



## EUROPEAN BUSINESS SCHOOL LONDON

- MBA International Business
- MSc Global Banking and Finance
- MA Entrepreneurial Management
- MA Human Resource Management
- MA International Business
- MA International Marketing
- MA Luxury Brand Management



# Contents

Welcome to EBS London	1
London – A Vibrant City	2
EBS London Postgraduate Degrees	4
MBA International Business	6
MBA Study Period Abroad	8
MSc Global Banking and Finance	10
MA in Management with pathway in:	
<i>Entrepreneurial Management</i>	12
<i>International Marketing</i>	14
<i>Human Resource Management</i>	16
<i>International Business</i>	18
MA in Luxury Brand Management	20
Application Procedures	22
How to Apply	24
Tuition Fees	25
Visit Us	26
Disabilities and Learning Difficulties	27
Careers Guidance and Internship Services	28
Postgraduate Facilities	30
Regent's College London	32
Learning Resources	34
Accommodation	35
Socialising and Support	37
Principal Academic Staff	38
Module Outlines	40
How to Find Us	45

Regent's College is an associated institution of the Open University. Undergraduate and postgraduate programmes in the European Business School London are validated by the Open University. EBS London is recognised by the British Accreditation Council and the Department for Innovation, Universities and Skills.

Extract from the recent BAC inspection: The European Business School London was first accredited by the British Accreditation Council for Independent Further and Higher Education in 1995.

The School was considered to offer an excellent level of provision in all of the areas assessed during the inspection. There was an excellent integration of the academic programmes with the development of the awareness, skills and experience required by students for entry to their chosen careers, which was further supported by the guidance and advice provided by the Careers and Internships Services Centre. The level of pastoral and academic support provided by the School, and more generally with Regent's College, was outstanding, as was the School's clear commitment to continuous review of its provision in the light of student comment and the changing international context of business. The School's staff were notable for their wide range of academic and professional qualifications and experience. Academic resources, both within the School and within Regent's College, were comprehensive.

The European Business School London was awarded continuing accreditation in April 2006.

# Welcome to EBS London



The European Business School London is a unique UK higher education institution. Situated in the heart of Regent's Park, central London, we provide an educational experience that combines rigorous undergraduate and postgraduate business programmes with excellent employment prospects for graduates.



Our student body comprises 92% international students from 100 different countries worldwide. This highly cosmopolitan, multicultural student body creates a dynamic environment for the design and delivery of our academic curriculum. At EBS London we are committed to the principle of embedding internationalism in the academic content of our degree programmes, and of capitalising on the richness and variety of the linguistic and cultural background of our students.

Our highly talented and forward-looking graduates are much sought after by employers worldwide; particularly in the fields of banking and finance, marketing and consultancy. Increasingly, our graduates are also setting up their own companies, as well as continuing a well-established trend of working within family business. The high graduate employment level at EBS London, a key indicator of success, continues to be the guiding principle of our academic mission.

Whichever postgraduate programme you are interested in, we are confident that you will be both intellectually challenged and culturally stimulated by the unique experience of EBS London.

**Professor Martin Timbrell**  
Dean

2

# LONDON THE LARGEST, MOST EXCITING CITY IN EUROPE



# London – A Vibrant City



3

**A campus with a wealth of opportunities ... best describes Regent's College. Not only are we one of the few colleges which has a campus in central London, but our prime park location makes it easy for students to explore one of the world's most entertaining cities from dusk to dawn. Baker Street tube station, which is only a 5-minute walk away, links students to major sites and attractions in London and it is easy to take the train to other major European cities.**

London is a city of colours and contrasts, of ancient history and 21st century modernity, a melting pot of the world's cultures and nationalities. Since the Romans founded Londinium in AD60, London has grown and prospered to establish itself as the largest, most exciting city in Europe. With a population of 7 million, 30% of whom are of overseas descent, London is one of the biggest and most ethnically diverse cities in the world, with around 200 languages spoken within its confines. The country's news and money are made here, and many of the biggest multinational companies in the world are based in London's financial district.

London's museums and galleries – several of them ranking amongst the world's finest – are full of treasures collected from Europe and beyond. Monuments from the capital's more glorious past, from medieval banqueting halls to the great churches of Sir Christopher Wren, stand alongside modern wonders such as Tate Modern.

For entertainment, London is truly unsurpassed. A huge shopping mecca where students can trawl the weekend markets of Portobello and Camden for cutting edge street designs, or hobnob with the rich and famous in Harrods or on Bond Street. There are hundreds of nightclubs, restaurants and theatres to choose from, as well as the many London pubs which are renowned for their character and bonhomie. As the home of the Royal Opera House, Royal Albert Hall and London Symphony, there are facilities for every kind of music lover.



Contrary to popular belief, London need not be an expensive place to live. The city's huge student population means that there is plenty of good value accommodation to be found in the capital and many shops and attractions offer student discounts. From Michelin-starred restaurants to all-you-can-eat Indian buffets, there is a restaurant to suit every pocket in London.

**EBS London's Masters degree programmes are designed to enhance your proficiency in a specific area as a continuation from your undergraduate degree studies, or offer a change of career in an increasingly competitive job market.**

- **MBA International Business**
- **MSc Global Banking and Finance**
- **MA Entrepreneurial Management**
- **MA Human Resource Management**
- **MA International Business**
- **MA International Marketing**
- **MA Luxury Brand Management**

## **MBA International Business**

The MBA International Business brings together all aspects of the work of the school in an exciting and innovative learning experience. Combining two semesters of academic study in London with a 6-10 week Study Period Abroad in either New York City, Montreal, Copenhagen or Hong Kong. A minimum of two years postgraduate-level work experience is required for this course.

## **MSc Global Banking and Finance**

This one year full-time programme is ideal for students interested in a career in investment banking, corporate finance or the financial service industry in general. It is open to students who have an analytical, financial or mathematical academic background.

## **MA Entrepreneurial Management**

This programme is ideal for students wishing to launch their own business enterprise, expand upon a family business or focus on small to medium sized organisations. The course is open to students of all degree backgrounds.

## **MA Human Resource Management**

This programme generates an in-depth experience of the management of human resources; it teaches students to apply comprehensive knowledge, understanding and intellectual skills across a wide range of managerial leadership areas. The course is open to students of all degree backgrounds.

## **MA International Business**

International business practitioners need the theoretical and empirical tools that will allow them to make balanced judgements of financial, commercial, political and economic factors. This course provides a comprehensive overview of international business and is open to students of all degree backgrounds.

## **MA International Marketing**

This programme deals with the complex issues facing marketing managers in the 21st Century. The course will empower students with a mastery of effective marketing, and provides an insight into the international business environment.

## **MA Luxury Brand Management**

This programme recognises that luxury and prestige companies' top executives need a specific kind of business expertise. They will have to manage leading brands in a highly competitive context, combining this knowledge with innovative and creative potential and a strong cultural perspective.





## Start dates

January and September

## Duration

12 months

## Overview

The EBS London MBA programme has been developed to provide students with the skills and experience to undertake the challenges of senior-level management. The programme provokes theoretical understanding and a critical awareness of the major strategic challenges facing contemporary global business. The programme has an international focus throughout, underpinned by the integral 6-10 week Study Period Abroad. Whatever your career ambitions, we are confident that you will be challenged and stimulated by the uniqueness of the EBS London MBA International Business.

Please see pages **28-29** for details of our Careers Guidance and Internship Services.

## Programme Aims

- Develop and enhance strategic and integrated views of organisations and management at all levels.
- Develop a critical awareness of international business.
- Develop an advanced understanding of international, ethical and strategic concepts and current theories in the management of global businesses.

## Programme Objectives

*EBS London MBA graduates will be able to:*

- Make an immediate contribution to key strategic and functional areas of international organisations.
- Show leadership and creativity when faced with complex problems and be able to plan and implement tasks at a senior management level.
- Apply critical, analytical and research skills commensurate with improving business and management theory and practice.

## Programme Features

- A multidisciplinary and integrative curriculum reinforcing the strategic and international dimensions of global business.
- A specialist Study Period Abroad (SPA) as a core element of the programme, allowing students to gain practical and academic experience overseas for a 6-10 week period.
- A selection of 8 languages for students to choose from to enhance their personal global portfolio of skills: French, German, Portuguese, Spanish, Italian, Russian, Japanese or Mandarin Chinese.
- Proactive Careers Guidance and Internship Centre.

## MBA STATISTICS

### CLASS SIZE

29

### AVERAGE AGE OF STUDENTS

28

### AVERAGE YEARS OF FULL-TIME WORK EXPERIENCE

5

### STUDENTS' WORK BACKGROUND

Finance

Law

Engineering

Real Estate

### STUDENTS' TOP NATIONALITIES

German

American

French

Portuguese

Indian

Italian

### MALE/FEMALE RATIO

55:45

## Programme Outline

Full module details from [page 40](#)

### Autumn Semester

- Managing Organisations and People for the 21st Century
- Entrepreneurship and New Business Ventures
- Financial and Managerial Accounting
- Operations & Services Management
- Marketing in Diverse Environments

### Spring Semester

- Crossing Continents
- Business and Competitive Environments
- Financial Management
- Information & E-Business Management Systems

### Summer Semester / Study Period Abroad

- Elective Module 1
- Elective Module 2

### Business Project

*Undertaken throughout the programme*

The EBS London MBA programme has an international focus, underpinned throughout by the compulsory 6-10 week Study Period Abroad element of the course. Our partner universities have been selected for their international standing, the reputation of their MBA programmes and their course compatibility. Two elective modules are chosen from the host university's MBA course offerings. The Study Period Abroad is undertaken during the summer semester, and EBS London MBA students can choose from the following partner universities:

**Solvay Business School**

Brussels, Belgium

**Fundação Getulio Vargas**

Sao Paolo, Brazil

**University of Stellenbosch Business School**

Cape Town, South Africa

**Escuela de Caixanova**

Vigo, Spain

**Université Laval**

Montreal, Canada

**Suffolk University**

Boston, USA

**Coggin College of Business**

Florida, USA

**Korea University Business School**

Seoul, Korea

**ISCTE Business School, Lisbon University Institute**

Lisbon, Portugal

**Monmouth University**

New Jersey, USA

**Copenhagen Business School**

Copenhagen, Denmark

**Concordia University**

Montreal, Canada

For more information about all of our partner universities please visit [www.regents.ac.uk/ipo](http://www.regents.ac.uk/ipo)

**Fundação Getulio Vargas**

Sao Paolo, Brazil

FGV was founded in 1944, and is considered a Top 5 policymaker think-tank worldwide. FGV acts as a consultant on major international issues. FGV-EAESP was elected for the second consecutive year the best business school in the country. It is the only business school in Latin America and the only one in Brazil to have triple accreditation: EQUIS, AMBA and AACSB.

