



Bournemouth  
University

Postgraduate  
Study 2022

A central image of the Earth from an aerial perspective, surrounded by various icons representing different fields of study and human activities. The icons include a sailboat, a train, a Ferris wheel, a rainbow flag, palm trees, a building, a heart, a robot, a DNA helix, a satellite, a city skyline, a wind turbine, a tree, a butterfly, a drone, a jet, and a formation of fighter jets. The background is a gradient from orange at the top to blue at the bottom, with a bright sun in the upper left.

Degrees of  
*difference*

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# Degrees of *difference*

People choose to study at postgraduate level for a variety of reasons. No matter what your reason, you can be assured an education at BU is like no other.

Whether it's to build on your existing knowledge in your discipline, to change career direction, to move into academic research, or something else – we have courses that can help you achieve exactly what you want.

A postgraduate degree from BU will open up a range of opportunities to you. You'll immediately become part of our international network of students and graduates, for example. Your global employability will be boosted by the content of our courses as well as the support our Careers & Employability Service can offer you. If you're a researcher, our Researcher Development Framework will help you embrace the excitement of conducting your own research, safe in the knowledge that you are sharing best practice from across the university.

The little things are important too. Paddling in the sea while strolling along Bournemouth's seven-mile-long sandy beach. Getting your head down to

study quietly in one of our dedicated postgraduate study rooms. Making new friends in your shared accommodation – or finding the perfect studio flat to make sure you get time to yourself. Volunteering in the community, or getting involved with groups and societies. Developing your interview skills to land your dream job, or immersing yourself in the research project you've always wanted to pursue.

Whatever it is that makes you you, we've got the academic opportunities to help you explore what you are capable of, alongside support and social networks that make sure you're never alone. That community spirit shone through during the recent Covid-19 pandemic, when staff and students came together to help and support each other.

Postgraduate study at BU is going to be an incredible journey. We can't wait to start it with you.

# Welcome

**BU's vibrant academic community continues to go from strength to strength, and we're committed to providing an enjoyable postgraduate experience. We continue to think differently about how we approach education, professional practice and research – as well as the way we make sure all three work together as one.**

All BU students benefit from the strength of our expanding research community. Our academic staff are involved in cutting-edge research and enterprise that make a genuine contribution to society both nationally and internationally – whether we are helping the survivors of a natural disaster to tell their story as they rebuild their lives or developing new animation techniques that will be adopted by industry-leading software.

What's absolutely crucial to our success is the way that we combine all those elements so that they work together to improve each other. Our research and industry knowledge informs our courses, academic understanding and research excellence, meaning we have lots to offer industry. Our researchers work with professionals in their field and our students to produce life-changing, world-leading research.

Nothing we do at BU is done in isolation. We believe that by working together between different departments and faculties, by collaborating with professional organisations and other universities, and by working with students to co-

create new knowledge together, we are enriching the world around us and contributing to a better society.

We also recognise the value of an inclusive and welcoming community. At BU we work as one to inspire learning, advance knowledge and enrich society. A further benefit of belonging to the BU community is its diversity – our staff and students come from over 100 countries and our outlook is truly global.

I'm proud of our approach to sustainability – it's not just something we teach, it's something we are. Sustainability and ethical practice are embedded into our practices – for example, they are at the heart of the design of our new buildings, which make the most of renewable and sustainable energy to help us reduce our carbon footprint even further.

Bournemouth is a great place to live, work and study, so if you want to be encouraged and challenged to contribute directly to the development of knowledge in your subject, we'd love to welcome you to BU.

**Professor John Vinney**  
Vice-Chancellor





# A different way of thinking

**One of the ways a BU education will help you stand out is the way in which we blend education, professional practice and research in everything we do. We don't think that cutting-edge pedagogy, world-leading research and partnering with global industry giants are enough – instead, we make sure each activity informs the other. The insight and expertise we gain in one area doesn't just strengthen that area – it strengthens everything. We call it Fusion.**

What we learn through our research influences our curriculum and is passed on to industry through engagement with professional practice. What we learn from working with industry gives us new ideas for research and helps us to design and deliver courses that keep our students at the cutting edge of their chosen professions. And what we learn from delivering a world-class education helps us to improve our research and our professional practice.

It means students benefit from all areas of our expertise at every turn. For example, in the Faculty of Health and Social Sciences, our student midwives have worked alongside research students, BU academics, and practising midwives and chiropractors to develop and deliver inter-professional student-led clinics. Tourism students have worked with Dr Anya Chapman on her research project focusing on resort regeneration projects and revitalising coastal tourism with an emphasis on piers, bringing their learning to life. Journalism students have worked alongside our researchers to

help older people become citizen journalists and get their voices heard. Biodiversity students have worked on a project with BU academics, the National Trust and the Royal Society for the Protection of Birds (RSPB) to develop better conservation methods for the Purbeck region.

We are flexible in leadership, giving our staff the freedom to come up with new ways of thinking, and supporting them in delivering new solutions. We work without barriers, collaborating and sharing with each other to deliver world-leading, life-changing research that we are passionate about. Indeed, many of our projects involve academics from different faculties working together, and we place a lot of emphasis on developing processes, structures and learning spaces that make it easier to work together.

We believe that these different elements combine to enable BU to offer something truly remarkable to the world. It helps us to think differently, so that not only are the solutions we provide unique, but the questions we ask are too.

You'll find examples of the ways Fusion helps us stand out in each subject area in the course section of this prospectus, or visit: [www.bournemouth.ac.uk/fusion](http://www.bournemouth.ac.uk/fusion)

# BU's degrees of difference

There are lots of reasons why postgraduate study at Bournemouth University is a great idea. Here are some of them.

## Top 80

We're ranked in the top 80 young universities in the world<sup>3</sup>

## £6.8 million

We awarded scholarships and bursaries worth over £6.8 million in 2020/21

## 7 miles

We're home to seven miles of golden beaches, many holding Blue Flag awards for cleanliness

## Research excellence

96% of our research was rated as internationally recognised or higher<sup>1</sup>

## 94%

of our postgraduate students would recommend BU to a student considering us<sup>2</sup>

## Platinum

In recognition of our commitment to the environment, we hold ECOcampus Platinum status and ISO 14001

**£1 million**

BU staff and students contribute more than £1 million a day to the local economy

**Global**

Our focus on global employability helps our graduates stand out from the crowd

**87%**

of our postgraduate students go on to work in a job related to their area of study<sup>2</sup>

**90%**

of BU graduates were in sustained employment or further study three years after graduation<sup>4</sup>

To see more of BU's best bits – and to learn why our bloggers and vloggers are glad they chose BU please visit: [www.bournemouth.ac.uk/student-blog](http://www.bournemouth.ac.uk/student-blog)

<sup>1</sup>Research Excellence Framework 2014 <sup>2</sup> BU Alumni Survey 2020

<sup>3</sup>Times Higher Education Young University Rankings 2021

<sup>4</sup>Longitudinal Educational Outcomes Survey 2021

# Levels of study explained

## People's motivations for embarking on postgraduate study can vary hugely.

Many want to gain a further qualification to help them stand out in the employment market, whether they are continuing after their undergraduate degree (Bachelor's degree) or returning to study after gaining industry experience. Others enjoy the academic challenges posed by postgraduate study, and welcome the opportunity to study a specific area of interest in greater detail. Alternatively, for those interested in an academic career as a researcher or lecturer, postgraduate study is seen as the logical next step in their career development.

Think about the reasons you are considering postgraduate study, and the type of student that you are, because knowing what you want to get out of postgraduate study can be a big help in selecting the right course.

### Taught Master's degrees

These courses are offered over one year full-time or two years part-time, although that can vary from course to course, and most offer work placement opportunities for full-time students. If you have studied an Honours degree (Bachelor's degree) in the UK, then you will broadly know what to expect, as the style of delivery is very similar, although you will be expected to attain a higher level of academic achievement in your work than an undergraduate student. Master's degrees are delivered via a combination of lectures and seminars, with plenty of self-directed learning in between where you will be expected to dedicate your own time to studying your subject in depth.

