

Course Title	MSc Digital Marketing [Extended Masters 5 Semesters] MSc Project Management [Extended Masters 5 Semesters] MA Luxury Brand Management [Extended Masters 5 Semesters] MA Design Management [Extended Masters 5 Semesters] MBA [Extended Masters 5 Semesters]
Final Award	MSc Digital Marketing MSc Project Management MA Luxury Brand Management MA Design Management MBA
Interim Awards	See individual course specifications
Awarding Body	Ravensbourne University London
Teaching Institution	Ravensbourne University London
UCAS Code	N/A
HECOS code (Semesters 1 and 2 only)	100078 Business and Management
QAA Subject Benchmark	See individual course specifications
External Accrediting Bodies	n/a
Apprenticeship Standard used to inform the development of the course (if applicable)	n/a
Accelerated Degree Option	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Level 6 Top Up Option (online only)	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Study Load	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time
Mode of study	<input checked="" type="checkbox"/> Face-to-face <input type="checkbox"/> Blended <input type="checkbox"/> Online
Delivery Location(s)	<input checked="" type="checkbox"/> Ravensbourne University campus <input type="checkbox"/> Online
Length(s) of Course(s)	Five Semesters in total
Type (open/closed)	Open
Validation period	Five years
Intended First Cohort Start Date	December 2023
Date produced/amended	October 2023
Course Leader	To Be Confirmed. See individual course specifications for CL for semesters 3-5.

**Course Description**

The course will provide international students with access to master's courses at Ravensbourne University London. The course recognises that students need to increase their subject knowledge across business and management as well as develop study skills and

communication/English language skills to better equip them for master's study. In each semester English language constitutes 35% of the course, and students successfully completing the first two semesters of the course are expected to be able to demonstrate English language skill at the CEFR B2 level (IELTS 6.5). The course design, content and learning & teaching approach have all been designed to support international students on this journey. In addition, students receive support from academics and others to support their transition to the UK and the master's level study.

The course is student centred and a significant aim of the course is to ensure that the international students gain experiences to facilitate their becoming well-rounded and independent learners, equipped with the self-confidence, learning skills and the cultural awareness needed for success on the master's stage of the course. The aim is to increase student's knowledge in the subject area, confidence and autonomy in order to be in a good position to start their master's studies.

In the first semester, the Business Communication and Academic Study Skills module will ensure students are prepared to meet the expectations of postgraduate study in regard to the English language, assessment, research and levels of autonomy required. The second semester adds further support in the shape of Academic English as well as core business knowledge for students either new to the subject or who have lower levels of qualifications or English language. In addition, students are also introduced to other areas of business such as marketing and finance to ensure they have a more rounded knowledge-base.

The course will enable students new to UK higher education to experience key elements of study that mirror what they can expect when they progress to the master's element. This includes learning & teaching elements such as the use of a VLE, expected weekly tasks/reading and assessment submissions through Turnitin. In addition, the student voice such is built into the course so that students can understand and play an important role in the course by appointing representatives who participate in student voice committees and by contributing to module and course evaluations.

Upon successful completion of the first two semesters, students will move onto their substantive course. Please see specific course specifications for further information.

### Course Aims (First Two Semesters Only)

- Allow students to attain a range of business and management discipline specific skills and experience by increasing their understanding of business environment therefore enabling them to succeed on the level 7 stage at Ravensbourne University London.
- Allow students to demonstrate relevant knowledge and understanding of organisations, the business environment in which they operate and their management, to also allow them to demonstrate their knowledge related to business finance and banking concepts.
- Provide students with academic English and study skills to increase their abilities and prepare them for entering university at master's level and to significantly improve the proficiency of students in the English language to at least IELTS 6.5 level.