What better place to do your study period abroad than in one of the BRIC countries – the emerging economic superpowers, and in the largest and richest city of the Southern Hemisphere - Sao Paolo!

[www.fgv.br](http://www.fgv.br)

**University of Stellenbosch Business School**

Cape Town, South Africa

From its inception in 1964, the University of Stellenbosch Business School (USB) has become a renowned player in the international business school community. The School's international standing and reputation was first confirmed when the USB became the very first business school in Africa to receive the EQUIS accreditation.

In 2002 the USB achieved its second distinction - the international AMBA accreditation. USB endeavour to achieve the highest possible international standards in global business management education, while at the same time aligning its programmes with the needs of business in Africa.

[www.usb.ac.za](http://www.usb.ac.za)

## Escuela de Caixanova

Vigo, Spain

Escuela de Caixanova is one of the leading business schools in Spain, specialising in management training and it has excellent links with companies on the Iberian Peninsula. Since its foundation, it provides training to more than 35,000 students that today hold leading management positions in major companies, providing the school with a wide and strong corporate network in our area of influence.

Caixanova's MIB ranks fourth position in International Management, according to the most prestigious Spanish rank that analyses 250 Masters in our country. The MBA has been operating for 22 years now.

[www.enegocioscaixanova.edu](http://www.enegocioscaixanova.edu)

## Université Laval

Quebec City, Canada

Université Laval was founded in 1852 when it received the Royal Charter from Queen Victoria. Known for its top quality teaching and wide range of stimulating academic programs, the university is accredited by AACSB International and EQUIS. The Summer Business School program offers students the opportunity to experience international trade in the context of the North American Free Trade Agreement (NAFTA).

Located in Quebec City, a UNESCO World Heritage Site, the university has one of the largest sports complexes in Canada. This vibrant city offers the modern conveniences of North America, all with a European twist!

[www.fsa.ulaval.ca](http://www.fsa.ulaval.ca)

## Suffolk University, Boston

Massachusetts, USA

Accredited by AACSB and NASPAA, the Sawyer Business School prepares successful leaders in global business and public service. The curriculum embraces evolving business practices. The faculty and students hail from all parts of the globe and bring a unique outlook to the classroom.

The MBA offers 11 specialization areas and over 100 electives. It was also named among the Top 15 U.S. Graduate Programs in Global Management by Princeton Review, 2009.

[www.suffolk.edu/business](http://www.suffolk.edu/business)

## Coggin College of Business

Jacksonville, Florida, USA

The Coggin College of Business based at the University of North Florida was named an outstanding business college by the Princeton Review for the third year in a row in 2010. Accredited by AACSB the University offers state of the art business computing technology such as a Logistics Lab and the Financial Trading Lab equipped with cutting edge optimization software and the best trading simulation software. The MBA program focuses on developing a general management perspective and offers intensive graduate-level study in accounting, economics, decision sciences, finance, management, and marketing. Emphasis is given to policy formulation and the interrelationships of business disciplines.

[www.unf.edu/coggin](http://www.unf.edu/coggin)

Having the opportunity to take part in the Study Period Abroad in Hong Kong has proven to be an invaluable experience. The combination of coursework at City University and participating in the MBA Diagnostic Trip to mainland China provided significant academic, professional and cultural learning opportunities. I highly recommend the program and truly enjoyed the overall experience of the Study Period Abroad.

Nicolas Chavez, USA, MBA



## Start dates

January and September

## Duration

12 months / 15 month for a January start

## Overview

Efficient, well-functioning financial markets lie at the heart of every successful modern economy. Bankers and financiers are a vital part of the corporate life cycle. Banking has always been tightly regulated, but in recent years the industry has undergone big changes in many parts of the world. The privatisation trend and the globalization of the financial industry have forced mergers and restructurings. The MSc in Global Banking and Finance exposes course members to the latest developments in the financial industry, set within a practical business context. The programme enables students to think from first principles, deal with financial issues and contribute to the formulation of finance-related strategies upon graduation.

## Programme Aims

*This course aims to:*

- Offer training in the academic discipline of finance within a global business context.
- Provide rigorous, critical analysis of issues in banking and financial markets.
- Provide an understanding of the interaction of finance with international financial services, international business and financial economics in the public and private sectors.

## Programme Objectives

*EBS London MSc graduates will be able to:*

- Demonstrate the skills necessary to tackle problems within the complex world of international finance and banking.
- Prepare and implement findings directed at the evaluation of corporate, market, investment and risk management situations.
- Demonstrate business and cultural skills related to the professional workplace in an international context.

## Programme Features

- A multidisciplinary and integrative curriculum reinforcing the strategic and international dimensions of global banking and finance.
- Two semesters of seven taught core modules, one elective module and a 15,000 word dissertation.
- Regular workshops and seminars by business practitioners from the corporate financial world.
- Proactive Careers, Guidance and Internships centre.

## Programme Outline

Full module details from [page 40](#)

### Core Modules

- Financial Markets and Instruments
- Banking and Financial Management
- Financial Regulation and Governance
- Corporate Finance
- Financial Reporting and Analysis
- Strategy in Action
- Research Methods and Econometrics

### Dissertation

### Elective Modules

(Choose from 13 - see page 42)

The MSc Global Banking and Finance course at EBS London was a great experience. First of all, living in London and having the financial insights that the city provides is really amazing. The lecturers are very knowledgeable and considerate, combining regular lectures with seminars, thus giving a “real world” sense to the course. At the moment I am teaching in a university in Brazil, and also working in a big retail bank. I believe the knowledge acquired during my time at EBS London developed my skills and prepared me for entry into the finance market.”

Rogério Saab, Brazil, MSc Global Banking and Finance

# MA in Management

With pathway in Entrepreneurial Management

12



## Start dates

January and September

## Duration

12 months / 15 month for a January start

## Overview

Entrepreneurship as a management style and set of competencies is seen, by governments and businesses alike, as a key to change. In a global economy where knowledge and service are the assets for organisations and their economies, an entrepreneurial culture is seen as the basis of being competitive and realising growth potential through creativity and adaptability.

The programme recognises the existence of and necessity for entrepreneurial capabilities in all organisations—public, private and social. The focus is on Entrepreneurial Management as a phenomenon that generates economic renewal for organisations of all sizes and cultures.

## Programme Aims

*This course aims to:*

- Promote critical and reflective debate around the current discourses in Entrepreneurial Management.
- Take a wide ranging view of entrepreneurship as a key focus in organisational development.
- Focus on entrepreneurial management as a specific management style, one relevant to organisations in a wide arena of sizes, cultures and structures.

## Programme Objectives

*Graduates will be able to:*

- Demonstrate the skills needed for a wide variety of possible careers, including starting small businesses of their own or developing existing organisations.
- Convert theory into practice by presenting current empirical research so as to enhance contemporary entrepreneurial knowledge and skills in an integrated manner.
- Critically analyse complex situations, so they may take effective and creative entrepreneurial decisions.

## Programme Features

- A strong base of theoretical and conceptual frameworks built on by application and interface with entrepreneurs and entrepreneurial businesses through seminars, field and research-based activities.
- Two semesters of core and specialist modules, one elective module and a 15,000 word final dissertation.
- A Dissertation which provides a major opportunity to extend the interest of the individual student by focusing on one of the many exciting avenues of entrepreneurial development.
- A strong focus on group-orientated teamwork to reach shared objectives, supported by staff with extensive entrepreneurial experience.

## Programme Outline

Full module details from [page 40](#)

### Core Modules

- Business in its Linguistic and Cultural Environment
- Strategy in Action
- Business Research Methods (*half module*)

### Specialist Modules

- Entrepreneurship and New Ventures (*Double module*)
- Managing the Growing Business
- Experiential Leadership in Action
- Finance for Entrepreneurial Business (*half module*)

### Elective Modules

(Choose from 13 - see page 42)

### Dissertation

On the programme, the concept of Entrepreneurship is used as a platform in order to teach students how to look at things in a more structured manner, and to take the broader view on business in general.

Johannes Kraft, Germany, MA Entrepreneurial Management

# MA in Management

With pathway in International Marketing

14



## Start dates

January and September

## Duration

12 months / 15 month for a January start

## Overview

This programme addresses the complex issues that face marketing managers in the 21st Century. Of crucial importance is the ability to analyse and evaluate a rapidly changing international business environment, to plan accordingly and to implement customer-focused solutions that will deliver both financial performance and develop long-term client-business relationships. The programme will empower students with a mastery of effective marketing, and allows a focus on specific areas of marketing such as direct marketing, services marketing, etc.

## Programme Aims

*This course aims to:*

- Promote critical and reflective debate around the current discourses in International Marketing.
- Provide students with the skills and training needed for a successful career in marketing in a global context.
- Allow students to study core MA modules along with specific marketing modules relevant to their own area of particular interest.

## Programme Objectives

*Graduates will be able to:*

- Demonstrate the skills needed for a successful career in Marketing Management in an international context.
- Develop their managerial competencies through effective communication, team work and strategic analysis.
- Critically analyse the international business environments to produce effective, customer-focused marketing plans and solutions for a range of organisations.



## Programme Features

- Small class sizes and close personal attention from the course tutors.
- Two semesters of seven taught core modules, one elective module and a 15,000 word final dissertation.
- A Dissertation which provides a major opportunity to extend the interest of the individual student by focusing on a specific marketing area, a business plan or consultancy project.
- Practical field-based opportunities to put academic knowledge into practice.
- An interdisciplinary opportunity to develop core management competencies whilst selecting from a range of specialist marketing modules.

## Programme Outline

Full module details from [page 40](#)

### Core Modules

- Business in its Linguistic and Cultural Environment
- Strategy in Action
- Business Research Methods (*half module*)

### Specialist Modules

- Marketing Management (*Double module*)
- International Marketing
- Consumer Behaviour
- Finance for International Marketing Specialists (*half module*)

### Elective Modules

(Choose from 13 - see page 42)

### Dissertation

# MA in Management

With pathway in Human Resource Management

16



## Start dates

January and September

## Duration

12 months / 15 month for a January start

## Overview

To display excellence in practice, HR managers must study and apply comprehensive knowledge, understanding, and intellectual skills across a wide range of managerial leadership areas. They must also become more self-aware, have a strong interpersonal focus, and develop creativity, originality and adaptability in a learning culture that demands disciplined thinking and encourages curiosity. This programme works with students to generate an in-depth, high-level, critical and practical experience of the management of human resources.