### Postgraduate Certificate (PG Cert) and Postgraduate Diploma (PG Dip)

A Postgraduate Certificate and Postgraduate Diploma are effectively earlier exit points from a taught Master's degree. Some universities specifically offer these qualifications in their own right, but at BU, the majority of our courses are

offered only as a full Master's degree. It is still possible to leave most of our Master's degrees with a Postgraduate Certificate or Diploma, but they are usually exit routes we would only consider during exceptional circumstances, unless otherwise stated on the course page in this prospectus.

If you are an education practitioner looking for a further teaching qualification, we offer a Postgraduate Certificate in Education Practice – contact us for more details.

### Types of taught Master's degrees

Some postgraduate taught degrees are designed to build on your existing knowledge and understanding, but others also allow you to change career direction. That means you can study some of our courses without having any undergraduate experience in that area.

Courses that build on existing knowledge are called progression courses while those that allow you to change direction are conversion courses – though these will still develop your existing knowledge in that area if you have existing qualifications in that subject. Check each course page to see which are which.

### Research qualifications

We also offer research-based postgraduate qualifications, such as MRes, as well as our taught courses. These courses will see you undertaking your own research under the supervision of experts in the field. Due to the very specific nature of research qualifications, we welcome discussions about your research ideas so if you are considering a research qualification and are looking for a university that can offer you outstanding support alongside a proven research track record, please contact us.

You can find contact details at [www.bournemouth.ac.uk/doctoral-college](http://www.bournemouth.ac.uk/doctoral-college)

To find out more about all the courses we offer visit: [www.bournemouth.ac.uk/postgraduate-courses](http://www.bournemouth.ac.uk/postgraduate-courses)



# How to apply

## 1 Prepare

### Prepare your application documents:

- Your up-to-date transcript (if you are currently studying) or your final transcript (if you have completed your last qualification)
- Your most recent academic qualification
- Your most recent English qualification e.g. IELTS (Academic) or equivalent
- Your Personal Statement
- One academic reference – either contact details or a letter to upload (or professional reference if you left university over two years ago)
- Check out tips on how to apply here: [www.bournemouth.ac.uk/pg-apply](http://www.bournemouth.ac.uk/pg-apply)

## 2 Apply

### Make your application to BU:

- Go to [www.bournemouth.ac.uk/courses](http://www.bournemouth.ac.uk/courses), choose the postgraduate course that you are interested in and click 'Apply now'. You will then be taken to our online application portal (myHub) to register an account, submit your application and upload the required application documents
- To apply through one of our official representatives in your country, visit [www.bournemouth.ac.uk/international-representatives](http://www.bournemouth.ac.uk/international-representatives)
- You can also apply for a range of BU scholarships at this point– visit [www.bournemouth.ac.uk/pg-scholarships](http://www.bournemouth.ac.uk/pg-scholarships)

## 3 Offer

### BU aims to make you an offer within one week of a fully completed application. If your course requires an interview or additional selection measure, it may take a little longer.

- A conditional offer means you need to provide further evidence and your offer will contain full details of what is required
- An unconditional offer means you have met all of our entry requirements and you are ready to join us (subject to completing all your actions in myHub)

## 4 Accept

### To confirm your place at BU, you must formally accept your offer:

- Accept your offer on myHub
- If you are a non-UK/Republic of Ireland student, you must pay a £3,000 deposit to secure your place. This is refundable if you fail to meet the conditions for entry to the course, or if you are denied a visa
- Sponsored students must provide official evidence of sponsorship
- If you decide not to take up your place, please let us know by declining our offer

## 5 Send

### Send full documents:

- If your offer is conditional, you need to upload your final English and/or academic qualifications on myHub so we can make your offer unconditional. The documents we need to see may include:
  - Latest English qualification (e.g. IELTS (Academic) or equivalent)
  - Full transcripts
  - Final degree certificate (and graduation certificate if you have been issued one)
  - One academic reference letter if you haven't yet submitted one (or professional reference letter if you left university over two years ago)

## 6 Confirm

### Confirmation of Acceptance of Studies (CAS):

- Non-UK/Republic of Ireland applicants will receive a request from BU asking for certain details which are required to issue a CAS. This would include:
  - Copy of your current passport
  - Copies of any UK visas if you have previously studied in the UK
- Non-UK/Republic of Ireland students will receive their CAS for Student Route Visa applications from six months before the course starts

## 7 Prepare

### Prepare to come to BU:

- Apply for a Student Route Visa
- Apply for university accommodation at [www.bournemouth.ac.uk/accommodation](http://www.bournemouth.ac.uk/accommodation) before the deadline (mid-August for September entry and early December for January entry)
- Arrange a health examination if required for a Student Route Visa in your home country
- Book your flights and pack your suitcases
- For information and advice about arriving at BU visit [www.bournemouth.ac.uk/arrivals](http://www.bournemouth.ac.uk/arrivals)

## 8 Arrive

### Upon arrival at BU:

- Call your family and friends to let them know you have arrived
- Any questions, please contact our AskBU team at: [askbu@bournemouth.ac.uk](mailto:askbu@bournemouth.ac.uk)

## 9 Enrol

### What you need to bring for enrolment at BU:

- You will receive details about when and how you need to enrol at BU. You will need to bring your original qualifications (and official translations if the originals are not in English), passport and visa for study, and copies of any previous UK visas you may have
- Come and meet your academic tutors and classmates, find clubs and societies to join, and get started.

## Research degrees

For information on the application process, or for general enquiries about research degrees, please visit: [www.bournemouth.ac.uk/doctoral-college](http://www.bournemouth.ac.uk/doctoral-college)

# Your application



## Academic entry route

The normal requirement for a taught Master's degree is a UK Bachelor's (Honours) degree (or equivalent, such as a professional or international qualification). For post-experience and professional qualifications there may be additional entry requirements set by the associated professional body. The course outline on our website ([www.bournemouth.ac.uk/courses](http://www.bournemouth.ac.uk/courses)) will provide full details of any extra requirements, or you can contact the Future Students Enquiry Team by emailing [futurestudents@bournemouth.ac.uk](mailto:futurestudents@bournemouth.ac.uk) or calling +44 (0)1202 961916.

## English language

If English is not your first language, you will need a minimum IELTS (Academic) score of 6.0 overall, or equivalent, though some courses have higher requirements. To find out more, visit [www.bournemouth.ac.uk/english-language](http://www.bournemouth.ac.uk/english-language)

## Evidence of prior learning

You may be exempt from certain parts of your postgraduate programme if you can show you already have relevant qualifications in your subject area. There are two ways of doing this – through the Recognition of Prior Learning (RPL) and UK Credit Transfer (UKCT) processes.

You can seek RPL for a range of professional qualifications which do not carry academic credit, or for academic credit received from higher education institutions outside of the UK. In these cases, it will be considered as Recognition of Prior Certified Learning (RPCL). If your prior certified learning has taken place at another UK higher education institution, it will be considered as UKCT.

If you would like to find out if you are eligible for RPL or UKCT, or have any questions about the process, please contact us.

## European Credit Transfer System

If you are studying for an undergraduate or postgraduate course in an EU country, your qualification will probably be graded using the European Credit Transfer System (ECTS), which is a way of transferring European higher education grades over to the UK.

We accept ECTS credits for entry on to our courses. One ECTS credit is equivalent to two BU academic credits.

## Experience

Relevant experience can count towards your application. This is known as Recognition of Prior Experiential Learning (RPEL) and is an opportunity for you to demonstrate that you have sufficient knowledge in a particular topic.

Usually, you will need to provide evidence of this knowledge by reflecting on your experience and learning in writing. We will assess the evidence you submit and consider it alongside the rest of your application. You can then be awarded RPEL credit, which may give you an exemption from parts of the course.

Contact our Future Students Enquiry Team for information on applying via the RPEL route.

## Pathway to Master's degree

If you do not have qualifications equivalent to a UK Bachelor's (Honours) degree to gain direct entry to a Master's degree at BU, we still have opportunities for you.

If you have one of the following qualifications with the appropriate grade, we offer you the chance to complete a one-year Top-up degree as a pathway to a Master's degree (MA, MSc):

- Foundation degree or Higher National Diploma (HND)
- Overseas qualifications that are equivalent to the first two years of a UK undergraduate course (i.e. equivalent to Level 5 on the Qualification Framework for England, Wales and Northern Ireland)
- A Pre-Master's qualification from the BU International College – see page 32.

