation is through estate agents. The best way to find a good estate agent is by searching through the Association of

Residential Letting Agents www.arla.co.uk or the National Association of Estate Agents www.naea.co.uk

Living expenses in London for private accommodation

You will need to budget carefully when living in London as you'll need to pay your fees and still have enough to live comfortably.

Students requiring a Tier 4 student visa are required by the UKVI to show they have funds to cover living expenses of £1265 for each month of their programme, up to a maximum of nine months. If you have any specific questions about the cost of living in London or any other expenses of living in this country, we'll be happy to help.

Average monthly expenses (estimated):

Accommodation	£800
Bills including Mobile Phone	£80
Food/household goods	£200
Local Transport	£85
Social Activities	£100
Total:	£1265

International Banking, Finance and Risk Management

MSc

Triple accredited, the MSc International Banking, Finance and Risk Management aims to develop graduates who will be well positioned to succeed in the dynamic international, finance sector.

Our programme provides you with a comprehensive knowledge of domestic and international bank operations, financial risk management, and investment banking, as well as the practical skills in financial and analytical techniques and their use in banking. By combining the latest academic thinking with a focus on current industry practice, we ensure our graduates are well-equipped to take advantage of employment opportunities worldwide.

Our diverse teaching team has academic, industry and research experience across a wide range of disciplines in the public, private and voluntary sectors. You will also benefit from our well-established links with the financial services industry, who contribute to the programme through guest lectures, masterclasses and live case studies.



Graduate prospects

Our programme is designed to enhance career prospects for both graduates pursuing a career in banking and finance and practitioners currently in the industry who wish to increase their knowledge and expertise.

Key facts

Mode of study and duration
Full time: One year.

Fees
UK/EU (2016/17): £8,400
Overseas (2016/17): £12,600.

Minimum entry requirements
Normally a UK 2.2 Honours degree (or equivalent) in financial services, insurance banking, actuarial studies, business management, economics, finance, accounting, investment, maths or any financial services related subject.

Applicants with a 2.2 honours degree an unrelated subject wishing to move in to this area may be considered.

English language requirements
Academic IELTS level 6.0 (or equivalent with no element less than 5.5).

Assessment
Taught modules are assessed by a combination of coursework, discussion boards and online tests followed by a Dissertation.

- Programme content**
- Bank Management
 - Bank Operational Risk and Global Operations Management
 - Ethics and Corporate Governance
 - Financial Services Regulation
 - Financial Securities Analysis
 - Personal and Professional Development
 - Research Methods.

- Accreditations**
- Institute of Operational Risk
 - CISI Centre of Excellence
 - CII

Scholarships
Scholarships may be available for this programme. Visit www.gculondon.ac.uk/scholarships for details.

This information is subject to change.
For full and up-to-date details, visit: www.gculondon.ac.uk/study

International Management and Business Development

MSc

Developed in response to the growth of globalisation, the programme advances your theoretical knowledge and practical skills in international management and business development, whilst developing your ability to adapt these across different cultural environments.

The MSc International Management and Business Development provides students with a comprehensive understanding of the challenges faced by managers operating in an international organisational environment as well as the strategies, policies and practices key to developing existing or new businesses in a responsible manner.

You will extend your knowledge and expertise in management and business development in an international arena through studying leadership and strategic development. You will also gain insight into the policies and techniques applicable to managing people and processes to deliver sustainable business performance.



Central to the programme is the development of personal and professional competence with an emphasis on managing self and others, responsible leadership, cross-cultural awareness and global citizenship.

Graduate prospects

Upon graduation, students will be positioned to work within a range of industries, both at a local and international level, in process management, people management, advising development and change. Students will also be well positioned to work within an entrepreneurial roles and start up organisations.

Key facts

Mode of study and duration
Full time: One year.

Fees
UK/EU (2016/17): £8,400
Overseas (2016/17): £12,600.

Minimum entry requirements
Normally a UK Honours degree (2.2) or equivalent.

English language requirements
Academic IELTS level 6.0 (or equivalent with no element less than 5.5).

Assessment
Taught modules are assessed by a combination of coursework, discussion boards and online tests followed by a Dissertation.