## Programme Aims

*This course aims to:*

- Promote critical and reflective debate around the current discourses in Human Resource Management.
- Prioritises theoretical and explanatory Human Resource frameworks, whilst stressing self-knowledge through physical as well as emotional participation.
- Allow students to study core MA modules along with specific Human Resource modules relevant to their own area of particular interest.

## Programme Objectives

*Graduates will be able to:*

- Demonstrate the skills needed for a successful career in Human Resource Management in an international context.
- Apply practical, strategic HR skills to develop more encouraging work environments.
- Effectively communicate with employees on all levels and lead and manage successful teams.

## Programme Features

- Small class sizes and close personal attention from the course tutors.
- Two semesters of taught core and specialist modules, one elective module and a 15,000 word final dissertation.
- A Dissertation which provides a major opportunity to extend the interest of the individual student by focusing on a specific human resource area, a business plan or consultancy project.
- Practical field-based opportunities to put academic knowledge into practice.
- An interdisciplinary opportunity to develop core management competencies whilst selecting from a range of specialist HR modules.

## Programme Outline

Full module details from [page 40](#)

### Core Modules

- Business in its Linguistic and Cultural Environment
- Strategy in Action
- Business Research Methods (*half module*)

### Specialist Modules

- Strategic Human Resource Management (*Double module*)
- Organisational Behaviour
- Experiential Leadership in Action
- Finance for HR Specialists

### Elective Modules

(Choose from 13 - see page 42)

### Dissertation

# MA in Management

With pathway in International Business

18



## Start dates

January and September

## Duration

12 months / 15 month for a January start

## Overview

Successful managers need to possess the theoretical and empirical tools that will allow them to make balanced judgements of the many different factors—cultural, financial, commercial, social, political etc.—that will affect the outcomes of their endeavours in business. On this programme International Business is addressed on a 'macro' level, dealing with institutional and human aspects, and on a more internal, 'micro' level, focusing on the latest topics of business research in an international context.

## Programme Aims

*This course aims to:*

- Introduce students to current debates, theories and practices in the field of International Business.
- Analyse aspects of International Business on both a micro and macro level.
- Allow students to study core MA modules along with specific International Business modules relevant to their own area of particular interest.

## Programme Objectives

*Graduates will be able to:*

- Use analytical tools to monitor the presence and impact of current issues affecting international business.
- Make informed decisions about the latest topics in business research in an international context.
- Become successful participants in the international business process, and establish successful careers in their chosen business field.

## Programme Features

- Small class sizes and close personal attention from the course tutors.
- Two semesters of taught core and specialist modules, one elective module and a 15,000 word final dissertation.
- A Dissertation which provides a major opportunity to extend the interest of the individual student by focusing on a specific business area, a business plan or consultancy project.
- Practical field-based opportunities to put academic knowledge into practice.
- An interdisciplinary opportunity to develop core management competencies whilst selecting from a range of specialist International Business modules.

## Programme Outline

Full module details from [page 40](#)

### Core Modules

- Business in its Linguistic and Cultural Environment
- Strategy in Action
- Business Research Methods (*half module*)

### Specialist Modules

- Fundamentals of International Business (*Double module*)
- International Marketing
- International Business Economics
- Finance for International Business Specialists (*half module*)

### Elective Modules

(Choose from 13 - see page 42)

### Dissertation



## Start dates

January and September

## Duration

12 months / 15 month for a January start

## Overview

Until the mid-20th century, luxury was the preserve of the very few: the very rich and those born to expect privilege. In the post-war period, and progressively throughout the second half of the century, things changed. While in the earlier period the major players in the luxury prestige world were family-owned companies, this is no longer the case. At the turn of the last century, most luxury brands became globally available and are now part of fewer than half a dozen major international groups.

This programme recognises that luxury and prestige companies' top executives need a specific kind of business expertise. They will have to manage leading brands in a highly competitive context, combining this knowledge with innovative and creative potential and a strong cultural perspective. Those who plan to work in luxury have to be able to match the management and business skills with the culture and the spirit of luxury.

## Programme Aims

*This course aims to:*

- Promote critical and reflective debate around the current discourses in Luxury Brand Management
- Provide students with the skills and training needed for a successful career in Luxury Brand Management, in an international context
- Allow students to gain industry insights through a dissertation or an internship-based consultancy project

## Programme Objectives

*Graduates will be able to:*

- Demonstrate the skills needed for a successful career in Luxury Brand Management
- Develop their managerial competencies through effective communication, team work and strategic analysis
- Comment and reflect upon the appropriate application of luxury principals, whilst critically evaluating the notion of luxury in varied cultural settings



## Programme Features

- Small class sizes and close personal contact with lecturers
- Teaching staff with extensive practical industry experience
- A choice between an internship-based consultancy project within the industry, or a dissertation
- Field trips to luxury clubs, showrooms and events
- Participation in the Regent's College Luxury Lecture Series
- An interdisciplinary opportunity to develop core management competencies whilst selecting from a range of specialist modules

## Programme Outline

Please note that all modules are compulsory.

### Specialist Core Modules

- Principles of Luxury
- Intellectual Property Law
- Marketing Management of Luxury Brands
- Financial Management
- Consumer Behaviour
- Managing Luxury Brands
- Contemporary Issues in Luxury Brand Management
- Integrated Marketing Communications
- Creative Foundations of Luxury Brands
- Distribution and Channel Management
- Endorsement and Sponsorship of Events

### Specialist Research Modules

- Research Skills and Methods
- Consultancy Project or Dissertation

### Dissertation

## Entry Requirements

### MBA International Business

Candidates presenting the following will be considered for admission:

#### Essential

- A good undergraduate degree from a recognised institution.
- Fluency in English. If your native language is not English, an IELTS score of 6.5 or a TOEFL score of 577 (233 computer-based, 90 internet-based) will be required.
- Minimum 2+ years of relevant full-time, postgraduate work experience.

#### Desirable

- Demonstrable command of business-related skills and attributes.

### GMAT

The GMAT is not an essential entry criterion for those candidates with a first degree. However it is highly recommended that students wishing to enter the course via the exceptional entry route, as outlined over, should take the GMAT. Our programme code is 2DP-F7-59.

### MSc Global Banking and Finance

Candidates presenting the following will be considered for admission:

#### Essential

- Minimum of a lower second class UK Honours undergraduate degree or its international equivalent from a recognised institution.
- The undergraduate degree must be in a business, financial, mathematical or analytical subject.
- Fluency in English. If your native language is not English, an IELTS score of 6.5 or a TOEFL score of 577 (233 computer-based, 90 internet-based) will be required.

### MA Degree programmes

#### Essential

- Minimum of a lower second class UK Honours undergraduate degree or its international equivalent from a recognised institution.
- Fluency in English. If your native language is not English, an IELTS score of 6.5 or a TOEFL score of 577 (233 computer-based, 90 internet-based) will be required.

The employment track record with our company has been excellent, with EBS London the best front-runner in our recruitment after Oxford and Cambridge

Accenture Consulting

### Exceptional Entry - All Programmes

EBS London welcomes applications from candidates who do not meet the essential entry criteria outlined above. In order to be accepted via exceptional entry, the candidate must:

- Hold a minimum of five years managerial work experience.
- Provide us with a 1500 word statement outlining their rationale for applying to the course, and how their previous experience is of relevance to the course they are applying for.
- Be prepared to attend an interview with the Postgraduate Admissions Panel.

Within the first week of meeting my fellow MBA students we became one big family. I particularly liked the international diversity of the student body, and I felt very much part of a successful team on the MBA course

Shalenta Hardison, USA, MBA 2006

# How to Apply



24

For a place on one of our postgraduate programmes, please complete the application form enclosed or apply online - [www.ebslondon.ac.uk/applyonline](http://www.ebslondon.ac.uk/applyonline)

*Please post, fax or email the following:*

- Transcripts of all academic study undertaken after secondary school.
- Two letters of recommendation in support of your application. If you have recently graduated, at least one of these should be from your previous academic institution.
- Proof of satisfactory English proficiency, if required.
- A copy of your CV/resume.
- A 300-500 word personal statement in support of your application, outlining your reasons for applying to your chosen programme.

*Send your form and supporting documents to:*

## **Admissions Office**

European Business School London  
Inner Circle  
Regent's Park  
London NW1 4NS  
United Kingdom

**Tel** +44(0)20 7487 7505

**Fax** +44(0)20 7487 7425

**Email** [ebsl@regents.ac.uk](mailto:ebsl@regents.ac.uk)

**Web** [www.regents.ac.uk/ebsl](http://www.regents.ac.uk/ebsl)



Most candidates will be assessed for admission on the basis of their submitted application materials. The School nevertheless reserves the right to call candidates for interview and to reject those who decline to attend.

## Course and Additional Fees

	Fall 2011	Spring 2012	Fall 2012
<b>MSc Global Banking and Finance</b>	£13,850	£13,850	£14,400
<b>MA Management Pathways</b>	£13,850	£13,850	£14,400
<b>MA Luxury Brand Management</b>	£17,995	£17,995	£17,995
<b>MBA International Business</b> <i>Includes laptop computer or equivalent value in books</i>	£17,995	£17,995	£17,995
<b>Additional Fees (all programmes)</b>			
Registration Fee	£350	£350	£350
Non-EU Advance Deposit*	£700	£700	£700
Alumni fee	£300	£300	£300

## Payment of Fees

Students who begin a course and then wish to withdraw must advise the Centre for Student and Programme Administration, and officially withdraw in writing using the Withdrawal for Studies Form.

Once a student has officially withdrawn from the School, they may claim a refund of tuition fees. Requests for refunds of tuition fees must be made in writing to the Commercial Manager, and must be made within 2 weeks of their official withdrawal date.

The official registration date referred to above is that appropriate to the first semester of study in the year for which the annual tuition fee has been paid. Appeals concerning a refund policy decision may be made to the Commercial Manager.

The European Business School London pursues a policy of continuous development of its courses and services. This document is for guidance only and does not form part of any contract. It is subject to change without notice. The information it contains is correct at the date of publication. Please consult [www.regents.ac.uk/ebsl](http://www.regents.ac.uk/ebsl) for updated information.