A Top-up degree enables you to add the final year of a UK Bachelor's degree to your existing qualifications, which will have been confirmed as equivalent to the first two years of a UK degree. Successful completion of a Top-up degree with good grades (normally a second-class degree) may lead to entry on to a Master's degree in a relevant field. To find out the exact progression route from Top-up course to Master's degrees, visit:

[www.bournemouth.ac.uk/topup-degrees](http://www.bournemouth.ac.uk/topup-degrees)

# Funding your studies

There are a number of different ways you can fund your studies at BU, and we have a team of advisers who can help you explore your options and answer any questions you may have.

## Pay by instalments

You can pay your fees in two instalments online using a debit/credit card. This option is available for all postgraduate students, whether you are studying on a full or part-time basis. Each payment will be half of the course fee. The first will be taken when you register and pay online, and the final payment three months after your first payment.

## Fees and funding

If you are a UK or Irish national or have settled or pre-settled status under the EU Settlement Scheme or indefinite leave to remain so there are no restrictions on how long you can stay, you may be eligible to apply to the UK Government for a non means-tested loan (currently up to £11,570 for 2021/22 entry). You can use the money towards your tuition fees, your living costs, or other costs associated with your study.

To check full eligibility please visit [www.gov.uk/masters-loan/eligibility](http://www.gov.uk/masters-loan/eligibility)

## Alumni/student family discount

- 20% loyalty discount for BU graduates
- 10% student family discount if you have an immediate family member who has studied, or is studying, at BU.

## Scholarships

We offer a range of scholarships that can help you fund your studies – see page 16 to find out more about what we offer.

## Other funding sources

You might find funding through your own savings, your employer, charities, foundations and trusts, research councils, bank loans, international government scholarship programmes or UK government programmes such as Commonwealth and Chevening Scholarships.

## Further support

Our Future Students Enquiry Team is always ready to help with your funding queries. Email [futurestudents@bournemouth.ac.uk](mailto:futurestudents@bournemouth.ac.uk)

For more information about funding your studies visit: [www.bournemouth.ac.uk/pg-funding](http://www.bournemouth.ac.uk/pg-funding)





# Helping you succeed

We want to give you every chance of fulfilling your potential, which is why we offer non-repayable scholarships. To find out more about the full range and which scholarships you might be eligible for, visit [www.bournemouth.ac.uk/pg-scholarships](http://www.bournemouth.ac.uk/pg-scholarships)

Scholarship	Available to	Value	Fee status	Level
<b>Academic Achievement Scholarship</b>	Applicants for Master's degrees who meet our criteria. No application needed	£2,000 reduction to your fees	UK/Republic of Ireland (Rol)	Postgraduate Taught (including Master's by Research)
<b>Academic Excellence Scholarship</b>	Applicants for Master's degrees who meet our criteria. No application needed	£3,500 reduction to your fees	Overseas	Postgraduate Taught (including Master's by Research)
<b>BU Music Scholarships</b>	For talented instrumentalists or vocalists who have been involved in ensemble activity	£600	UK/Republic of Ireland (Rol) and overseas	Postgraduate Taught (including Master's by Research)
<b>BU Sport Scholarships</b>	For talented athletes with a desire to continue developing in the sporting arena as well as academically	Up to £5,000	UK/Republic of Ireland (Rol) and overseas	Postgraduate Taught (including Master's by Research)
<b>BU/Chevening Joint Scholarships</b>	BU welcomes Chevening scholars each year. This is a joint scholarship. You need to apply via the Chevening Scholarship website	100% fee waiver plus expenses	Overseas	Postgraduate Taught
<b>Chevening Scholarships</b>	BU welcomes Chevening scholars each year. This is an external scholarship that BU supports. You need to apply via the Chevening Scholarship website	100% fee waiver plus expenses	Overseas	Postgraduate Taught

Find the full details for our scholarships at: [www.bournemouth.ac.uk/pg-scholarships](http://www.bournemouth.ac.uk/pg-scholarships)



# Two degrees of difference

**Nancy Sheppard**

Academic Scholarship recipient

## **The financial help Nancy has received from BU has been the main factor in helping her through an undergraduate and a Master's degree.**

As a mother of three children, making the decision to go to university was never going to be a simple, straightforward one.

However, I was determined to pick up my education again because, to put it simply, I got angry about human rights inadequacies in general – I'd spent time working with exploited groups of people and wanted to end that inequality. There's not really a proper protocol for protecting personal details – especially their DNA – and that's something I'm passionate about changing.

For that reason, I enrolled on an undergraduate degree at BU – BA (Hons) Sociology & Anthropology. It took a little bit of getting used to – and juggling work and home life was certainly a challenge – but I excelled and managed to get a First Class Honours degree!

As a result of that, I was eligible for an Academic Achievement Scholarship if I wanted to study my

Master's here – which I desperately wanted to do. When I added in the graduate discount that the university offers, it became a real no-brainer and so I enrolled on the LLM Public International Law.

I'm still heavily into the human rights side of things, and have completed units in a diverse range of international law – but really became fascinated by the cutting edge new data laws, as well as new developments in forensics science.

When I realised that gaps in current legislation mean that new genetics technology was lagging behind in legal protections for vulnerable groups, I decided to do my dissertation on protecting genetic data, in particular in the area of post-conflict, genocide and transitional justice. Hopefully, I can play my part in protecting people from having their DNA used or stored without them explicitly agreeing to that happening.



# A sporting chance

**Garrett Bucklin**  
Sport Scholarship recipient

## **When Garrett Bucklin began considering studying outside of the USA, the chance to gain an MBA in one year, along with the offer of a Sports Scholarship, made BU a great option.**

When it came to making the big decision to study in the UK rather than back home in the USA, the most important factor was undoubtedly the Sports Scholarship. I was one of the top 12 volleyball players in the USA, and wanted to keep playing to the highest standard I could while I studied for an MBA.

SportBU has great facilities on offer, such as a gym, massages, and a chiropractor. The whole BU team has made the experience very special. Playing internationally is nothing but fun. It has been great to play at the highest level out here and further develop my skills for the road ahead.

I have loved living in the UK; people are very friendly here and I have had many adventures throughout Europe. I live in Winton which is a quaint area of Bournemouth. I enjoy going to all the little coffee shops and talking to the locals. The best part about being over here is that there is never a dull moment. I have made many friends and we enjoy

going out to visit the beach or travel. I definitely miss being home – it has been 10 months – but it will be even more special when I get back since it has been so long.

As well as the sports and social side of it, I've also really enjoyed my course – which is the main reason I am here.

The MBA course has been nothing but great. I have met so many influential people and networked to find opportunities all over the world. I am currently finishing up the course. A full year to earn a Master's has been a fantastic experience. It has been tough, but as the saying goes, if it were easy, then everyone would do it.

My advice is not to pass up the chance to study here if you are offered it. A perfect combination of new experiences, high level volleyball and an education is something you just can't beat.

# Living in Bournemouth





## We aren't the only ones that think Bournemouth is amazing. We asked some postgraduate students why they love living here...

### **Bournemouth gardens**

The gardens are a really nice place to walk through while you go from the town centre to the beach. They are a lovely place for a picnic and to relax with friends.

**John, MSc Tourism Management & Marketing**

### **Town centre**

Bournemouth town centre has always been one of my favourite places. The best thing about the centre is that although it's busy, there is always beautiful and soothing music playing in some corner.

**Chandreyee, MA Post Production Editing**

### **Great restaurants**

The town has something for everyone. Casual places to eat and drink before a night out, coffee shops that are great to study in, bars and restaurants right on the beach, and food from all around the world – like incredible burritos!

**Danielle, MA Corporate Communication**

### **The beach**

My home country of Vietnam is famous for having many miles of sandy beaches. We often have picnics there at the weekends with friends or family, so it's wonderful staying in Bournemouth and seeing the beach every day. It makes me feel relaxed, with open spaces that remind me of home.

**Gigi, MSc Retail Management & Marketing**

### **The weather**

The weather can be amazing in Bournemouth. Basking in the sun on Bournemouth beach sometimes makes me feel like I am back home in Nigeria.

**Funmi, PhD student**

### **The local area**

Bournemouth is situated in a gorgeous natural region with miles of clean sandy beaches – the leafy and peaceful New Forest is just a quick train ride away too.