- Programme content**
- International Management, Strategy, and Finance
 - Leadership and People Management
 - Change Management
 - Entrepreneurship
 - Developing Personal and Professional Competence
 - Research Project: Design and Methods.
- Accreditations**
Chartered Management Institute (CMI)

Scholarships
Scholarships may be available for this programme. Visit www.gculondon.ac.uk/scholarships for details.

This information is subject to change.
For full and up-to-date details, visit: www.gculondon.ac.uk/study

Risk Management

MSc

This industry recognised, double accredited Masters programme has a strong focus on corporate and business risk management, ensuring you are well-equipped with the expertise and skillset to enter a wide range of industry sectors as a risk specialist.

In an increasingly complex and rapidly changing global business environment, the management of risk requires a broad range of skills, knowledge and experience.

Accredited by the Chartered Insurance Institute (CII) and the Institute of Risk Management (IRM), this programme is designed to provide you with the skills to excel in a role as a risk manager, risk and insurance manager, risk analyst or clinical risk manager within a variety of organisations and sectors.

Our programme is based on current research and publications in the field, and taught by staff who understand the key concerns of managers in both the private and public sectors.



Graduate prospects

On completion of this programme you will have the ability to establish risk policy and structures for business units, design and review processes for risk management, develop risk response processes including contingency and business continuity programmes.

Key facts

Mode of study and duration
Full time: One year.

Fees
UK/EU (2016/17): £8,400
Overseas (2016/17): £12,600.

Minimum entry requirements
Normally a UK Honours degree (2.2) or equivalent.

English language requirements
Academic IELTS level 6.0 (or equivalent with no element less than 5.5).

Assessment
Taught modules are assessed by a combination of coursework, discussion boards and online tests followed by a Dissertation.

Programme content

- Enterprise Risk and Modelling
- Global Perspectives on Risk
- Risk Financing and Insurance
- Business Continuity and Crisis Management
- Ethics and Corporate Governance
- Personal and Professional Development
- Research Methods.

Scholarships

Scholarships may be available for this programme. Visit www.gculondon.ac.uk/scholarships for details.

This information is subject to change.
For full and up-to-date details, visit:
www.gculondon.ac.uk/study

Digital Fashion Strategy

MSc

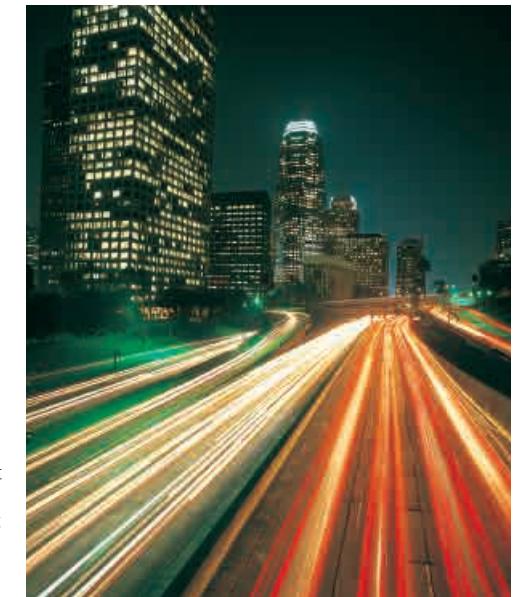
The first course of its kind to globally focus on the digitalization of fashion. A completely unique programme, designed to anticipate and manage the dynamic nature of digital strategy within the fashion industry.

Digital is a rapidly growing and evolving sector. This is clearly evident within the fashion industry whereby traditional models of supply and demand are being challenged and transformed through technology.

This programme is unique globally as it focuses on the strategic adoption, integration and optimisation of technology specific to the diverse needs of the fashion sector. Developed in consultation with senior industry stakeholders, this innovative course aims to develop graduates to be the digital thought leaders of the future.

Graduate prospects

Upon graduation, you could go in to a variety of different roles including; digital strategists, digital managers, social media managers, e-commerce managers, content managers, innovation managers, brand managers, marketing managers, online visual merchandisers, bloggers, consultants, and entrepreneurs.



Key facts

Mode of study and duration
Full time: One year, January and September start available.

Fees
UK/EU (2016/17): £8,400
Overseas (2016/17): £12,600.

Minimum entry requirements
2.2 Honours Degree in a Business, Marketing, Fashion or Technology Related Degree.

English language requirements
Academic IELTS level 6.0 (or equivalent with no element less than 5.5).