## Refunds

**Refunds will be given in accordance with the following scale:**

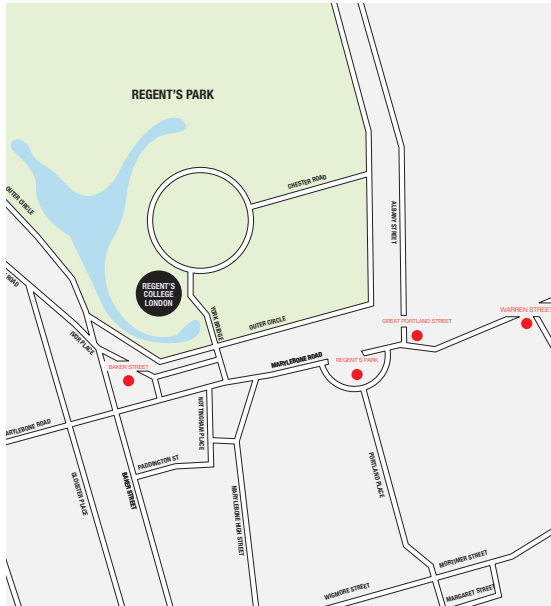
Withdrawal within the first two weeks after the official registration date: **80% of tuition fee**

Withdrawal within the third week after the official registration date: **60% of tuition fee**

Withdrawal within the fourth week after the official registration date: **40% of tuition fee**

Withdrawal after the fourth week after the official registration date: **no refund**

**\*This deposit is non-refundable except for visa refusal cases. This deposit is, however, transferable to an alternative period of study at EBSL within 12 months. The non-EU/EEA students' advance deposit is deducted from the tuition fees at Registration.**



## Campus Visits

If you are in London why not visit us? We welcome visitors to campus year-round. A personal visit will give you the opportunity to discuss your application in person, meet the staff directly involved with the programme and view our facilities. You will be able to discuss your career goals and needs on a one-to-one basis. Please contact us for an appointment with our Admissions Team:

**Tel** +44(0)20 7487 7505

**Email** [ebsl@regents.ac.uk](mailto:ebsl@regents.ac.uk)



## Contact Details

### European Business School London

Regent's College London  
Inner Circle, Regent's Park  
London NW1 4NS, UK

**Tel** +44(0)20 7487 7505

**Fax** +44(0)20 7487 7425

**Email** [ebsl@regents.ac.uk](mailto:ebsl@regents.ac.uk)

**Web** [www.regents.ac.uk/ebsl](http://www.regents.ac.uk/ebsl)

## International Visits

Alternatively if you are not able to come to the UK, why not contact us to find out if we will be visiting your country this year. EBS London regularly takes part in education exhibitions all over the world, giving you the chance to find out more about our courses and talk to a member of staff about studying in London. Details of our travel schedule can be obtained from the External Relations Office:

**Tel** +44(0)20 7487 7505

**Email** [ebsl@regents.ac.uk](mailto:ebsl@regents.ac.uk)



## Disabilities and Learning Difficulties

EBS London will make every reasonable effort, within the resources available, to support registered students with a disability or learning difficulty.

Prospective students are given the opportunity to disclose any disability or learning difficulty on their Application Form. The Admissions Officer, working with the School, will discuss specific requirements related to a disability or learning difficulty with the applicant. All discussions and information regarding a disability or learning difficulty will be treated in a confidential manner.

Students with dyslexia or a specific learning difficulty are required to provide the necessary documentation, such as an educational psychologist's report or equivalent, if they wish to receive additional support. The assessment should have been carried out no more than two years prior to the student joining the programme. If it is in a foreign language, a translation must be provided.

Any data collected regarding students' disabilities or learning difficulties is stored on the School's student record system, which may only be accessed by authorised personnel.

In accordance with the Disability Discrimination Act (1995) and the QAA code of Practice for the Assurance of Academic Quality, Section 3, Students with Disabilities (1999), Regent's College is currently undertaking an extensive refurbishment and building programme to improve access to and within its buildings. This is a continuing programme to facilitate and improve access to almost any part of the college via ramps, lifts and automatic doors. Installation for better signage and toilets for disabled students are also part of this comprehensive plan.

For more information please contact Pamela Taylor, Head of Student Support:

**Email** [taylorp@regents.ac.uk](mailto:taylorp@regents.ac.uk)



EBS London has a superb reputation in the business world and is well known for its excellent employment rate and well-rounded, ambitious graduates. The on-campus Careers Guidance and Internship Services Centre offers all students extensive careers counselling, as well as assistance in finding a work placement or permanent job after graduation. Postgraduate student CVs are included in the annual Graduate Profiles Book, a copy of which is sent to our network of 6500+ companies worldwide. The profiles book is a valuable recruitment tool for both students and employers alike.

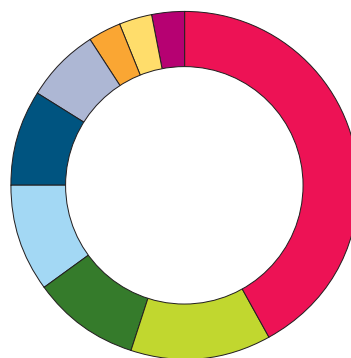


**WE HOST REGULAR CAREER  
NETWORKING EVENTS**

Each year EBS London organises an on-campus Careers Fair which is attended by many international companies and organisations. Students are encouraged to attend the fair and maximise the opportunity to network; many companies use the Fair to actively recruit EBS London students for graduate training schemes and internships.

#### List of companies recently attending our Careers Events:

- Accenture
- American Express
- Bayer AG
- BDO Stoy Hayward
- Bloomberg
- Credit Suisse First Boston
- Dresdner Kleinwort Wasserstein
- Ernst & Young
- L'Oreal (UK) Ltd
- Royal Bank of Scotland
- Schrodgers



#### EBS London Graduate Employment by Sector:

Banking & Finance	42%
Consultancy	13%
Retail and Textiles	10%
IT/Technology	10%
Marketing, Advertising and PR	9%
Manufacturing	7%
Property	3%
Import/Export	3%
Pharmaceuticals	3%

Graduate Profiles books containing the CVs of all of our graduating students are circulated to our network of industry contacts each year.

**EBS London graduates arrive at RBS with the commercial awareness and global vision we look for in our new recruits.**

The Royal Bank of Scotland

EBS London is proud to offer our postgraduate students a dedicated teaching and learning centre which provides the space to study in a professional environment. The Postgraduate Area is located in a quiet wing of the campus, with secure 24-hour access available to postgraduate students only.

All postgraduate programmes at EBS London involve a combination of lectures, seminars and tutorials. There is a significant amount of group work required of all students, and the Postgraduate Area has many air-conditioned classrooms available for group work, self-study, and lectures. The Postgraduate Area provides a relaxed, professional space for all postgraduate students to meet, study and relax.

There are excellent computer and IT facilities located within the Postgraduate Area. The networked PC computer stations are equipped with dedicated printers, internet access and software packages, as well as library catalogue and database access. The building is fully wireless-enabled, allowing students to use their own laptop computers. MBA students are provided with laptop computers for their personal use so they may take full advantage of our wireless facilities and off-campus intranet function.

The teaching rooms are equipped with modern presentation and touch-screen technology facilities, enabling students and staff to deliver high-quality presentations and lectures. Wide-screen satellite television is also available for students to access news and financial information channels from around the world. A post room allows students to collect mail, hand-outs and notes from lecturers, and two fully-equipped kitchenettes provide tea and coffee-making facilities 24/7.



**A DEDICATED TEACHING  
AND LEARNING CENTRE**



Regent's College is situated in the heart of Regent's Park, central London. Built in 1913, the main quadrangle of classrooms is surrounded by halls of residence, lawns and tennis courts and, beyond this, the ornamental gardens and lakes of Regent's Park. This tranquil environment is only minutes away from the financial centre of London, the West End and the many attractions of this exciting European city. Regent's College is home to three other schools, as well as EBS London:



## REGENT'S BUSINESS SCHOOL LONDON

Offers 3-year BA (Hons) degrees in International Business; International Business with Design Management; International Finance and Accounting; and International Marketing. RBS London prides itself on its small class sizes and personalised teaching style. Offering British BA Business programmes at undergraduate level, the School also offers one-year postgraduate courses here on the Regent's College campus - Global Management; Global Management (Marketing); Global Management (Finance).

[www.regents.ac.uk/rbsl](http://www.regents.ac.uk/rbsl)



## REGENT'S AMERICAN COLLEGE LONDON

The Regent's American College London offers four-year American degrees with Majors in Management, Media Communications, Social Science, International Relations, Public Relations and Psychology, leading to a BA degree from Webster University, USA.

[www.regents.ac.uk/racl](http://www.regents.ac.uk/racl)



## WEBSTER GRADUATE SCHOOL LONDON

Webster Graduate School at Regent's College offers the longest-established American MBA programme in London, as well as MA degrees in Finance, Management, Marketing, International Business, International Non-Governmental Organisations, International Relations and Computer Resources and Information Technology. All programmes lead to the award of a degree from Webster University, USA.

[www.regents.ac.uk/wgsl](http://www.regents.ac.uk/wgsl)



## LONDON SCHOOL OF FILM, MEDIA & PERFORMANCE

The London School of Film, Media & Performance (LSFMP) is a new, ground-breaking centre of academic and professional training for those who want to work creatively in film, theatre, radio, music, performance, media management and the arts. The School offers a one year Acting Foundation Course, as well as three year BA (Hons) degrees in Acting & Global Theatre; Creative Industries; Film, TV & Digital Media Production and Screenwriting & Producing. A two year, part-time, distance learning MA Writing for Screen & Stage is also available, and is the only course of its kind in the UK.

[www.regents.ac.uk/lspfmp](http://www.regents.ac.uk/lspfmp)



## SCHOOL OF PSYCHOTHERAPY & COUNSELLING PSYCHOLOGY

The School of Psychotherapy & Counselling Psychology (SPCP) offers Foundation/Certificate Programmes, Pre-Professional Programmes (MA and Postgraduate Diplomas), Professional Programmes (Advanced Diplomas) and MPhil/PhD Programmes in psychotherapy and counselling psychology, together with short courses aimed at the business community in subjects including Alternative Dispute Resolution. It also offers a new one year Foundation Course in Psychology, a three year BSc (Hons) Psychology and a four year BSc (Hons) Psychology with Integrated Foundation.

[www.regents.ac.uk/spcp](http://www.regents.ac.uk/spcp)





## The Tate Library

The Tate Library contains over 39,000 volumes in its main collection, as well as 300 specialist and professional journals and daily newspapers from around the world.

