

Welcome to the Ravensbourne University London MBA

Congratulations, and welcome to the Master of Business Administration course at [Ravensbourne University London](#). You are joining a course built specifically for the creative and technology-driven economy — one that blends rigorous business fundamentals with the design-led, project-based culture that Ravensbourne is known for.

This guide introduces the course, sets out the reading you should do before and during your studies, and points you to short videos that will help you get oriented — whether this is your first exposure to an MBA or your first time studying in the UK.

About Your MBA

The Ravensbourne MBA is a one-year, full-time, evidence-led postgraduate programme delivered on campus at Greenwich Peninsula, London. It is designed for professionals who want to lead with impact in a fast-paced, interconnected, technology-driven world, and it is taught through simulations, live case studies, consultancy-style projects and a final capstone project rather than traditional exams ([Ravensbourne MBA Course Specification](#)).

The Cultural and Creative Industries — the sectors this MBA is built around — already generate close to 30 million jobs worldwide and are forecast to represent around 10% of global GDP, according to UNESCO figures cited by Ravensbourne ([Ravensbourne MBA course page](#)).

Course Structure

The MBA is 180 credits, delivered across three trimesters, and assessed 100% by coursework — presentations, analytical reports, collaborative projects and industry-facing research tasks rather than written exams ([Ravensbourne MBA Course Specification](#)).

Trimester	Modules
1	Evidence-Based Business Decisions (20 credits) · Contemporary Business Strategy (20 credits) · Elective 1, drawn from your specialist pathway (if selected) or from the list of options below (20 credits)

2	Business Success Measures (20 credits) · Creative Influence of Stakeholders (20 credits) · Elective 2, drawn from your specialist pathway (if selected) or from the list of options below (20 credits)
3	Final Project (60 credits)

You will also study two named modules to the core (subject to enrollment limitations/availability):

Pathway	Focus
Marketing	Brand Management and Communication; Global Marketing and Sustainable Strategies
Project Management	Principles of Project Management; Digital Innovation and Sustainability in Projects
Events Management	Operations and Global Hospitality; Event Communication
Financial Management	Financial Markets; Entrepreneurial Finance
Business Transformation	Business Strategy and Business Transformation; Sustainable and Digital Transformation in Projects
Business Technology	Business Strategy and Business Transformation; Cyber Security Principles
Cyber Security Management	Strategic Cyber Security Management; Cyber Security Principles

Before You Arrive: Videos Worth Watching

If an MBA — or studying in the UK — is new to you, these free videos give a fast, practical grounding. None require a login or purchase.

1. **MBA 101 | Master of Business Administration For Beginners** (Simplilearn, 32 min) — A straightforward walkthrough of what an MBA covers, who it's for, and how it can shape a career.
2. **MBA 101: All You Need to Know About Business School** (mbaMission podcast, 22 min) — A conversational breakdown of what you actually learn in business school and how programmes are structured.
3. **Tips on Studying a Masters in the UK** (Prospects — the UK's official graduate careers service, 3 min) — International students at the University of Manchester share direct advice on adjusting to UK postgraduate study.
4. **Tips for Starting Your Postgraduate Degree** (University of Nottingham, 6 min) — Practical, university-produced advice on workload, independent study and settling in during your first term.

One-Week Pre-Course Reading Schedule

You don't need to read everything before you arrive — but a focused week of preparation will make your first trimester far more comfortable. This plan spreads the required reading and preparation videos across seven days, at roughly 1.5–2 hours a day. Feel free to shift days around your own schedule; the order is designed to build your vocabulary progressively, from management basics through to strategy, finance, marketing, the creative economy and project planning.

Day	Focus	Reading & Viewing	Est. time
Day 1 — Monday	Orientation	Read this welcome guide in full. Watch <i><u>MBA 101 Master of Business Administration For Beginners</u></i> and <i><u>MBA 101: All You Need to Know About Business School</u></i>	1.5 hrs
Day 2 — Tuesday	Management foundations	<i><u>OpenStax — Principles of Management</u></i> — read the Preface and the opening chapters on the functions of management and decision-making	2 hrs

Day 3 — Wednesday	Strategy	<u>Virginia Tech — Strategic Management</u> — read the introductory chapters on what strategy is and how organisations analyse their environment	2 hrs
Day 4 — Thursday	Using AI in higher education	Watch <u>The importance of AI literacy for all</u> ; <u>AI Literacy: The Key to Responsible Use of AI in Education</u> ; <u>Is AI making us dumber? Maybe.</u> ; and <u>What AI can't do—and why you can</u> (all are TEDx Talks and thus under 15 minutes)	1.5 hrs
Day 5 — Friday	Marketing & the creative economy	<u>OpenStax — Principles of Marketing</u> — read the Preface and opening chapter. Skim the executive summary of <u>UNESCO's Re/Shaping Policies for Creativity</u>	2 hrs
Day 6 — Saturday	UK study skills	Watch <u>Tips on Studying a Masters in the UK</u> and <u>Tips for Starting Your Postgraduate Degree</u> , then jot down any questions for your first week on campus	1.5 hrs
Day 7 — Sunday	Final preparation	Make a list of at least five places you want to visit in North Greenwich/London. Get excited to start your educational adventure!	1 hr

Practical Preparation for International Students

If you are moving to the UK to study, the British Council's Study UK campaign runs free, self-paced online courses covering UK teaching methods, living costs, wellbeing and work preparation — no fee to enrol. [Explore the free courses](#)

We look forward to welcoming you to campus and to the start of your MBA journey.