Assessment
Taught modules are assessed by a combination of coursework, discussion boards and online tests followed by a Dissertation.

Programme content

- Anatomy of Digital Fashion Strategy
- Digital Fashion Strategy Implementation and Control
- Fashion Growth Strategies and Performance Optimisation
- Strategic Thought Leadership and Digital Transformation for Fashion
- Developing Personal and Professional Competency
- Independent Research Project.

Scholarships

Scholarships may be available for this programme. Visit www.gculondon.ac.uk/scholarships for details.

This information is subject to change.
For full and up-to-date details, visit:
www.gculondon.ac.uk/study

Fashion Business Creation

MSc

Our Masters in Fashion Business Creation is a unique programme, designed in collaboration with leading fashion businesses to reflect the unique nature of business creation in this sector. Students will develop insight into the strategies and practices key to developing and sustaining a successful fashion business.

We'll help develop your intellectual skills together with the contemporary skills and practices needed to excel in the industry. You will develop insight into the strategies and practices key to developing and sustaining a successful fashion business. You will also build a wider appreciation of management issues, such as globalisation and sustainability, while developing branding and marketing skills.

You will develop a critical understanding of how to create and market a fashion brand in today's global and digital focused world and will be given the option to further deepen your insight into fashion strategies by completing an internship or industry consultation project.



Graduate prospects

On graduation you'll be well positioned to set up and run a successful fashion business enterprise, or take an existing business into a new phase of success.

Key facts

Mode of study and duration

Full time: One year.

Fees

UK/EU (2016/17): £8,400

Overseas (2016/17): £12,600.

Minimum entry requirements

2:2 Hons degree in any field. Mature candidates with extensive experience will be considered without formal qualifications.

English language requirements

Academic IELTS level 6.0 (or equivalent with no element less than 5.5).

Assessment

Taught modules are assessed by a combination of coursework, discussion boards and online tests followed by a Dissertation.

Programme content

- Anatomy of a Fashion Business
- Establishing a Fashion Business Strategy
- Global Fashion Branding and Marketing Communications
- Fashion Growth Strategies and Performance Optimisation
- Research Project: Design and Methods
- Developing Personal and Professional Competence

Scholarships

Scholarships may be available for this programme. Visit www.gculondon.ac.uk/scholarships for details.

This information is subject to change.
For full and up-to-date details, visit:
www.gculondon.ac.uk/study

Global Marketing

MSc

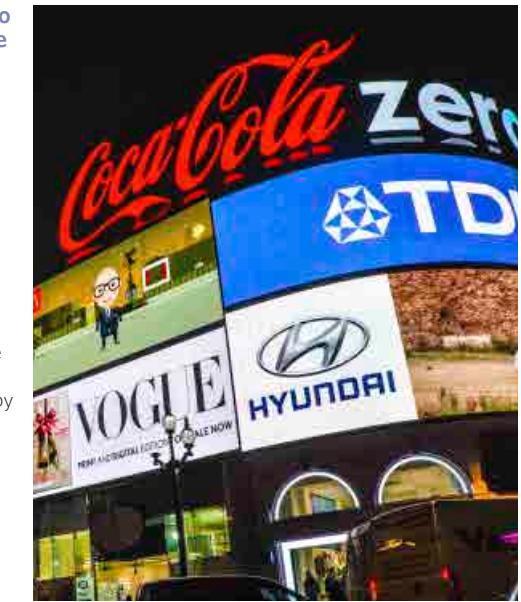
The MSc Global Marketing has been designed to provide you with an integrated knowledge of the contemporary theories and practices utilised within industry.

You will develop knowledge in key areas including consumer behaviour, marketing planning, branding and marketing communication including the use of digital technologies. You will also gain a comprehensive understanding of the cross-cultural challenges within international business and develop the knowledge, marketing expertise and personal skills crucial to succeed in global marketing.

The MSc Global Marketing programme aims to provide students with a comprehensive understanding of emerging themes and contemporary challenges faced by marketers operating in a global environment and the strategies, policies and practices key to address these contemporary and future challenges.

Graduate prospects

Our graduates leave with the tools and techniques necessary to build a successful marketing career within the growing global business environment.



Key facts

Mode of study and duration

Full time: One year.