The Tate Library Database Network offers access to various databases from around the world and can be accessed from campus or at home, via the intranet. Databases include real-time market and financial data (Euromonitor; Datastream & Global Access), marketing reports (Mintel), and access to international newspapers and periodicals including The Economist, the Financial Times and The Wall Street Journal. Access is also available to specialist business databases. A Bloomberg information terminal is situated in the Tate Library.

Students have access to the extensive resources of the British Library, as well as use of the library network of the University of Westminster.

## Information Technology Centre

The Information Technology Centre contains over 300 networked PCs, running Microsoft Office and providing Internet access and other networked resources. Five open-access rooms provide general computing facilities 24 hours a day, seven days a week and staff are available to provide expert advice.

The IT Centre is linked to the JANET network, connecting you to every other major university library in the UK, giving you free access to their online catalogues. EBS London has its own intranet site and students are able to access course notes, email and online database remotely. Work can be submitted online via Moodle and Turnitin.

## The Bookshop

The College Bookshop caters for all your stationery and literature requirements. Most recommended textbooks are stocked on-site, or can be ordered at relatively short notice.



**THE TATE LIBRARY CONTAINS  
OVER 39,000 VOLUMES**



Situated in the heart of Regent's Park, close to Marylebone and St John's Wood, Regent's College is in one of the most historic and beautiful areas of London. Our Accommodation Manager will help you find housing which best suits your lifestyle and budget.

## Off-Campus Housing

Most postgraduate students choose to live off-campus during their studies at EBS London. There are a variety of off-campus housing options available to students in the area surrounding the College, including furnished flats, residence halls and shared apartments. Further details of off-campus housing, rental agencies and prices can be obtained from the Accommodation Manager.

## On-Campus Housing

Housing 220 students, Reid Hall Student Residence looks out over the lake and park surrounding the campus. Rooms are available as singles, twins or triples. Oliver Hall is a small, self-contained residence of 12 twin rooms. Meals in both Halls of Residence are taken in the on-campus refectory.

For more information about accommodation for postgraduate students, please contact:

### James Barnes

Accommodation Manager

**Tel** +44 (0)20 7487 7483

**Fax** +44 (0) 20 7487 7524

**Email** [barnesj@regents.ac.uk](mailto:barnesj@regents.ac.uk)





# Socialising and Support



37

## Refectory and Bar

The Regent's College Refectory offers a wide selection of dishes from around the world. The menu changes every day and caters for a variety of diets. Open from early in the morning until late at night, the Refectory is a popular choice for meals and as a meeting point for students.

The Regent's College Student Bar provides evening entertainment and has pool tables, games and happy hour every night.

## The Student Centre

The Student Centre provides you with everything you need to know about living in London and getting the most out of life in this exciting city.

The Centre offers bargain tickets and holds information on the latest shows and events in London, and also arranges regular trips to cities such as Paris and Edinburgh. ISIC cards and London Transport discount forms are also available from this office, along with information about insurance, healthcare, and counselling services on-campus.

## Sports

Regent's College has a newly refurbished on-campus gym with weight training and exercise machines, plus a dance studio and a range of fitness classes.

Surrounding the campus are tennis and basketball courts, and a five-a-side football pitch. Sports teams include volleyball, basketball, football, tennis and golf. The Student Centre has a range of sports equipment for students to borrow.

As well as using our own sports facilities, students can also join the University of London Student Union and International Student House, which offer a wide range of sporting opportunities including swimming, squash, martial arts and rugby.

## Student Support and Personal Counselling

In addition to the support provided by your tutor, students also have access to the expert services offered by the on-campus School of Psychotherapy and Counselling.



Please contact Pamela Taylor, Head of Student Support for more details [taylorp@regents.ac.uk](mailto:taylorp@regents.ac.uk)

## Health Care

All students are entitled to free healthcare under the UK National Health Service, and are entitled to free accident and emergency hospital care whilst in the UK. However, to be entitled to healthcare under the NHS, it is important for all students to register with a local NHS doctor. The Student Centre can assist you with this process.



# Principal Academic Staff

38

## Asif Ali-Khan

*MBA Course Leader*



Asif has a BA Honours degree in History and Politics from Swansea University. He also studied and trained to be a solicitor at Nottingham Trent University for two years. Asif's commercial and industry background is varied. He worked for a short time in local government and then spent two years at Prudential Assurance as a commercial and domestic insurance underwriter. He moved on to British Telecom where he had various roles in Purchasing, Contracts and Group Finance over a five year period after which he undertook an MBA at Leicester University in 1995. Since then, Asif has been involved in teaching HRM, Organisational Behaviour and Strategic Management at both undergraduate and postgraduate levels at a number of institutions, including Leicester University and City College, London and of course EBSL. He has also been an external marker for Leicester University and Kingston University.

## Dr Assia Rolls

*Head of Learning, Teaching and Research  
Module Leader, 'Business in its Linguistic and Cultural Environment'*



Assia has taught on a postgraduate teacher training programme at Goldsmiths College and on the acquisition of modern language courses at all levels at Middlesex and Westminster Universities. She is presently teaching cross-cultural communication in business at postgraduate level. She is also involved in the management of the Languages Department for Business. She has published widely in the area of adult second language acquisition, and has been appointed as external examiner for languages and business Course degrees at the University of Liverpool and the Open University. She is also a member of the Institute for Learning and Teaching in Higher Education (ILTHe), a member of the Association of French Language Studies (AFLS), a member of the Standing Conference of Heads of Modern Languages in Universities (SCHML), and a member of the University Council of Modern Languages (UCML).

## Dr John A Thorp

*Senior Lecturer in Finance*



Trained as an engineer, accountant and then lecturer, John has operational experience in a range of industry and educational management fields. In his industrial career, John's

responsibilities have included roles as international financial controller or director in international companies including Rank Xerox, Griffins Metals and Colart Fine Art and Graphics. As senior lecturer at EBSL, John has helped develop and teach many of the current suite of finance and accounting courses, at the undergraduate, postgraduate and short courses levels. His current research interests are in the leading edge arena of credit derivatives, both in its theoretical and practitioner aspects. In this context, he is also actively developing the teaching and research in risk management, mathematical finance and the practical application of financial data analytics.

## Alan Sitkin

*Lecturer in International Business*



After a 15 year career in the international capital markets working out of Paris, Zurich and London, Alan Sitkin retrained at the Institute of Education in London and has taught at EBSL since 1999, where he is responsible for the 3rd year core module in International Business in addition to the 3rd year Business French course. Since coming to EBS London, Alan has delivered a number of postgraduate programmes in International Business, whilst serving as academic advisor to several globalisation-related political and journalistic projects, an activity that has led to his being a conference speaker at events held at the House of Lords and Cambridge University. A member of the Chartered Institute of Linguists and a professional translator of economic research, Alan first graduated from the University of California before moving to Bordeaux in 1980 to study at the Institut d'Etudes Politiques. He has a MBA from France's Haute Ecole Commerciale and is also a certified CFTC broker.

## Azam Ali

*Head of MA Programmes*



Azam has an MBA from Aston University and an MA Manpower Studies from University of Westminster. Azam has twenty years experience of the health and social care industry as a joint proprietor of a residential home for people with learning disabilities. Azam has taught at various institutions including South Bank University, School of African Studies (SOAS) and the London Private School of Business Education. He has taught a range of subjects including Strategic Management, International Marketing, Marketing, Consumer Behaviour and Small Business both at Masters and undergraduate level.

Currently, Azam is an Associate Master of Business Administration (AMBA), a Member Chartered Management Institute (MCMI) and a member of the Institute for Learning and Teaching in Higher Education (MILT). Azam is a Director of a telecommunications organisation in Guyana, and has been involved in obtaining funding from the European Social Fund (ESF) for underprivileged people living in Guyana.

## John Diamondopoulos

*Lecturer in Accounting and Finance*



John Diamondopoulos has worked in academia for several years. John brings over 15 years of extensive business experience from prior positions as a business consultant, entrepreneur, turnaround management specialist and financial advisor to the classroom. Experience of teaching on a broad range of topics – Corporate Finance, Risk, Accounting, Economics, Strategy, Business Planning and Quantitative Methods – has allowed John to present material in a more interrelated way to students. John has prepared and delivered short professional courses to the Agricultural Development Bank of China, The Central Bank of Turkey, Telecom Italia, Hitachi and Mercedes Benz. Currently, John is working towards completing his PhD at the University of London. Topic: "The Politics of Investing: Behavior and Miscalculation during the 1997 East Asian Financial Crisis."

## Richard Mannix

*Subject Leader in Marketing*



Richard has previously taught at institutions in Japan and Sweden, lecturing in marketing and business communication skills. While at the Folkuniversitetet in Sweden he was in charge of developing and marketing new courses to corporate clients, securing contracts with a number of major listed companies and government agencies.

He holds a Bachelors Degree in European History and Politics from the University of East Anglia, a Master's Degree in Applied Linguistics from Essex University, a Master's Degree in Business Administration from the University of Hull, a Post-Graduate Diploma in Marketing from the Chartered Institute of Marketing and is a Diploma qualified English language teacher. He is currently studying part-time for a PhD in marketing at the University of Strathclyde. He is a Member of the Chartered Institute of Marketing and a Fellow of the Higher Education Academy.

Richard's research interests include the development of entrepreneurial networks, consumer behaviour and student profiling and progression in Higher Education.

#### **Dr Nicholas Bowen**

*Principal Lecturer in International Business  
Course Leader BAIB*



Nick Bowen has worked at the European Business School London since 1980 and is currently Principal Lecturer in International Business and the Course Leader for the main undergraduate degree (BAIB). He has degrees from London School of Economics and Political Science (B.Sc.), Lehigh University (M.A.), Magdalene College, University of Cambridge (Ph.D). He is a Fellow of the Higher Education Academy and an Honorary Fellow of the Chartered Institute of Linguists. He has been a visiting lecturer at a number of universities and business schools, including Universidad Francisco de Vitoria, Madrid (Erasmus Teacher Mobility Scheme, 2004), HengTong Business School, Shanghai University of Finance & Economics (1998), University of International Business & Economics, Beijing (1998), School of International Business, Nanjing University (1998), ISM-San Diego at International School of Management, Dortmund (1995). Nick has written regularly for the EBS London Newsletter (including "Where is Brazil in the World?", Summer 2007) and, with a colleague at EBS London, Alan Sitkin, he is writing an International Business textbook for Oxford University Press, due for publication in 2009.