**Danielle, MA Corporate Communication**

To see some of the best things about living in Bournemouth and Poole visit: [www.bournemouth.ac.uk/around](http://www.bournemouth.ac.uk/around)

**We know that everyone's idea of a dream home is different. It's important for you to be happy with your living arrangements, so we have lots of different accommodation options, with something for everyone.**

### **Halls-style living**

It's mainly a mix of male and female students (although single-sex accommodation is available on request), usually of various nationalities, living in shared flats within traditional Halls of Residence. There are usually four to six students per flat, each with their own ensuite room. There are studio apartments in some halls, and all rooms have internet access. Some accommodation is owned and managed by us, and some is owned and managed by carefully selected partners. We also have a Student Village on our Talbot Campus. For more details, visit [www.bournemouth.ac.uk/accommodation](http://www.bournemouth.ac.uk/accommodation)

### **Is it guaranteed?**

Yes – we guarantee a place in BU student accommodation for all students, as long as you apply by the relevant deadlines. For more details please visit [www.bournemouth.ac.uk/accommodation-guarantee](http://www.bournemouth.ac.uk/accommodation-guarantee)

### **Will I have far to travel?**

Lots of our accommodation is within walking distance of our campuses, but there are good bus links to BU from most of Bournemouth and Poole. A bus pass for the UNIBUS is included in your accommodation cost (you can opt out of this if you want). Your offer letter will tell you where your studies will be based so you can select accommodation nearby, if that's what you want.

### **What about work placement?**

Many of our courses offer the opportunity to take a work placement. If you are on a work placement, it will make sense to live in private accommodation near to where you will be based – the Residential Services Team can give you further information.

### **Community spirit**

All our accommodation is supported by our ResLifeBU programme, with the exception of St John's Road. This involves current students who work as Resident Assistants living on-site, who are there to help you settle in, make new friends and perhaps even take up new hobbies.

We take your health and safety very seriously, so all of our Halls of Residence have electronic fob systems for secure entry. Most also have staff on site 24/7.

### **When can I apply?**

Once you've accepted your offer to study at BU and chosen us as your firm choice, you'll receive an email inviting you to register for your accommodation guarantee.

### **Sharing a house with family or friends**

If you are bringing a family with you to Bournemouth, or would like to share with friends, we can help. We manage houses on behalf of private landlords, and provide homes for around 280 students in this way. All the homes we manage are in residential areas near to our campuses. For more details please visit [www.lettingsbu.com](http://www.lettingsbu.com)

### **Is student parking available?**

If you choose to live at home or more than ten miles from the university campus, you may be eligible for a chargeable student parking permit.

See [www.bournemouth.ac.uk/parking](http://www.bournemouth.ac.uk/parking)

### **Find out more!**

To see videos of our accommodation, and to learn more about prices and payments, please visit [www.bournemouth.ac.uk/accommodation](http://www.bournemouth.ac.uk/accommodation)



To find out more about our accommodation, and for more details about ResLifeBU and how it can help you settle in quickly, visit: [www.bournemouth.ac.uk/accommodation](http://www.bournemouth.ac.uk/accommodation)

# Welcome to your new home



# Accommodation options



B



We have accommodation designed specifically for our postgraduate students, so you can still enjoy university-style living with like-minded people. Student residences in Bournemouth and Poole are increasingly popular with postgraduate students, and private rental accommodation is also an option if you would prefer.

(A) St John's Road		
Room type	Contract length	Approx cost p/w
Studios and en-suites	50 weeks	£132 - £174

(B) Bailey Point		
Room type	Contract length	Approx cost p/w
Studios	50 weeks	£189 - £199

(C) Chesil House		
Room type	Contract length	Approx cost p/w
Studios and en-suites	50 weeks	£135 - £136

(D) Corfe House		
Room type	Contract length	Approx cost p/w
En-suite	50 weeks	£162

(E) Dorchester House		
Room type	Contract length	Approx cost p/w
Studios	50 weeks	£182 - £190

(F) Okeford House		
Room type	Contract length	Approx cost p/w
Studios and en-suites	50 weeks	£135 - £160

(G) Student Village		
Room type	Contract length	Approx cost p/w
Studios	50 weeks	£172

Accommodation prices are indicative and subject to change.

To see more of our accommodation, please visit:  
[www.bournemouth.ac.uk/virtual-tour](http://www.bournemouth.ac.uk/virtual-tour)

# Study support



**We believe that you will perform at your best when you have the right balance between study and relaxation. That's why we work hard to provide a great infrastructure of support systems and services to help you study, as well as making sure you are never short of ways to relax and unwind.**

### **Superb library facilities**

Great libraries can really enhance your study experience. Ours contain study areas dedicated to postgraduate students, and to silent and group work, and you'll have access to extensive online support and resources so that you can study effectively and conduct research at times that suit you. Our libraries' technoboosts are ideal for group work and there are plenty of computers for individual study.

### **Learn when you want – where you want**

Through our online learning environment, you can access announcements, timetables and learning resources 24/7. You'll be able to download the app to receive regular updates on your mobile devices. You can submit assignments and receive feedback online, access assessments, and create e-portfolios. You'll also find online communities to support your studies.

### **Study skills support**

We run courses and sessions to help you develop your academic skills such as writing, giving presentations and referencing, and you can also access an interactive Study Skills Community. Research students benefit from a dedicated skills programme, including building systematic search strategies, managing citations effectively and open access publishing of their research.

We also offer support through our award-winning Peer Assisted Learning (PAL) scheme, where students are trained so that they can support the learning of their peers.

### **Free English language support**

We offer extensive, free English language support for international students. Group classes and one-to-one sessions are available for general English study or subject-specific language. You can also study online using our interactive language learning facility.

### **Additional Learning Support**

Our Additional Learning Support and Disability (ALS) service is able to help students with specific learning differences (e.g. dyslexia or Asperger's), sensory/physical impairments or medical and mental health conditions. You can find out more at [www.bournemouth.ac.uk/als](http://www.bournemouth.ac.uk/als) or visit our blog at [www.levelplayingfields.wordpress.com](http://www.levelplayingfields.wordpress.com). Alternatively, you can call +44 (0)1202 965663.

### **SportBU**

We have sport and recreation facilities for everyone, whether you're a keen athlete or would like to start a new sport. We have a state-of-the-art gym, a group fitness programme, instructional classes, rehabilitation services, social pay and play sports, campus sports (for fun competition) and performance sports (for more serious athletes). To find out more, visit [www.bournemouth.ac.uk/sportbu](http://www.bournemouth.ac.uk/sportbu)

### **Students' Union at Bournemouth University (SUBU)**

Run by students, for students, SUBU is there for all aspects of university life. With a huge range of clubs, academic representation and organising great events, there's something for everyone. The Student Centre houses social learning spaces, a student advice centre, a café, radio and media studios, and meeting rooms. Visit [www.subu.org.uk](http://www.subu.org.uk) to find out more.

### **Health and wellbeing**

We offer a range of services to keep you happy and well during your time with us, including counselling, drop-in support and workshops.

We also have a Faith & Reflection Service with an open door policy and a weekly Global Café for international students to meet and relax, with free tea, coffee and biscuits. We also have prayer rooms available for staff and student use.

To learn more about the different ways we can support you during your time at BU, visit: [www.bournemouth.ac.uk/support](http://www.bournemouth.ac.uk/support)

**Wherever you want to go, BU can help you get there. Everything we do – from the development of our degrees to the support we offer through our Careers & Employability Service – is designed to make you globally employable.**

### **Becoming globally employable**

It's an exciting world out there, and we work hard to make sure our graduates can explore as much of it as they want. Our courses are designed to make you employable all over the world, giving you an international outlook whatever career you choose to follow. We can also help you to learn a new language – or strengthen your skills in one you already speak.

### **BU Skills Development Programme**

This has been developed with employers to help you discover and demonstrate your potential to work in a truly global way, crossing physical and cultural boundaries to deliver outstanding results in your studies and the workplace.

### **Work placements**

Many of our degrees offer the opportunity to undertake some form of work placement as part of your studies – a great way to improve your CV and make invaluable contacts for the future. We work with some of the biggest names around the world, making sure that your work experience has global relevance and will make you stand out to employers anywhere in the world.