Fees

UK/EU (2016/17): £8,400

Overseas (2016/17): £12,600.

Minimum entry requirements

UK Honours degree or equivalent, normally at grade 2.2 or above.

English language requirements

Academic IELTS level 6.0 (or equivalent with no element less than 5.5).

Assessment

Taught modules are assessed by a combination of coursework, discussion boards and online tests followed by a Dissertation.

Programme content

- Global Marketing Strategy
- Product and Service Innovation and Global Logistics
- Developing Personal and Professional Competence
- Consumer-Led Sustainable Marketing
- Global Branding and Integrated Marketing Communications
- Research Project: Design and Methods.

Scholarships

Scholarships may be available for this programme. Visit www.gculondon.ac.uk/scholarships for details.

This information is subject to change.
For full and up-to-date details, visit:
www.gculondon.ac.uk/study

International Fashion Marketing

MSc

Fast-paced, exciting and innovative, the MSc International Fashion Marketing will provide you with the international business knowledge along with the creative and practical marketing expertise to succeed in today's increasingly competitive and global fashion industry.

Our programme's unique design incorporates a broad curriculum focusing on the core concepts and principles of fashion marketing and then provides a specialist focus on the contemporary international issues within fashion marketing, logistics, buying and merchandising, fashion business analysis, integrated fashion communications, consumer insights, marketing planning, brand management.

Designed to challenge and inspire, our programme is intensive and academically challenging. You'll analyse relevant academic theories and apply models, tools and techniques to real fashion marketing situations. We'll encourage you to critically develop independent, inquiring and creative approaches to strategic fashion marketing issues and problems.



Graduate prospects

Previous graduates have secured employment in brand management, market analysis, buying and merchandising, marketing communications, direct marketing and media planning. Other graduates have successfully set up their own businesses.

Key facts

Mode of study and duration

Mode of study and duration: Full time:
One year.

Fees

UK/EU (2016/17): £8,400
Overseas (2016/17): £12,600.

Minimum entry requirements

Normally a UK Honours degree (2.2) or equivalent.

English language requirements

Academic IELTS level 6.0 (or equivalent with no element less than 5.5).

Assessment

Taught modules are assessed by a combination of coursework, discussion boards and online tests followed by a Dissertation.

Programme content

- Strategic Decisions in the International Fashion Marketplace
- Consumer Led Fashion Marketing
- Digital Fashion Branding and Delivery
- Global Strategy: Challenges and Choices
- Contemporary Issues for Business and Society
- Personal and Professional Development
- Research Methods.

Accreditations

This programme is accredited by the Chartered Institute of Marketing (CIM).

Scholarships

Scholarships may be available for this programme. Visit www.gculondon.ac.uk/scholarships for details.

This information is subject to change.
For full and up-to-date details, visit:
www.gculondon.ac.uk/study

Luxury Brand Management

MBA

This innovative MBA programme responds to a growing demand for skilled managers with a thorough understanding of luxury brand management strategies and tools.

The programme builds on GCU London's expertise in the Luxury industry and continues to provide an outstanding platform for exploring the evolution of the global luxury market.

The design of the programme will help students gain a deep understanding of the complexities of management within the context of luxury organisations, particularly as luxury markets continue to become more competitive and multi-dimensional, and luxury consumers become more polarised.

Graduate prospects

The MBA Luxury Brand Management programme is designed to equip candidates who have the relevant managerial experience with specialist advanced knowledge and skills to move on to the next level of their career.



Key facts

Mode of study and duration

Full time: One year.

Fees

UK/EU (2016/17): £16,800
Overseas (2016/17): £16,800.

Minimum entry requirements

- Normally either
- minimum of lower second class honours degree in business-related discipline and no requirement for work experience
 - or
 - minimum of lower second class honours degree in any discipline not business-related and two years appropriate level management experience.

English language requirements

Academic IELTS level 6.0 (or equivalent with no element less than 5.5).

Assessment

Taught modules are assessed by a combination of coursework, discussion boards and online tests followed by a Dissertation and consultancy project.

Programme content

- Creating value in the luxury sector
- Product and brand management for the luxury goods sector
- Globalisation and global citizenship
- Responsible leadership for the luxury sector
- Strategic management and marketing for luxury goods
- Luxury retailing and distribution management (option)
- Research and consultancy methods.