#### **Dandan Zeng**

*Lecturer in Finance*



Dandan Zeng has an MSc degree in International Money and Banking from the University of Birmingham. Her PhD thesis in 'European Banking Efficiency Comparison Study with Related Bank Management Issues' will be submitted to the University of Birmingham by the end of this year. Having joined the European Business School London in 2003, she has been teaching several finance modules in both the undergraduate and postgraduate programmes - Introduction to Financial Market, Principals in Financial Management, and MSc Corporate Finance. In addition, she has delivered numerous executive training courses - The Agriculture Bank of China Senior Management Programme, The Agricultural Development Bank of China Operational Management Programme, and the Young European Entrepreneurs Programme (organized by Spanish embassy and Spanish Chamber).

#### **Dr Michael Gavridis**

*Senior Lecturer in Finance*



Michael has been lecturing on Finance over the past five years on both graduate and undergraduate levels. The subjects include Financial Markets & Instruments, Corporate Finance, Monetary Economics, Investment & Portfolio Theory and Practice, Global & Investment Banking, Strategic Management, Managing Multinationals, International Economics, Managerial Economics, Mergers & Acquisitions.

Michael has worked in the City of London over a number of years in a variety of roles ranging from Quantitative Analyst, Researcher and Trader; at Credit Lyonnais Securities, London; Banque Nationale de Paris, London; and Chase Manhattan Bank, London. His roles entailed developing, analysing, forecasting and trading investment-trading models about a variety of instruments: shares, currencies, futures contracts at a variety of frequencies ranging from daily to intra-daily models.

Michael holds a PhD in Financial Economics from Brunel University, London, and an MSc in Project Analysis, Finance & Investment from York University, York. In addition Michael has trained as an Integrative psychotherapist and is UKCP registered.

Michael has participated in conferences and discussion groups on financial economic research in the UK and abroad, and also has published articles on financial economic and psychotherapy subjects.

#### **Dr. Motasam Tatahi**

*BA (Sanandaj), MSc (London), Ph.D. (London)*



Lecturer in Research Methods (Econometrics) and Finance, Department of Finance and Accounting, European Business School London.

*Expertise:* Economic problems of economic adjustments particularly privatisation in major European countries. Teaching includes: Comparative Economic System, Macroeconomics, Econometrics, Data Analysis, Finance, and Quantitative Economic Method for both undergraduate and postgraduate.

#### **Dr. Gianfranco A. Vento**

*Lecturer in Banking & Finance*



Gianfranco has an MSc in Banking and International Finance from CASS Business School and a PhD in Banking & Finance from the University of Rome "La Sapienza". In the same university he also obtained a post-doc scholarship on 'Financial Features of Microfinance'.

He used to be senior analyst in Banking Supervision Department at the Bank of Italy and he has also been responsible of the microfinance department of an Italian NGO. Gianfranco operated as microfinance expert in Argentina, where he was also visiting professor at the University of Buenos Aires.

He is author of books, book chapters and articles concerning microfinance, interbank markets and banks' treasury management. He is coauthor of Microfinance, published by Palgrave – Macmillan.

#### **Dr. Ibrahim Sirkeci**

*BA Bilkent University, Ankara, Turkey; PhD  
University of Sheffield*

*Senior Lecturer in Business and Management  
(Marketing)*



Ibrahim has previously taught at institutions in Turkey and the UK, lecturing mainly in research methods, marketing, demography and geography. Before joining the European Business School London, he worked as Leverhulme Research Fellow at the University of Bristol. While at Atılım University in Turkey, he was the Head of Department in Tourism Management. He holds a BA in Political Science and Public Administration, a PhD in Human Geography and he also trained in Economic and Social Demography. He is member of IUSSP, EAPS, Academy of Marketing, an affiliate of the Chartered Institute of Marketing and a fellow of the Higher Education Academy. He is the recipient of many awards, scholarships, and research grants.

He is author of several books and reports, and tens of book chapters and journal articles published in English, Turkish, Russian, Greek and French. He has widely published in areas concerning ethnicity, demographics, international migration, conflict, and transnationalism. He has conducted field research in Germany, Turkey, and Iraq. He has presented research in numerous lectures, seminars and conferences in Europe and US. Ibrahim's current research interests include ethnic businesses, segregation, segmentation, labour markets, cultural difference and diversity.

Ibrahim is the founder and managing editor of Migration Letters, an international scholarly journal. He also serves in editorial and review boards of several other international journals.

# Module Outlines

Modules are subject to change

Please consult [www.regents.ac.uk/ebsl](http://www.regents.ac.uk/ebsl) for current information

40

## MBA Course Modules

### **Business and Competitive Environments** *MBA402*

This module addresses theories which are useful for understanding the external environment of the firm and the individual firm's strategic choices. In particular, the module will develop an understanding of the firm's resources and capabilities as the basis for formulating competitive strategies. The use of in-depth case study methods will provide the basis for the integrative nature of this module. An essential component of the module is a "strategic management simulation" weekend, which addresses themes relevant to the whole spectrum of the MBA programme.

### **Business Project**

#### *MBA401*

The main aim of this final project, ultimately, is for students to draw on and effectively demonstrate the integration of all learning outcomes as the culmination of the MBA programme. Since there is a requirement for students to develop the business project throughout the whole span of the degree as an ongoing project, it will be necessary for them to make use of diverse materials from across the programme. The business project module is intended to build on business knowledge, intellectual skills, and practical skills acquired in modules both at EBSL and during the study period abroad, and to develop these into an essentially realistic business project of approximately 15000 words.

### **Crossing Continents: Language and Culture in Business**

#### *MBA404*

Globalisation has brought economic change and opportunities through mergers and acquisitions among large cross-border companies, and increased labour mobility. To understand how these issues are perceived in an overseas context, this module aims to develop students' cultural and linguistic competence, which involves being self-aware, flexible and adaptable. The 'crossing of continents' - transferring to Denmark, Hong Kong or New York within the framework of a 12 month course - extends these characteristics, as students negotiate diverse linguistic and cultural environments.

### **Entrepreneurship and New Business**

#### *Ventures MBA403*

This module focuses on the challenges involved in managing entrepreneurial ventures, whether as start-ups, small early-stage entrepreneurial ventures, or within larger well-established companies. The course will introduce the major themes of innovation, the management of creativity, and the challenges of operating "beyond the resources currently controlled"—which is one definition of entrepreneurship (Stevenson, 1985). It also aims to provide a solid foundation in the fundamentals of business planning, at any stage of company growth or size.

### **Financial and Managerial Accounting**

#### *MBA406*

This module is designed to develop the students understanding of financial and management accounting in an international and strategic context. It covers the interpretation, uses, and analysis of accounting information both for external (financial) and internal (managerial) purposes. The main focus of this module is to provide the relevant strategic accounting factors, which affect international organisations in possible ethical scenarios. It concentrates upon the practical application of financial and managerial accounting techniques.

### **Financial Management**

#### *MBA407*

The financial management module is designed to develop a student's understanding of financial management in an international context through the interpretation, uses, and analysis of strategic financial information. The primary objective of this module is to provide the relevant financial management strategic factors, which affect international organisations in possible ethical scenarios. The course also addresses the distribution policy impacts facing business, and the merger and acquisition factors which affect organisational decision-making.

### **Information & E-business Management Systems**

#### *MBA408*

Information systems can be regarded as the glue that holds a business together as information is the single most powerful resource in every business activity. Many industrial powers have rapidly changed from manufacturing to knowledge-based

economies. Information systems are today playing a crucial role in this and profoundly changing the way business operates, as information is now recognised as an organisation's key asset in aiding managers to plan, control and make business decisions. The main aim of this module is to enable the student to critically analyse and evaluate the use of information systems at strategic and managerial levels in different e-business models.

### **Managing Organisations and People in the 21st Century**

#### *MBA405*

Organisations, by their varied composition and nature, are extremely complex entities and are essential to the way our society operates in the world. This module introduces students to the different theories on managing organisations and people as well as providing the tools and techniques to manage a diverse, multi-cultural workforce. The course also examines the strategic role of IHRM in the battle to win competitive advantage.

### **Marketing in Diverse Environments**

#### *MBA409*

Increasing competition, technological developments, media fragmentation and proliferation; higher customer expectations, and the need both to better understand and build long term relationships with customers has led to a stronger organisational focus on marketing.

Marketing, by its very nature, represents the interface between the organisation and the marketplace, and contains a strong practical dimension that is inseparable from the conceptual frameworks that underpin the components within it. Students will address key marketing concepts and use these to create a set of powerful cognitive tools for analysing markets and creating workable business solutions.

### **Operations & Service Management**

#### *MBA410*

Effective management controls the success or downfall of any business, and the efficient running of a business depends on the management of the operations involved. This module aims to introduce students to the advanced quantitative techniques widely used to achieve optimum running efficiency and resource allocation within an

organisation. The course also offers students a better numerate insight into the profitability and gains of a company.

The aims of the module are to provide students with knowledge and skills in selected techniques of operations management and to show how these can be used to best advantage in the production and service sector operations of businesses.

## Masters Degrees

### Core Modules

#### Business Research Methods

*BUS403*

A Masters degree is a research degree, and this module provides specific attention to the appropriate methods and techniques for conducting research, particularly for the dissertation. Certain expectations and conventions of social science research in general are common to each: topic selection, research design, hypothesis formation, selecting research questions, use of sources and evidence. These are covered here, and form the basis for further, subject-specific study in different modules.

#### Business in its Linguistic and Cultural Environment

*BEN401*

This module examines the relationship between culture and economic activity in a number of societies. This module brings together, and builds on the existing knowledge and experience of, students from a variety of different language perspectives. It focuses mainly on countries in Asia and Europe, and on the study of the respective business cultures, in a mainly comparative approach. The final choice of the regions and countries to be investigated will be tailored to the student mix in each class.

#### Consumer Behaviour

*MKT452*

Consumer behaviour is complex and influenced by many factors. A thorough analysis and understanding of these factors allows organisations to plan effective marketing activities suitable to their target market. This module enables students to understand the importance of the consumer in the marketing process. This module will examine the theoretical models and frameworks within the discipline and how they are implemented within specific areas, for example, Product and Brand Management, Retail Marketing and Marketing Communications.