### **MyCareerHub**

This online job vacancy system can be accessed anywhere at any time, and provides hundreds of part-time, vacation, placement and graduate employment opportunities. We also use it to tell you about upcoming events, webinars, Skype chats and visits from people and companies that might boost your employability.

### **CV and careers appointments**

We offer one-to-one appointments with our professionally qualified careers advisors to discuss your CV and career plans. We can help you formulate job-hunting strategies, practise mock interviews and assessments with you, improve your CV, and advise you about working abroad.

### **Employer presentations and skills workshops**

Our graduates have a great reputation, and we have strong links with a range of employers. That's why employers visit us to tell you about placement and graduate employment opportunities, and talk about the type of graduates they are looking for. The sessions can help you sharpen up your applications to other companies too.

### **Graduate and Placements Fairs**

We host recruitment Fairs in October, November, and in the Spring of each year, as well as smaller sector specific events. Local, national, and international employers participate to meet you and discuss your options. These events are a great way to make contacts within the industry you want to join, as well as to get valuable help and advice.

### **Proven success**

The work we put in to help students improve their employability means that 83% of our postgraduates say they went on to work in an industry related to their degree (BU Alumni Survey 2020). In total, 89.7% of BU graduates were in sustained employment or further study three years after graduation (Longitudinal Educational Outcomes Survey 2021).

Taking a placement as part of your degree can make you more employable. To hear how previous students have found their placement experience to be invaluable visit: [www.bournemouth.ac.uk/my-placement-story](http://www.bournemouth.ac.uk/my-placement-story)

# Become globally employable

Washington D.C.

New York

Rome

Hong Kong



# Innovation excellence

**Ben Burkard**

MSc Innovation Management & Entrepreneurship graduate

## **BU graduate Ben Burkard has enjoyed remarkable success since co-founding a digital agency in Germany, winning awards at the prestigious German Design Awards for three years running.**

Ben, who was one of the first graduates of the MSc Innovation Management & Entrepreneurship in 2015, founded ideenhunger with Simon Eberhardt in 2014.

It didn't take Ben long to get up and running, as the company won awards in the prestigious German Design Awards for three consecutive years – Fair and Exhibition in 2016, Excellent Communications – Poster Design in 2017, and Excellent Communications Design – Corporate Identity in 2019.

Commenting on the win, Ben said: "It is always an honour to be recognised with an industry award. The digital marketing business is a tough one. The most important thing for us is to build strong relationships with our clients, which are based on trust, co-operation and authenticity. I believe this is what makes us successful, and every time our work is recognised it helps us feel as though we have got the right philosophy to compete."

Ben chose to study the MSc Innovation Management & Entrepreneurship to gain experience of new business approaches and to learn from other students from different countries and industries.

He said: "I enjoyed the opportunity to participate in a completely new course. This meant that we could help to shape the course by giving feedback – a bit like entrepreneurship in action! It was a good chance to improve my English language skills, which has helped me in dealing with international clients. The course gave me a whole new network of friends, who are now based all over the world. Overall, it taught me to believe in your dreams and follow them by pushing yourself out of your comfort zone."



# Spice up your life

**Illana Smith**

MSc Human Resource Management graduate

## **Double-BU graduate Illana Smith is bringing the tastes of Sri Lanka to the UK with a business selling spice kits to curry connoisseurs.**

Illana, who completed both her undergraduate and postgraduate degrees at BU, launched Hari Hari in 2014. The business, named after a Sri Lankan expression which translates as “OK, OK” or “it’s coming”, provides spice kits which can be bought online, as well as via a network of independent food stores.

Illana, who is half Sri Lankan and who spent a big part of her childhood in the country, had always dreamed of running her own business.

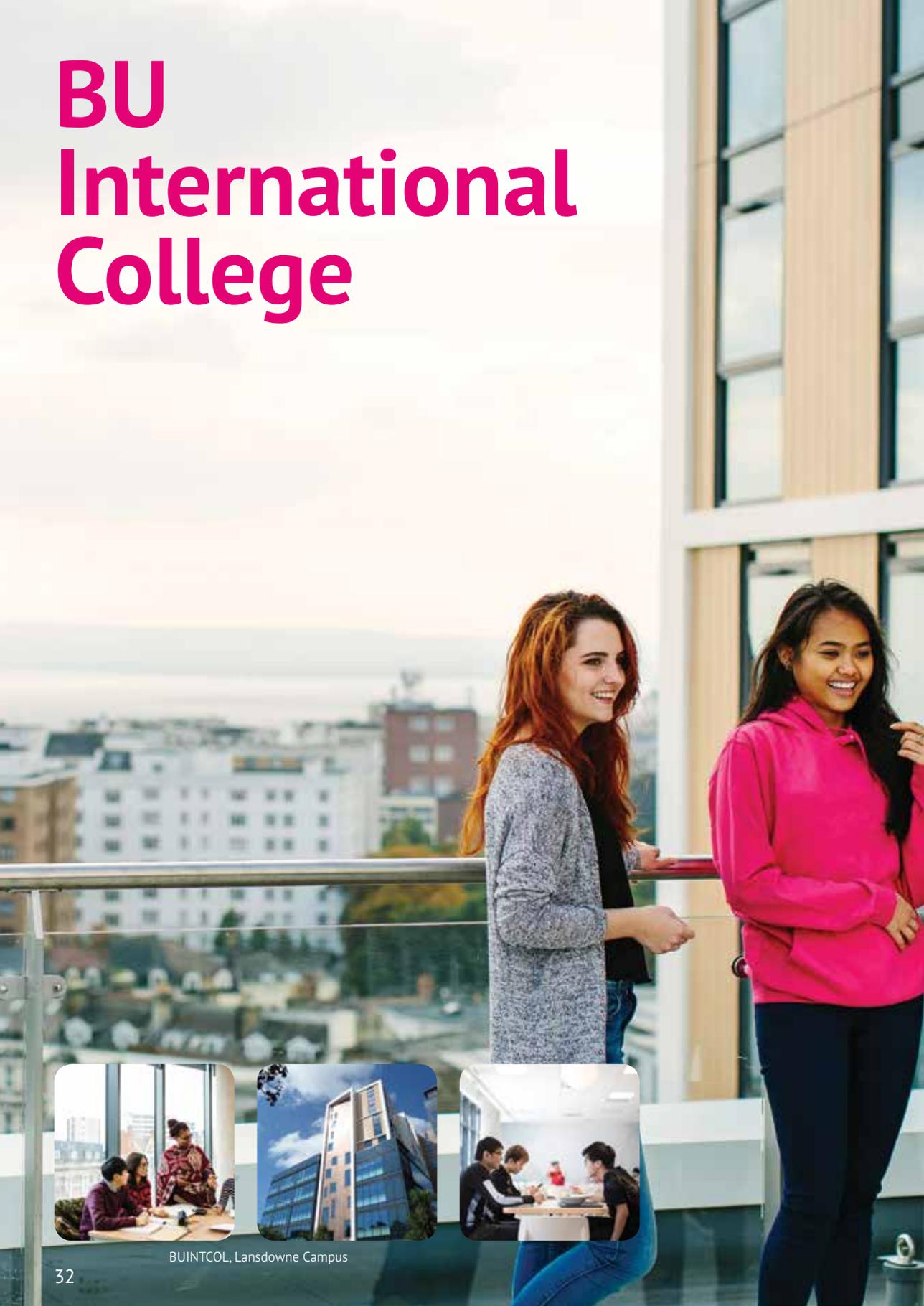
The mother-of-three said: “Growing up in Sri Lanka, life revolved around hotels and hospitality. This shaped my decision to study Hospitality Management back in the mid-90s, during which I developed a specific interest in human resources. I eventually combined these interests with a career in HR for a cluster of Hilton Hotels in central London, but the desire to run my own business never left me. After having my third child, I thought it was now

or never. The fact that being my own boss meant I could flex my hours around looking after my children was a big motivator.”

Illana’s Sri Lankan-inspired cookery had always been a hit with family and friends, and this sparked the idea to source, package and sell spice kits which could help others capture the authentic flavours.