Scholarships

Scholarships may be available for this programme. Visit www.gculondon.ac.uk/scholarships for details.

This information is subject to change.
For full and up-to-date details, visit:
www.gculondon.ac.uk/study

Luxury Brand Marketing

MSc

A unique programme, designed to reflect the distinctive nature of the luxury brand sector. Our Masters in Luxury Brand Marketing provides you with the specialist skills, industry knowledge and expertise necessary for a successful career in a niche and innovative industry.

You'll study a range of topics, providing a breadth of knowledge and understanding of marketing specifically related to luxury brands, with a focus on critical insights into luxury consumer behaviour, luxury branding and marketing communications and examination of legal aspects of branding within a luxury context. We'll help you develop your intellectual skills together with the contemporary skills and practices needed to excel in the industry.

The programme aims to provide an opportunity for graduates to study luxury marketing within a global context whilst also being aware of the wider responsibilities of businesses including responsible leadership.



Graduate prospects

Our graduates are well positioned to operate as a manager within an increasingly competitive and digitally orientated industry with an international scope.

Key facts

Mode of study and duration

Full time: One year.

Fees

UK/EU (2016/17): £8,400

Overseas (2016/17): £12,600.

Minimum entry requirements

Minimum entry requirements: UK

Honours degree or equivalent, normally at grade 2.2 or above.

Assessment

Taught modules are assessed by a combination of coursework, discussion boards and online tests followed by a Dissertation.

Programme content

- Strategic Marketing of Luxury Goods
- Legal Aspects of Brand Management
- Developing Personal and Professional Competence
- Consumer-Led Sustainable Marketing
- Global Branding and Integrated Marketing Communications
- Research Project: Design and Methods.

Scholarships

Scholarships may be available for this programme. Visit www.gculondon.ac.uk/scholarships for details.

This information is subject to change.
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Construction Management

MSc

Developed with the support of the Construction Industry Training Board (CITB), the programme is accredited by four distinct professional bodies and is design to meet the increasing demand for innovative and far-sighted construction managers.

Demand for highly skilled, innovative construction managers is constantly increasing. This comes from a growing drive to find sustainable and environmentally sound construction methods and innovative management practices to replace traditional procurement routes and management methods.

The programme offers a wide choice of modules which cover the skills that modern construction professionals need in order to meet the challenges of the industry. The programme allows you the scope to develop a bespoke skill set by selecting from the range of elective modules. It provides recent graduates and experienced professionals with an outstanding opportunity to upgrade their skills in order to enhance their career choices.



The MSc programme is fully accredited by the Royal Institution of Chartered Surveyors (RICS), allowing successful MSc graduates to progress directly to the assessment of professional competence.

Graduate prospects

Our graduates benefit from our extensive links with industry and many are now senior professionals in construction companies around the world.

Key facts

Mode of study and duration

Full-time: One year

Part-time: Two years

Distance learning: Two to five years.

Fees

UK/EU (2016/17): £8,400

Overseas (2016/17): £12,600.

Minimum entry requirements

UK Honours degree 2:2 (or equivalent) in any discipline associated with the construction and property industry; or corporate membership of a construction or property-related professional body (eg RICS, RIAS, CIOB).

English language requirements

Academic IELTS level 6.0 (or equivalent with no element less than 5.5).

Assessment

Examinations and a dissertation.

Programme content

Core modules:

- Construction Organisation and Project Practices
- Research Methods Electives: The Management of Health and Safety in Construction Construction Dispute Resolution
- Value Management
- Construction Economics
- Development and Project Economics

Elective modules:

- Construction Financial Management
- Project Management
- Construction Markets and Procurement
- Strategic Management in Construction and Property
- Managing the Construction Process
- Project and Development Risk
- Contract Administration

Accreditations

The course is accredited by four leading professional bodies: the Association for Project Management (APM); the Royal Institution of Chartered Surveyors (RICS); the Chartered Institute of Building (CIOB) and the Project Management Institute (PMI).

Scholarships

Scholarships may be available for this programme. Visit www.gculondon.ac.uk/scholarships for details.

This information is subject to change.
For full and up-to-date details, visit:
www.gculondon.ac.uk/study

International Project Management

MSc

Developed by leading UK academics, this course is aimed at delivering the range of professional project management skills laid down by Royal Institution of Chartered Surveyors (RICS).