#### Corporate Finance

*GBF454*

Corporate Finance is set in the context of developing, explaining and applying finance concepts and techniques to a broad range of contemporary management and business policy concerns and challenges. This module

covers the fundamental theories relating to equity valuation, portfolio formation, interest rates and derivative instruments. The course is in two parts: investment and corporate finance, covering the understanding of asset pricing, pricing models and market behaviour. The module also examines the financial decisions taken by companies, including capital structure, debt financing, acquisitions and dividend policies.

#### Corporate Venturing and Intrapreneurship

*EMG452*

This module examines entrepreneurial management within the larger organisation. It explores and defines the concepts of intrapreneurship and corporate venturing and provides an understanding of the management of change in the context of contemporary environmental forces. By investigating the required individual and organisational characteristics, it examines how organisations develop the capability to innovate through changing culture, structural design and reward systems.

#### Dissertation

*BUS401*

The dissertation is a major research-based activity centred in the general and specialist concepts that have been throughout the programmes. Students will develop their ideas and focus on the research not only from the knowledge gained in the classroom but also from their own experiences. They will be guided and tutored by an appropriate member of staff. This piece of work integrates the learning across the programme, and gives students the opportunity to demonstrate and present an overall synthesis of their learning experience on the programme.

#### Entrepreneurship and New Venture Planning

*EMG450*

This module provides an opportunity to review and research the concepts, theories and practices of entrepreneurs and entrepreneurship in its earliest phases. Students are encouraged to utilise contemporary research and experiential data to analyse and evaluate these issues at individual and social levels, as well as the level of the firm - especially in relation to their own cultural context and personal objectives. Within this module particularly the focus will be on start-up issues of opportunity, innovation and entrepreneurial processes. Lectures, activities and guest speakers will present the various issues and challenges confronting a new venture.

#### Experiential Leadership in Action

*HRM452*

This module is structured around mindsets, and centres on catalyzing action, contingent on context, and change signature. Catalyzing action is about change, challenge,

experience and discovery; contingent on context is about changing environments and cultures and change signature identifies who we are. These ideas about Human Resources are explored through current studies in management and leadership that focus in particular on the development of self-awareness and fulfilment, experiential components, and personal development mechanisms.

#### Financial Issues in Human Resources

*HRM404*

This short course is designed to examine management finance, specifically from a human resources perspective. This practically-oriented course is aimed at MA students with a limited financial background. The basic aim of the course is to empower students with the key analytical tools by which to understand how decisions made in the management of human resources have financial implications that ultimately affect the value of the organization.

#### Financial Issues in International Business

*INB404*

This short course is designed to examine management finance, specifically from an international business perspective. This practically-oriented course is aimed at MA students with a limited financial background. The basic aim of the course is to empower students with the key analytical tools by which to understand how management decisions have financial implications that ultimately affect the value of the organization as a whole.

#### Financial Issues in Marketing

*MKT404*

This short course is designed to examine management finance, specifically from a marketing perspective. This practically-oriented course is aimed at MA students with a limited financial background. The basic aim of the course is to empower students with the key analytical tools by which to understand how management decisions made in the marketing dimension have financial implications that ultimately affect the value of the organization as a whole.

#### Financing the Entrepreneurial Business

*EMG404*

Financing is of course essential for starting any new venture. The wide variety of options is often overwhelming to the entrepreneur, who can waste precious time and money pursuing money s/he is very unlikely to find. The aim is to provide an overview, discussion, and practical advice on the kinds of finance available and appropriate for entrepreneurial businesses; and to develop some familiarity with the modelling skills necessary to understand how much money is needed and for what purposes.

### Financial Regulation and Governance

GBF452

Regulation provides the environment within which firms operate, either on a formal or informal basis. Recently regulation has been transformed in response to financial innovation, and also by the market forces of globalisation. This module is structured to examine the development, implementation and application of laws and other regulatory processes in relation to their influences and impact on international business. The principal successes and failures of corporate governance are examined in detail.

### Financial Markets: Structure and Process

GBF450

This module follows a logical sequence from the study of market structures to a study of the behaviour of markets at a macro level, and then to an understanding of the effects of markets on the complex of activities, issues and functions that markets influence at micro-level. The student thereby gains a perspective on the importance of scale, drivers for change, and the theory and practice of market dynamics. This provides a sound basis for an appreciation of the reality of interrelationships, motives, and factors at play when detailed financial operations and strategies are evaluated and analysed.

### Fundamentals of International Business

INB450

This course is an examination of those aspects of economics, finance, investment and trade that have an international dimension. Aims of the module include defining the framework within which international business has developed; providing analytical tools for apprehending the various motivations behind international business development; emphasising the various ways in which companies seek to gain competitive advantage at the international level; and highlighting the constraints on global corporate development.

### International Business Economics

INB452

International Business operates in an atmosphere of debate regarding the key determinants of value, the balance of power, and the role of various institutions in overseeing the economy of the world as a whole. Being able to understand these political economic issues and debates is therefore crucial to functioning successfully and responsibly in business at an international level. The aim of this module is to explore systematically the interface of political and economic influences on the global business environment.

### International Marketing

INB451

Today we live in a global marketplace. In order for a company to survive in this world-wide business climate, it is becoming increasingly necessary for it to compete on an international or even global level. Accordingly, it is essential for business students to understand the intricacies and complexities of marketing products and services around the world both on an operational and strategic level. Thus, the International Marketing course will serve to provide students with a framework of concepts and real-life business practices in which they can adhere to once they enter the business world.

### Management of Financial Institutions

GBF451

An understanding of the ways in which financial intermediaries such as banks, brokers and traders manage their operations and interact with principals is key to an appreciation of the overall functioning of the financial system. This module examines questions such as the structure and composition of financial intermediaries; organisation and strategy in banking and venture capital; financial services; fund management, IPO's and underwriting, trading and project finance. Students analyse a wide range of econometric work in this area, and the pivotal role of the investment bank is studied in detail.

### Managing the Growing Firm

EMG451

This module aims critically to analyse the problems and opportunities associated with small business growth - particularly the iterative nature of the decision-making processes that small business managers face in moving through complex, hyper-competitive environments. Students will engage in critically evaluating the managerial complexities faced by micro and small enterprises that are pursuing growth objectives and strategies. This module will establish an analytical research-based approach to learning that is initiated, managed and owned by the students, and that has an international context reflecting their particular circumstances and interests.

### Marketing Management

MKT450

This module aims to give students an appreciation of the importance of marketing as a management discipline in securing the long-term success of private, public and not for profit sector bodies. It seeks to cultivate a broad understanding of the managerial functions of the marketing department, in both a domestic and international context. The module will have a practical focus on the planning and decision making processes that marketing managers will have engage in

as part of their regular, daily business activities.

### Organisational Behaviour

HRM451

Organisations are essential to the way our societies operate in the world. They shape the conditions under which we live; they have an impact on every individual and community. Understanding the behaviour of organisations and the people therein goes to the very heart of the process of management. In particular, leadership requiring managers to work in groups, especially in an international setting, must be people-centred and committed to innovation and change. This module combines the study of behaviour at individual, group and organisational levels.

### Strategy in Action

BUS402

A multi-disciplinary approach will emphasise the need for students to demonstrate their knowledge and understanding of functional areas and how these contribute to overall organisational success. As most of the core concepts and theories are applicable in any context, this core module underpins each specialist pathway. This module also focuses on the role of strategic financial management and how this contributes to organisational success. Students from all pathways will combine for lectures organised around in-depth case studies, culminating in a strategic leadership weekend off-campus.

### Strategic and International Human Resource Management

HRM450

This module reinforces the idea that human resource management determines an organisation's success or failure, and analyses the various ideas about how to manage resources most effectively. The premise of Strategic HRM is that organisations can be more effective not only by responding to the external environment, but also if HR policies and practices reflect the competencies of the organisation. The module enables students to critically analyse and evaluate various models and theories and the various applications by which companies can achieve competitive advantage.

### Masters Degrees

Core Modules

*The following electives will be available to students on the MA programmes, subject to demand.*

### Employee Development

HRM454

The aim of this module is to enable the future practitioner of HRM to source and identify professional training and development needs in the workplace

through the systematic study of all employee positions in the organisation. Identification of training and development needs through need assessment activities using both online and multi-media assessments will establish the clear basis for training and development objectives, supported by the development of in-house training resources and evaluation training methodologies.

### **Employee Rewards**

*HRM455*

Employee Reward covers how people are rewarded in accordance with their value to the organisation. The links between reward management and other HRM practices are crucial and approaches to reward that are not integrated with both the business objectives and associated human resource objectives are liable to fail. This module enables the student to critically examine the effectiveness of reward strategies in theory and in practice. In short, the course aims to evaluate and critically analyse the theories and best practice techniques of managing employee reward structures.

### **Family Business**

*EMG453*

Family businesses account for a significant proportion of businesses throughout the world. Furthermore, it is the case that a significant proportion of family businesses do not survive the death or retirement of the founder. Family businesses are often complex structures that involve striking a difficult balance between the needs of the family and the business. These two goals are sometimes mutually exclusive. A major feature of the module is to consider ways in which these two needs can be accommodated and effective succession planning developed.

### **International and Comparative HRM**

*HRM453*

Globalisation of business is forcing managers to grapple with complex issues as they seek to gain or sustain competitive advantage. Faced with unprecedented levels of foreign competition and changes in legislation, firms are finding that nurturing the human resources required to implement an international or global strategy is of critical importance. In this module, students gather the basic principles of international human resource management, and understand that specific theories may not be applicable for a certain country, necessitating comparative study.

### **Internet and Direct Marketing**

*MKT454*

Direct marketing and Internet marketing are the growth areas of marketing. As business becomes increasingly competitive the strongest method for a company to achieve

long term competitive advantage and profitability is through customer loyalty. Relationship marketing has emerged at the forefront of the academic marketing discipline with the practical application emerging in the direct marketing industry. This module addresses the key theories and practices currently utilised in the evolving world of internet and direct marketing.

### **Private Equity and Venture Capital**

*GBF453*

This module aims to enable students to develop their knowledge, intellectual expertise and professional skills in their ability to apply economic and financial theory to a) the functioning and development of the European venture capital market and b) how venture capitalists operate to provide venture capital for entrepreneurial projects and companies. Students will be expected to examine critically the institutional and investment market stratagems based on latest research and empirical data of the venture capital providers, thus to be able to interact effectively with venture capital professionals, specialists, and innovators in new ventures.

### **Social Enterprise**

*EMG454*

Social Enterprise is one of the newest areas of activity in management research and teaching, balancing questions of ethics and career choice with other managerial concepts. "Social Enterprise" can be defined as the practice of identifying opportunity, designing business models, and starting ventures that emphasize social improvement of some sort in equal measure to profitability and growth. More basically, it is about people starting and managing organisations where the main motivation isn't money, and finding new and better ways to create social value.

