

# Masters Programmes @ London South Bank September 2022 and January 2023

THE  TIMES  
THE SUNDAY TIMES

**GOOD  
UNIVERSITY  
GUIDE  
2019**

**UNIVERSITY  
OF THE YEAR  
FOR GRADUATE  
EMPLOYMENT**

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University**







# BANABA Programme: Marketing Masters Options at LSBU

September or January Start

MSc International Marketing



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# BANABA Programme: International Business Masters Options at LSBU

September or January Start

MSc International Business Management



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# Postgraduate Marketing - We're a great place to be!

- First overall for career prospects in Business, Management and Marketing among Modern London universities (Guardian University League Tables 2020)
- No.2 in London for satisfaction with courses across Business, Management & Marketing (Guardian League Tables 2019)
- 2nd for graduate prospects in Marketing in London (Complete University Guide 2020)
- Marketing at LSBU is top 2 in London for learning resources (NSS 2019)
- Accredited by the Chartered Institute of Marketing, providing exemptions for professional qualifications



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# International Marketing – Sep 2023 or Jan 2024 start (120 Credits - 60 ECTS)

Year (120 credits)	
International Pricing, Finance & Performance	20 credits
Research Methods	20 credits
Brand Management in an International Context	20 credits
One 20 Credit Option Modules or Internship	20 credits
Capstone Business Project	40 credits



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# Option Modules (Choose 1) or 20 credit short internship

Managing  
Virtual Work

Everyday  
Sustainability for  
Business

Global  
Operations and  
Logistics

Brand  
Management

Big Data  
Analytics

Organisational  
Risk  
Management  
and Controls

Project, Value,  
Innovation and  
Change

Public Relations

Governance  
and Leadership

Prince 2

Contemporary  
Issues in HRM  
and people  
Management

Behavioral  
Finance and  
Investment  
Management

Public  
relations,  
Digital & Social  
Media  
Marketing

Brand  
Management



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# Our teaching team



Dr Emily Ngan



Dr Charles Graham



Dr Dag Bennet



Dr Sarah Sabbaghan



Dr Valerio Ficcadenti



Dr Jun Nguyen



Dr Barbara Czarnecka



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# LSBU Business School

- Based in central London
- Newly refurbished building – moved in Summer 2019
- Lots of opportunities:
  - Real experience with real businesses - Business Solutions Centre
  - Extra employability support
  - Guest speakers
  - Networking events
  - Competitions (internal, national and international)



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**Fabulous Learning lounge space!**



**Business School reception area**



**Bloomberg suite**



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# International Business Management

## Sep 2023 (120 Credits (60 ECTS))

Year (120 credits)	
Project Launch Event	0 credits
International Financial Management for Business	20 credits
International Strategic Management and Innovation	20 credits
Research in Action	10 credits
Management Consultancy in a Global Environment	10 credits
Two x 10 Credit Option Modules or Short Internship	20 credits
Project Escalator Event	0 credits
Capstone Business Project	40 credits



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# International Business Management

## Jan 2024 (120 Credits (60 ECTS))

Year (120 credits)	
International Financial Management for Business	20 credits
International Strategic Management and Innovation	20 credits
Research Methods	20 credits
One 20 Credit Option Module or Short Internship	20 credits
Project Escalator Event	0 credits
Capstone Business Project	40 credits



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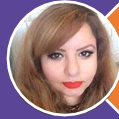
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# Our teaching team



Dr Yehia Nawar



Dr Sarah Sabbaghan



Mr Shashi Kumar



Dr Sara Hasani



Dr Valerio Ficcadenti



Dr Barbara Czarnecka



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# Features of Our Courses



The opportunity to obtain the Chartered Institute of Marketing (CIM) Diploma

The opportunity for consultancy practice

Opportunity to carry out a project that suits the students' career needs

Business start-up advice & support during the programme for budding entrepreneurs

Opportunities to network with our post graduate research & enterprise community

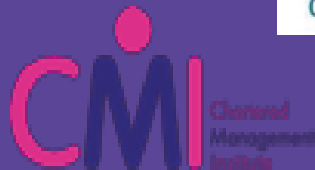
Based in the heart of London



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## Our partnerships and professional body accreditations



**Approved Learning Partner**



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L'ORÉAL



SAATCHI & SAATCHI

Where are they now ...?



McCANN  
LONDON

HSBC  
The world's local bank

Ipsos  
Ipsos MORI



BARCLAYS



LVMH  
MOËT HENNESSY • LOUIS VUITTON



BEST  
BEFORE:  
RECORDS

Unilever

ASOS  
The Online Fashion Store



RBS  
The Royal Bank of Scotland

Expedia



NET-A-PORTER  
The world's premier online luxury fashion destination

Virgin  
EMI RECORDS



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# Application & Fees

Fee: 2/3rds of published international postgraduate fee + 10% discount

Apply online [lsbu.ac.uk/international](https://lsbu.ac.uk/international)  
no need to use UCAS

Application deadlines:

17 June for September entry, 4 November for January entry

<https://www.lsbu.ac.uk/international/how-to-apply>

Student route/student visa

Questions about admissions [international.admissions@lsbu.ac.uk](mailto:international.admissions@lsbu.ac.uk)

Apply for accommodation once you have an offer – applications are on a first come first served basis.



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