Major multinational and overseas projects require professionals with multi-faceted skills who can operate in a variety of cultural and socio-economic settings around the world.

This one year course provides a wealth of skills development in the areas of integration and scope management, corporate social responsibility, time and cost management, and international project finance.

Accredited by the Royal Institution of Chartered Surveyors (RICS), it is highly relevant for those wishing to pursue a career in construction project management internationally. Indeed, a recent collaboration with Hill International has confirmed the course modular structure as being a suitable learning experience for international construction project managers.



Graduate prospects

The demand for project professionals, especially those with project management education and training, is growing rapidly. Demand in many regions is exceeding supply, as more companies adopt a project management culture and project numbers continue to grow globally.

Key facts

Mode of study and duration

Full time: One year.

Fees

UK/EU (2016/17): £8,400
Overseas (2016/17): £12,600.

Minimum entry requirements

Normally a UK Honours degree (2.2) or equivalent in any construction and built environment related subject (e.g. Quantity Surveying, Building Surveying, Construction Management, Architecture; Civil Engineering).

Applicants with appropriate professional experience may be considered; equivalence to an Honours degree may be demonstrated through the University's procedures for the Recognition of Prior Learning (RPL).

English language requirements

Academic IELTS level 6.0 (or equivalent with no element less than 5.5).

Assessment

Taught modules are assessed by a combination of coursework, discussion boards and online tests followed by a Dissertation.

Programme content

- Project management
- Managing the construction process
- Construction organisations and project practices
- Integration and scope management
- Value management
- Project and development risk
- International construction project finance
- Research methods.

Accreditations

The course is accredited by four leading professional bodies: the Association for Project Management (APM); the Royal Institution of Chartered Surveyors (RICS); the Chartered Institute of Building (CIOB) and the Project Management Institute (PMI).

Scholarships

Scholarships may be available for this programme. Visit www.gculondon.ac.uk/study/scholarships for details.

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Public Health

MSc

This Master's programme provides practitioners from a wide range of backgrounds the opportunity to enhance their knowledge, understanding and professional skills for safe and effective public health practice.

Our programme is underpinned by world-leading research and a framework of social action, which is increasingly accepted as a means to reduce the enduring and currently widening inequalities in the experience of health, illness and wellbeing within and between countries. This framework aims to redress the balance between asset based approaches and the more traditional deficit approach.

The programme is aligned to the UK Public Health Skills and Career Framework which in turn maps to WHO international standards. Practitioners will consider modern theory and research alongside of current global strategies for health and development to improve the health and well-being of the population, prevent disease and minimise its consequences, prolong life and reduce inequalities in health.

Supported with a variety of teaching and learning approaches, our students engage in taught content



through guided study, lectures from public health experts and participation in group work and seminars to encourage interaction. Lectures and seminars are also supported with online activity.

Graduate prospects

Previous graduates are now specialising in areas including health improvement, health protection and public health teams. A number of graduates have moved into roles within academic settings including teaching, research and further studies.

Key facts

Mode of study and duration

Full time: One year.

Fees

UK/EU (2016/17): £8,400
Overseas (2016/17): £12,600.

Minimum entry requirements

UK honours degree (or equivalent). In considering an applicant's qualifications, the University's guidelines for flexible entry will be taken into account.

English language requirements

Academic IELTS level 6.5 (or equivalent with no element less than 6.0).

Assessment

Taught modules are assessed by a combination of coursework, discussion boards and online tests followed by a Dissertation.

Programme content

- Principles and Theory of Public Health
- Health Economics and Development
- Public Health Theory to Social Action
- Advanced Epidemiology, Application and Evaluation in Practice
- Evaluating Evidence to Develop Research and Inform Practice
- Placement module.

Work placement

This programme includes a 15 day placement.

Scholarships

Scholarships may be available for this programme. Visit www.gculondon.ac.uk/study/scholarships for details.

This information is subject to change.
For full and up-to-date details, visit:
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Please note: Whilst the information presented here is correct at the time of publication, prospective applicants should consult www.gculondon.ac.uk/study for the most up-to-date information before applying. Full Student Terms and Conditions can be found on the Glasgow Caledonian University website at: www.gcu.ac.uk/student/regulations.



University for the Common Good



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PDS_97332_04/16.