### **The Politics of International Trade**

*INB454*

This course gives students an opportunity to assess a whole range of attitudes towards international trade and its main representative institutions. The module aims to define the paradigmatic framework within which international trade has developed, by highlighting systemic constraints and enablers; to raise students' awareness of international actors' sometimes divergent self-interests; to outline compromise initiatives at the macro and micro levels; and to emphasize links between current research innovations and extra-academic occurrences.

### **Experiential Leadership in Action**

*HRM452*

This module is structured around mindsets, and centres on catalyzing action, contingent on context, and change signature. Catalyzing action is about change, challenge, experience and discovery; contingent on

context is about changing environments and cultures and change signature identifies who we are. These ideas about Human Resources are explored through current studies in management and leadership that focus in particular on the development of self-awareness and fulfilment, experiential components, and personal development mechanisms. In this module, the mechanisms we shall use include the dramatic arts; students produce and perform a play as part of a structured exercise in understanding mindsets, action, context and change.

### **Emerging Themes in China**

*INB454*

China is a must for international companies, but very few know how to get there. Having joined the World Trade Organization (WTO) in 2002, China is now officially fully open for business and may soon be the biggest economy in the world. No-one studying the field of International Business can afford to ignore a market that comprises one-fifth of the world's population. The module approaches this from a contrastive perspective and focuses on developing students' understanding of Chinese way of thinking with its underlying cultural tradition and their analytical as well as practical skills in working with Chinese, by incorporating a cultural component so that students can understand the intricacies of business language and culture, and by analyzing through case studies Western companies that have succeeded or failed in China so that we can learn the experience and lessons from them.

### **The New Europe**

*INB455*

The expansion and development of the European Union has ushered in a new approach to the study of European countries, European institutions and the international relations of Europe within 21st century globalisation. The significance of changes to the dynamics of the world polity since 11th September 2001, including the terrorist attacks in London and Madrid, has also impacted hugely on the configurations of European states in their relations with each other and with the wider world. It is essential that a key area of academic and professional investigation should be the developments taking place within, and to, the continent of Europe. The principal issues of security, political economy, democracy, Europe-wide institutions, climate change, demographic developments, environmental policies, energy supply and conservation, and so on will be examined throughout the module. In addition to the macro changes in the new Europe, there will be a focus on the nature of the single market within the expanding continent as goods, people, services and capital move freely between participating states.

### Small Firms in International Marketing MKT453

According to Daniels, Radebaugh and Sullivan (2006), '90% of US companies that export are small businesses and the bulk of those have less than 20 employees'. They also state that these businesses account for one fifth of the value of exports from the United States. The module aims to enable students to understand the place of small firms in the global economy. It seeks to allow students to analyze and evaluate the internationalization process of the SME and the contrasting management and decision making activities of the SME and the larger business. By the end of the course students should be able to demonstrate knowledge of the particular problems facing small firms in the international marketing context and apply marketing strategies and tactics suitable for their survival and growth. A key outcome of the course will be that students will be able to produce credible analytical research reports about small firms and their international marketing opportunities and develop appropriate international marketing plans that consider the size and resources of the smaller business.

### Internet and Direct Marketing MKT454

Direct marketing and Internet marketing are the growth areas of marketing. The term Direct Marketing has come to mean any marketing activity that is directly targeted to specific consumers with the intention of building a long lasting relationship between buyer and seller. Increasingly the strategic tool used to form and build this relationship is the database and the marketing channel that is being used as an integral method of marketing for all companies across a broad spectrum of industry sectors is electronic commerce. As business becomes increasingly competitive the strongest method for a company to achieve long term competitive advantage and profitability is through customer loyalty. Relationship marketing has emerged at the forefront of the academic marketing discipline with the practical application emerging in the direct marketing industry.

### International Services Marketing MKT455

The service sector accounts for four out of ten jobs in the UK and this is a pattern replicated in many advanced economies around the world. Service marketing is wide in terms of specific areas of growth from financial services, leisure tourism and hospitality, to not for profit and charity organizations, most of which have a strong international dimension. Marketing services is very different from marketing physical products; the difference arises in the design of the extended marketing mix and its implementation. Services are not limited to service industries, but they do represent a

huge growing percentage of the world economy Zeitmal, Bitner and Gremler (2006), which adds to the growing phenomena of the internationalisation of services.

This course will seek to give students the knowledge to demonstrate the key differences between the international marketing of goods and the international marketing of services. It will also enable them to identify, evaluate and apply the marketing mix elements to the international services sector. By the end of this module the students should be able to debate the key issues and challenges of marketing services across international borders and critique relevant academic theory on services marketing in an international context.

### Small Business Mentoring Module MEN401

Mentoring is a recognised and growing field in the business community. The objective of this module for the student is to demonstrate and apply mentoring principles in the field of business. This module will provide hands-on experience to support real-life Mentoring in SMEs (if possible). Students will be provided a range of mentoring tools with the aim of developing their own portfolio of skills and awareness and thus enhancing their existing managerial experience through the mentoring experience. Students will also provide their mentees with additional managerial and analytical skills, abilities and business awareness through the mentoring relationship to improve the business performance and operational practices. Students will be assessed as to how they conducted the mentoring process via observation sessions, and by writing various reports, one of which is a Situational Analysis that would be given to the mentee at the end of the programme.

### Masters Degrees

#### Core Modules

*The following electives will be available to students on the MSc programme, subject to demand.*

### Fund Management and Private Equity GBF 453

This module looks at the fund management business – mutual funds, hedge funds, private equity and venture capital. Portfolio management, asset allocation, investment selection and investment performance are covered for each of the different areas. The terms "Venture Capital" and "Private Equity" describe equity investments in unquoted companies: younger, early stage and developing businesses, as well as financing leveraged management buy-outs and buy-ins and related investments. This

module exposes students to the concept of private equity finance and the fund raising and investment process of private equity firms. Students will also encounter the characteristics of private equity, its returns, risks, and cash flow implications.

### Financial Risk Management and Modelling GBF 455

Financial risk management is a major component in the business of banking and finance. A solid foundation on the principles of pricing risk is needed if the use of innovative methods and products are to be understood. This module focuses on the quantitative aspects of risk management, primarily by analysing and applying theory to practice in derivatives hedging, trading and investing.

By the end of this course the student will be able to apply the main models found within derivatives markets including the fast growing credit derivatives market. The economic consequences of these methods are highlighted. The framework of financial methods covered enables students to build their own models and analytical solutions.

### Trading in Global Financial Markets GBF 458

This module is positioned to provide students with practical exposure to the art and science of trading. Emphasis will be on giving the students a comprehensive look at traders, trading and the behaviour of markets. Students will be asked to develop a trading strategy, implement this trading strategy and finally to sell this trading strategy to the right client. Thus, in addition to developing trading knowledge and skills, this module will highlight the importance of selling/marketing the right product to the right client based on financial goals/needs/culture. The skills thus engendered are highly valued by potential employers in the financial sector:

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*All module descriptions for the MA in Luxury Brand Management can be found online.*  
[www.ebslondon.ac.uk/lmalux](http://www.ebslondon.ac.uk/lmalux)

# How to Find Us

We look forward to welcoming you to European Business School London. Located in Regent's Park, central London, we are easily accessible by public and private transportation.

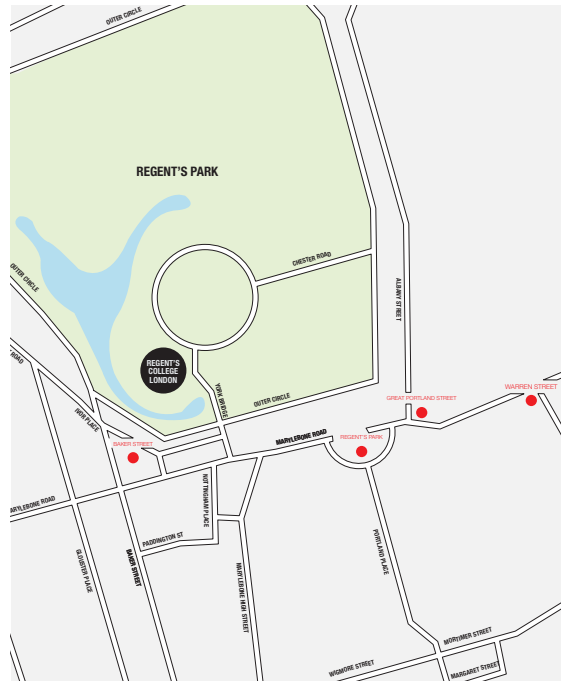
**By Underground** Take the London Underground (Tube) to Baker Street station. To help you plan your journey, check the Journey Planner on the Transport for London website: [www.tfl.gov.uk](http://www.tfl.gov.uk)

**From Baker Street Station** Take the Marylebone Road exit. Walk past Madame Tussauds and take the first road on your left, York Gate. Follow the road into Regent's Park and over the bridge; you will see the main entrance to the College on your left-hand side. This walk will take approximately 10 minutes.

**By Road** When arriving in central London, take the A501 (Marylebone Road) and turn into York Gate. Cross York Bridge and you will find Regent's College on your left-hand side.

**From London Heathrow Airport** Heathrow Express train service to Paddington station. London Underground from Paddington to Baker Street station. Total journey time approximately 35 minutes.

**From London Gatwick Airport** Gatwick Express train service to Victoria station. London Underground from Victoria to Baker Street station. Total journey time approximately 60 minutes.



**From London City Airport** Docklands Light Railway (DLR) to Canning Town station. London Underground from Canning Town to Baker Street station. Total journey time approximately 45 minutes.

From St Pancras International, home to the Eurostar London Underground from King's Cross St Pancras to Baker Street station. Total journey time approximately 10 minutes.

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This document is prepared ahead of the academic period to which it relates in order that potential applicants can have an overview of the programme for which they are applying. As a result, some changes are inevitable, such as courses being amended or certain fees that students are required to pay increasing. EBS London reserves the right to make such alterations or amendments as necessary. Any offer of a place is made on the basis of current terms and conditions, and it is important that you are aware of these terms before accepting your offer. If you are unclear about any of the terms or conditions you must ask the Admissions Office before you confirm your acceptance. By accepting a place at EBS London you are agreeing to abide by the rules and regulations of EBS London and Regent's College London.



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