While a degree and Master’s might not seem the obvious route to becoming an entrepreneur, Illana credits both with getting her where she is today. She said: “I did my Master’s in Human Resource Management to further my career. But it also gave me a glimpse of what it was to think and work more independently. I grew in confidence and felt that I really could run my own business if I put my time and energies into it. I loved the experience of studying at university and that love of learning hasn’t stopped since graduating. There are always new things to learn, and you never know where it will take you.”

# BU International College



BUINTCOL, Lansdowne Campus



**If you're unable to gain entry to a degree directly, BU International College offers world-class preparation courses for university study. Great teaching, student support and facilities will help ensure you are ready. Completing your programme with the grades you need will guarantee you access to your Master's degree.**

### **High-quality tailored study**

All the courses we offer are designed to meet the needs of international students, and to help them progress to BU. The courses will help you quickly improve your English language, subject knowledge and academic skills. Achieving the required grades guarantees you a place on your chosen degree.

### **Feel part of BU straight away**

Bournemouth University International College is located on the university's Lansdowne Campus and you will receive a BU student ID card, so you will be part of the university from the moment you arrive. You will study in our modern, purpose-built international college building located in the centre of Bournemouth, and have access to all the university facilities.

### **Scholarships available**

Bournemouth University International College offers partial tuition scholarships to talented and hardworking students, so you can be rewarded for your academic achievements in your home country. We also offer generous scholarships to students who excel in their studies at Bournemouth University International College and progress to their degree.

### **Direct degree admission with Pre-Sessional English**

If you meet the academic entry requirements but just need to improve your English language ability, you can take a Pre-Sessional English course at Bournemouth University International College.

### **Pre-Master's courses**

We offer Pre-Master's courses in three areas – the specifics of your course will vary depending on the degree you want to go on to study.

- Business, Law or Finance
- Events, Tourism and Hospitality Management
- Media and Communications.

### **Conditional offers**

If your offer is conditional on English Language, our Pre-Sessional English (Fast-Track) can help you improve your English language skills to meet the IELTS requirement of your offer. Our Pre-Sessional English with Study Skills provides all-round university preparation if you have more time to improve your English.

### **Unconditional offers**

If your offer is unconditional, our Master's Enhancement Programme will improve your study skills as well as introducing you to living and studying in Bournemouth and the UK. It includes:

- Personal Development and Progression Project
- Skills for Postgraduate Study
- UK Culture and University Life.

To find out more about how Bournemouth University International College can help you prepare for your course visit: [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

**Being a BU student means you're immediately part of a huge network of students, past and present. Whatever you go on to do, wherever you are in the world, you will always be a member of the BU community, and we hope you'll continue to engage with us and our students like so many of our graduates do. Furthermore, from the moment you graduate, you are automatically a lifetime member of the Bournemouth University Alumni Association.**

### **Part of a huge network**

We have thousands of graduates working all over the world. When you graduate, you'll become part of that network too. Whatever industry you work in, you'll keep encountering people who studied at BU. They stay in touch with us too – some come back and deliver guest lectures; others employ our students on placements or come back and recruit new staff from our graduates. It's one big family – and we want you to stay part of it!

### **Alumni Association**

As a member of the Alumni Association, you will be entitled to lots of great benefits and services, including:

- Services and advice from the Careers & Employability team
- Exclusive discounts on further study
- Development opportunities through volunteering
- Access to our Friend Finder scheme, which allows you to reconnect with people you've lost touch with
- Lots of other benefits such as access to a range of free online journals, access to our libraries and reduced-cost SportBU membership.

### **Stay in touch**

We'll keep you up to date with all the goings on from BU and your fellow alumni through our social media

channels, email newsletters, and through our website so visit [www.bournemouth.ac.uk/alumni](http://www.bournemouth.ac.uk/alumni) for more.

### **Inspiring others**

Our alumni inspire prospective students by featuring in BU publicity, telling the story of what they have achieved since graduating. They also support our current students by coming back to BU and giving talks, guest lectures or advice – these provide vital insights for students into the world of work.

### **In-country reunions**

We regularly organise in-country reunions where alumni can get together, reconnect with old friends and make new contacts among BU's sprawling network of graduates. Keep in touch with us to find out if we are hosting a reunion in the country you're now based in.

### **Social media**

You can follow the BU Alumni Association on social media.

[www.facebook.com/bournemouthalumni](http://www.facebook.com/bournemouthalumni)

[www.twitter.com/bmthunialumni](http://www.twitter.com/bmthunialumni)

To learn more about life as a BU graduate and what you can expect visit:  
[www.bournemouth.ac.uk/alumni](http://www.bournemouth.ac.uk/alumni)



# Life as a BU graduate



# Our postgraduate courses

## **Accounting, Finance & Economics 50**

MSc Sustainable Economic Development & Emerging Markets

MSc International Finance & Economics

MSc Finance

MSc International Accounting & Finance

MSc Corporate Governance

## **Archaeology & Anthropology 62**

MSc Bioarchaeology (Anthropology)

MSc Bioarchaeology (Osteoarchaeology)

MSc Forensic Anthropology & Archaeology (Osteology)

MSc Forensic Anthropology & Archaeology (Search & Recovery)

## **Business & Management 68**

MBA Master of Business Administration

MSc Management with Business Analytics

MSc Organisational Project Management

MSc Innovation Management & Entrepreneurship

MSc International Management

MSc Management with Human Resources

## **Computer Animation & Visual Effects 82**

MA 3D Computer Animation

MSc Computer Animation & Visual Effects

MA Digital Effects

MSc Artificial Intelligence for Media

## **Computing & Informatics 92**

MSc Information Technology

MSc Internet of Things

MSc Internet of Things with Cyber Security

MSc Internet of Things with Data Analytics

MSc Cyber Security & Human Factors

MSc Digital Health

MSc Digital Health & Artificial Intelligence

MSc Data Science & Artificial Intelligence

## **Continuing Professional Development courses 38**

CPD courses

CPD courses in Health

## **Design & Engineering 110**

MSc Engineering Project Management

MSc Mechanical Engineering Design

MA Design Management

## **Disaster Management 118**

MSc Disaster Management

## **Health 122**

MSc Adult Nursing (with Professional Registration)

MSc Mental Health Nursing (with Professional Registration)

PG Dip/MSc Advanced Clinical Practice and MSc Advanced Clinical Practice (Advanced Nurse Practitioner)

MA Advanced Practice

PG Dip/MSc Physician Associate Studies

MSc Health Research

MSc Nutrition & Behaviour

PG Dip/MSc Public Health

MSc Medical Imaging with Management

## **Journalism, English & Communication 142**

MA Multimedia Journalism

MA Media & Communication

MA English & Literary Media

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MA Creative Writing & Publishing

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## **Law** **152**

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LLM International Commercial Law

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LLM International Tax Law

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LLM Intellectual Property

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PG Dip/LLM in Legal Practice

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PG Cert Intellectual Property

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LLM Public International Law

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## **Life & Environmental Sciences** **166**

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MSc Biodiversity Conservation

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MSc Green Economy

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## **Marketing** **172**

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MA Advertising

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MA Marketing Communications

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MSc Marketing Management

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MSc Marketing Management (Digital)

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MSc Marketing Management (Retail)

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MSc Marketing & User Experience

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## **Media Production** **186**

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MA Cinematography for Film & Television

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MA Directing Film & Television

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MA Producing Film & Television

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MA Post Production Editing

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MA Scriptwriting

---

MA Sound Design for Screen

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## **Politics** **200**

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MA International Political Communication

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MA Political Psychology

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## **Psychology** **206**

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MSc Foundations of Clinical Psychology

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MSc Clinical & Developmental Neuropsychology

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MSc Cognitive Neuroscience

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MSc Investigative Forensic Psychology

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MSc Health Psychology

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MSc Psychology

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## **Research degrees** **42**

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Courses for Education Professionals

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Doctor of Philosophy (PhD)

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Master's by Research (MRes)

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## **Social Work** **220**

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PG Dip/MA Social Work

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PG Dip/MA Social Work (Children & Families)

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MA Leading & Developing Services

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MA Advanced Mental Health Practice

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## **Tourism, Hospitality, Events & Sport** **230**

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MSc Events Management

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MSc Hotel & Food Services Management

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MSc International Hospitality & Tourism Management

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MSc Tourism Management

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MSc Tourism Marketing Management

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MSc Sport Management

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# Continuing Professional Development courses

## Key Information

### Duration & delivery:

Contact us for details

### Start date:

Contact us for details

### Tuition fees:

Contact us for details

### Entry requirements:

Contact us for details

### Required subjects:

Contact us for details

### If English is not your first language:

Contact us for details

## Why choose BU for your Continuing Professional Development needs?

We understand that fitting study in around your busy working life can be a challenge, so we have devised a number of flexible courses that allow you to study bite-sized units at your convenience, while working towards a bigger qualification. We also run a selection of bespoke study days.