## COURSE SPECIFICATION

<ul style="list-style-type: none"> <li>Provide students with underpinning English language proficiency and study skills that bring students to a language level and familiarity with advanced academic study skills to enable them to proceed with confidence.</li> </ul>
<ul style="list-style-type: none"> <li>Provide a broad range of contemporary business knowledge for students either new to the subject area or students who have studied a diploma course (or equivalent).</li> </ul>

### The Learning Outcomes (First Two Semesters Only)

1. Demonstrate knowledge and understanding of key business, management and strategy concepts and theories in a cross-cultural context;
2. Demonstrate knowledge and understanding of sources, access and management of finance, and understanding and evaluation of investment appraisal methods for meaningful financial decision making;
3. Demonstrate knowledge and understanding with marketing and sales concept, in particular learn and apply different approaches for segmentation, targeting, positioning generating sales and the need for innovation in product and service design;
4. Synthesise information from a variety of sources to aid knowledge and understanding of theories and practice in their field;
5. Demonstrate English language skills (all four disciplines) equivalent to CEFR B2 (equivalent to IELTS 6.5).

### Course Structure

The 2-semester will have the following modules:

Module Code	Module Title	Shared Module	Mandatory / Elective	Credits
XXX	Business Communication and Academic Study Skills		Mandatory	20
XXX	Business Strategy and Environment		Mandatory	20
XXX	Business and Management		Mandatory	20
XXX	Business Communication and Academic Study Skills		Mandatory	20
XXX	Business Strategy and Environment		Mandatory	20
XXX	Business and Management		Mandatory	20

### Learning Hours

<b>Live classes:</b>	300
<b>Asynchronous / directed activities:</b>	150
<b>Self-study:</b>	750
<b>TOTAL</b>	1200

### Course Regulations

#### Entry Requirements

Min of IELTS 5.5 (5.0) - Holds a degree in a different subject or have studied an appropriate long diploma.

**Accreditation of Prior Learning (if applicable)**

N/A

**Conditions for Progression**

The responsibility for the final award of grades lies with the Assessment Board (AB). All decisions are recorded and decisions made available to students as soon as possible after the meeting. The AB is responsible for ensuring that all the requirements for assessments that contribute to an assessment decision are complied with.

Students will be deemed to have passed a module if they achieve a 40% for undergraduate students; or a 50% for postgraduate students. Some modules, e.g. electives, use Pass/Fail grades and no marks are awarded. Pass/Fail grades are not used in the calculation of classifications for awards.

**Reassessment of Failed Elements**

Failure or non-submission in any assessment will result in a Fail grade for the component and module.

A student shall be permitted three attempts at each assessment; one first sit and two resits.

Where a student successfully retrieves an assessment failure, the grade for the assessment will be capped at 40% (undergraduate) and 50% (postgraduate) (except where Extenuating Circumstances have been approved).

**Conditions for the Granting of Awards**

A student who completes an approved course of study, shall be awarded:

- MSc Digital Marketing
- MSc Project Management
- MA Luxury Brand Management
- MA Design Management
- MBA

Those students who exit the course without completing it may be entitled to exit with an award when 60 credits or more has been achieved at Level 7. Where credit has been achieved at Level 6, no exit award will be granted, but students will be eligible for a transcript of credit. Please refer to the substantive course specification.

**Any derogation(s) from the Regulations required?**

*none*

Student Support

<https://www.ravensbourne.ac.uk/student-services>

Assessment Regulations

<https://www.ravensbourne.ac.uk/staff-and-student-policies>

## COURSE SPECIFICATION

Course Learning Outcomes	CLO1	CLO2	CLO3	CLO4	CLO5
Level 6 Modules					
Business Communication and Academic Study Skills				X	
Business Strategy and Environment	X				X
Business and Management	X		X		
English for Academic Purposes					X
Business Fundamentals and Marketing	X				
Fundamentals of Finance in Business		X			

### Course Diagram

	Semester 1	Semester 2
<b>60 credits</b>	English for Academic Purposes <b>20 credits</b>	
	Business Fundamentals and Marketing <b>20 credits</b>	
	Fundamentals of Finance in Business <b>20 credits</b>	
<b>60 credits</b>		Business Communication and Academic Study Skills <b>20 credits</b>
		Business Strategy and Environment <b>20 credits</b>
		Business and Management <b>20 credits</b>