Our team are on hand to provide advice about our programmes, to explain how we can tailor our courses and units to meet the needs of your workforce and organisation, and to book places on our courses.

## Working with businesses

We are also able to harness our considerable experience in delivering outstanding education to work with organisations to develop bespoke development courses. These can be designed to match the needs of both the organisation and the employees who work there, taking into account the landscape of the sector and any regulatory requirements.

To find out more about our Continuing Professional Development framework, see: [www.bournemouth.ac.uk/cpd-courses](http://www.bournemouth.ac.uk/cpd-courses)

“ My experience of BU's CPD offering was extremely positive. The academic staff were absolutely outstanding and I was offered fantastic support and co-operation throughout the course. The sessions and classes were really effective and I have nothing other than great memories of my studies. ”

Abul Basher Ministry of Public Administration, Bangladesh,  
Social Science Research Methods CPD graduate.

## Areas we deliver Continuing Professional Development in

- Design & Technology
- Disaster Management
- Engineering & Manufacturing
- Environmental Science
- Events & Leisure
- Forensic Science
- Government / Public Sector
- Health
- Hospitality
- IT & Computing
- Law
- Marine and Coastal
- Performance Coaching (Fitness)
- Practice Development
- Retail
- Social Care
- Sport
- Tourism



# Continuing Professional Development courses in Health

## Key Information

**Duration & delivery:**  
Contact us for details

**Start date:**  
Contact us for details

**Tuition fees:**  
Contact us for details

**Entry requirements:**  
Contact us for details

**Required subjects:**  
Contact us for details

**If English is not your first language:**  
Contact us for details

## Why choose BU for your Continuing Professional Development needs?

We have a long history of delivering CPD (continuing professional development) to the health and social care sector. Our large portfolio of workforce development and CPD opportunities reflects current workforce transformation across the sector and is constantly updated to ensure that it meets the needs of our stakeholder organisations and students.

Our programmes are designed and implemented in collaboration with service colleagues, supporting the development of a workforce that is not only fit for the here and now, but will be able to lead and innovate into the future.

## Accumulating credits

The Faculty of Health & Social Sciences CPD Framework provides qualified health and social care professionals with the chance to undertake units of study appropriate to their workplace while accumulating credit for progression to an Honours degree/PG Cert/PG Dip or Master's degree at the same time. It aims to produce knowledgeable and skilled critical thinking practitioners who have the potential to enhance the care of clients/patients, and enable them to act as knowledgeable and responsible practitioners.

The units, based on the principles of evidence-based practice and client-centred care, are focused on supporting health and social care practitioners to critically evaluate what they do, and how they act, in a continuing evolving health and social care environment.

You can build on units to create one of the following awards:

- BSc (Hons) Professional Practice
- MA Advanced Practice
- MA Leading & Developing Services

We constantly review our CPD offering to make sure it meets employers' current needs. The units listed opposite are running for 2021/22 intake - contact us for more information if you are interested in undertaking any of them.



**Our CPD courses are ideal for healthcare professionals who wish to expand their knowledge and skillset.**

Dr Sara White, Acting Deputy Dean (Education & Professional Practice).



## Areas we deliver Continuing Professional Development in include:

- Advanced Clinical Practice/Advanced Nurse Practitioner
- Advanced Nurse Practitioner Portfolio
- Business Writing (Evidencing Professional Learning 3)
- Care of Clients with Long-Term Conditions
- Care of Clients with Minor Illness
- Clinical Practice Profile
- Context & Scope of Public Health
- Critical Care
- Deteriorating Adult Patient Recognition & Management
- Developing Knowledge and Analysis (Child Care)
- Developing Professional Practice
- Developing Professional Specialist Practice
- Enabling Work-Based Learning
- Enhanced Assessment Skills for Clinical Practice
- Evidencing Advanced Clinical Practice Through Portfolio Development
- Evidencing Professional Learning
- Evidencing Professional Learning (Social Sciences Workshop)
- Examination of the Newborn
- Foundations in General Practice Nursing
- Improving Personal and Organisational Performance (IPOP)
- Independent & Supplementary Prescribing
- Introduction to Leadership (Improving Personal and Organisational Performance – IPOP)
- Law, Policy and Professional Practice (Child Care)
- Leading for Change
- Leading Integrated Services
- Living Well with Dementia
- Locating & Evaluating Evidence for Professional Practice
- Managing Mental Health in Non-Mental Health Settings
- Managing Physical Health in Mental Health Care
- Mental Capacity Act 2005 in Practice
- Paediatric Presenting Conditions in Urgent and Primary Care
- Practice Observation
- Practice Observation (Child Care)
- Preparing for your Service Improvement Project (PSIP)
- Professional Practice (ASYE/Child/Adult/Mental Health)
- Professional Reasoning and Judgement in Health & Social Care
- Professional Supervision in Health & Social Care
- Professional Use of Deprivation of Liberty Safeguards (DoLS)
- Return to Nursing Practice
- Risk & Decision-Making in Safeguarding Adults & Children
- Risk Assessment & Decision-Making in Practice
- Self Leadership
- Service Improvement Project Units
- Social Work- Assessed and Supported Year in Employment (ASYE)
- Strategic Leadership
- Supervising a Learner in Practice
- Supplementary Prescribing
- Systematic Review to Inform Clinical Practice

Visit our application portal for full course details, to browse options and to apply online:  
[www.applycpd.com/bu](http://www.applycpd.com/bu)

# Research degrees

We offer a wide range of research qualifications, including Master's By Research, Doctor of Philosophy and Professional Doctorates. All our research students are based within a relevant faculty, and also benefit from further research support from the Doctoral College which provides the skills and support that research students need.

**All our postgraduate research students will automatically be members of the Doctoral College – an inclusive, global community of postgraduate research students.**

The Doctoral College is there to help you in the different aspects of your life as a postgraduate research student. It offers support through every stage of your degree, as well as helping you feel part of the research community, offering a range of activities and events with which you can become involved, such as the Annual Postgraduate Research Conference.

Postgraduate research brings with it a different set of challenges to those encountered during taught and undergraduate study. For this reason, the Doctoral College offers the Researcher Development Programme which consists of workshops, specific skill sessions, and online resources designed to encourage your independent learning and develop your research skills.

The Doctoral College is also responsible for making sure best practice is shared across all our faculties, so that every student benefits from the latest thinking and the newest approaches to study. In short, it's there to make sure you have the best possible experience while you're at BU.

**“ The Researcher Development Programme is designed to be flexible and to endorse those skills important for your research. The more informal sessions within our faculties offer different opportunities to exchange knowledge and ideas. ”**

Kim Boes, PhD researcher

Master's by Research (MRes)	44
Doctor of Philosophy (PhD)	46
Courses for Education Professionals	48

Each faculty has a specialist Deputy Dean for Research & Professional Practice.

## Our research themes

**We focus our research on providing real-world solutions to the big challenges that society faces. It's important to us that our work has an impact on the world around us, and can contribute towards making a real difference to people's lives.**

We strive to make sure the work we do can be applied locally, nationally and internationally, ensuring that the work we do at BU stretches across the world.

### Research centres

Our research centres all focus on tackling specific issues within the broad subject areas that we operate in, and staff are encouraged to work collaboratively wherever possible. This includes involving students as part of their studies and ensuring that our research findings help to form our curriculum to help disseminate the things we discover from our work.

It extends further than that though, to encourage working with staff from different faculties and other universities, both in the UK and abroad. It's also essential that we are in close contact with industry, so we can work with organisations to help them overcome the hurdles they know they will face in the future.

Our research is clustered into research centres that are collaborative and cross-disciplinary, allowing them to draw on skills and expertise from across the university to engage in work that tackles research questions in a different way.

### Research themes

Our research is based around five key themes, which we have identified as drawing on our existing areas of expertise in education, research and professional practice. These are business and economic sustainability, digital and technological futures, environment, culture and heritage, global security, and health and wellbeing.

By focusing our efforts into specific areas, we can develop our disciplinary strengths while building interdisciplinary opportunities. Our research themes have relevance and impact across the world, harnessing our energies and focusing our work to inspire learning, advance learning and enrich society.

# Master's by Research (MRes)

## Key Information

### Duration & delivery:

12-18 months full-time or  
24-36 months part-time

### Start date:

September, January

### Tuition fees:

See website for details

### Entry requirements:

A Bachelor's Honours degree  
with 2:1 in a relevant  
subject, or equivalent

### Required subjects:

None

### If English is not your first language:

IELTS (Academic) 6.5 with  
a minimum of 5.5 in each  
component, or equivalent

### Bournemouth University International College:

Have you considered  
Pre-Sessional English or  
a Pre-Master's to help meet  
your entry requirements?  
To find out more, visit  
[www.bournemouth.ac.uk/  
international-college](http://www.bournemouth.ac.uk/international-college)

## Why choose an MRes?

An MRes provides you with the opportunity to tailor your studies to your specific research interests or career aspirations. You can set out to find the answer to a particular research question and will have the chance to delve deeper into a subject area that you are passionate about.

## Course overview

An MRes is also a good precursor to a PhD, allowing you to develop your research skills, enhance your ability to critically analyse information and solve complex problems. During your MRes you will:

- Undertake research methods training to develop a comprehensive knowledge of the research methods used within your specialist field
- Critically analyse information in the literature within your chosen field to identify information gaps, and develop and design a research project which addresses an issue within your chosen field
- Carry out your research project
- Produce a written critical analysis of the research data
- Present your research through a thesis and defend it by viva voce (oral) examination, to the satisfaction of examiners.

“Undertaking a research degree expanded my knowledge across multiple subjects. It equipped me with new ways of thinking about the world and opened up numerous opportunities for the future.”

Andy White, MRes student

## How are you assessed?

Your project is formally assessed via submission of a thesis and a viva voce (oral) examination. Your independent research will be written up as a thesis, which is expected to be between 15,000 and 30,000 words (depending on the discipline).

There is no formally assessed taught component in an MRes, but you will be expected to engage with the Postgraduate Researcher Development Programme, which includes research methodology training. You'll develop your research project in conjunction with experienced academics in your field of interest, who will then provide supervisory support and can introduce their specialist knowledge.

An MRes is the ideal programme for you if you would like to undertake more comprehensive training into original research, or if you want to undertake professional development training in your specific subject area.

## Our research areas of interest

- Accounting, Finance & Economics
- Animation
- Archaeology & Anthropology
- Business, Management & Marketing
- Computing & Informatics
- Creative Education
- Creative Industries Studies
- Creative Practice (Film, Television, Documentary, Immersive Media, Screenwriting, Photography)
- Design & Engineering
- Disaster Management
- English, History & Politics
- Events & Leisure
- Forensic Science
- Healthcare, Nursing, Midwifery & Allied Health Professions
- Human Rights, Creative Writing & Publishing
- Humanisation
- Journalism
- Law
- Leadership, Innovation & Management
- Life & Environmental Sciences
- Marketing Communications
- Media Production, Inclusivity & Sustainable Practice
- Medical Sciences, Radiography & Medical Imaging
- Nutrition
- Organisational Culture
- Privacy & Data Protection
- Psychology
- Retail
- Social Sciences & Social Work
- Sport
- Sustainability
- Tourism & Hospitality

# Doctor of Philosophy (PhD)

## Key Information

### Duration & delivery:

48 months full time,  
up 84 months part-time

### Start date:

January, September

### Tuition fees:

See website for details

### Entry requirements:

A Bachelor's Honours degree with a first or 2:1 in a relevant subject or a Master's degree in a relevant subject, or equivalent

### Required subjects:

None

### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 5.5 in each component, or equivalent

### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

## Why choose a PhD?

A Doctorate of Philosophy – PhD – is the highest level of degree a student can achieve. By completing a PhD, you will demonstrate academic excellence, ambition, motivation and a desire to contribute original knowledge in your chosen discipline. Throughout the process, you'll also develop broader academic and professional skills, including resilience.

Research at BU shapes and changes the world around us, providing solutions to real-world problems and informing the education we deliver. Our doctoral students are a key part of the research we conduct, co-creating knowledge with us and playing a crucial role in everything that we do.

## Course overview

You will work closely with your supervisors and the wider research communities to which you will belong. Research at BU spans a broad spectrum of disciplines and theoretical and methodological approaches. The Doctoral College provides a BU-wide focus for doctoral students and an opportunity to engage with a vibrant and dynamic cohort of contemporaries with wide ranging backgrounds, interests and experiences. Through the Postgraduate Researcher Development Programme, you will be supported by leading experts with immense experience and knowledge in their respective fields.

To be awarded a PhD, you will need to complete a complex and advanced research project. You will be expected to critically investigate and evaluate an approved topic, which results in an original and independent contribution to knowledge, as well as to demonstrate an understanding of research methods appropriate to your chosen field.



Throughout my journey, I was supported and encouraged to become an independent researcher. The skills I learned have proved invaluable in launching what is hopefully going to be a long and successful academic career.



Dr Ivana Rihova, PhD graduate

## How are you assessed?

Your academic progress will be regularly monitored throughout your degree studies, via formal progress reports and regular meetings with your supervisors.

Your research will be presented as a doctoral thesis (and/or practical element) of between 40,000 to 80,000 words (depending on discipline), which you will submit for examination and defend, via a viva voce (oral) examination to the satisfaction of the examiners.

## Our research areas of interest

- Accounting, Finance & Economics
- Animation
- Archaeology & Anthropology
- Business, Management & Marketing
- Computing & Informatics
- Creative Education
- Creative Industries Studies
- Creative Practice (Film, Television, Documentary, Immersive Media, Screenwriting, Photography)
- Design & Engineering
- Disaster Management
- English, History & Politics
- Events & Leisure
- Forensic Science
- Healthcare, Nursing, Midwifery & Allied Health Professions
- Human Rights, Creative Writing & Publishing
- Humanisation
- Journalism
- Law
- Leadership, Innovation & Management
- Life & Environmental Sciences
- Marketing Communications
- Media Production, Inclusivity & Sustainable Practice
- Medical Sciences, Radiography & Medical Imaging
- Nutrition
- Organisational Culture
- Privacy & Data Protection
- Psychology
- Retail
- Social Sciences & Social Work
- Sport
- Sustainability
- Tourism & Hospitality

# Courses for Education Professionals

## Key Information

### Duration & delivery:

48-84 months part-time  
online

### Start date:

October

### Tuition fees:

UK/RoI: £2,283.50  
Overseas: £8,000

### Entry requirements:

A Bachelor's Honours degree with 2:1 in any subject, or a Master's level qualification, PGCE, or equivalent professional experience in education including research activity judged by the programme team

### Required subjects:

None

### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 5.5 in each component, or equivalent

### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

## Doctor of Education Creative & Media

We have designed this part-time, remote learning course to support teachers, lecturers, media professionals, trainers and other educational professionals working in creative/media/technology related areas, to conduct doctoral research into their own professional practice in education.

In addition to the entry requirements, you will need to be an educational professional with an appetite for enquiry, a passion for reflective thinking about your practice and a desire to take on the challenge of doctoral level study in your discipline context.

At the application stage, you will need a viable proposal in the form of a short expression of interest, explaining your role and your prospective research project. You will also need the time to focus on this research, on average one day a week, or equivalent hours spread over the week, for four to six years.

## Course overview

The course is split into two phases. In the taught phase, you'll be trained through virtual activities, in a cohort on the conceptual frameworks for educational research, methodology, ethics, literature reviewing and data collection. In the supervised stage, you'll be supported in conducting your project to completion and publication.

This course will help you become a doctoral researcher and improve your professional practice to impact on teaching and learning. You will be supported by the course team, fellow students, members of the Centre for Education, Media and Practice and our active group of visiting fellows and professors. Throughout your development immerse yourself in a rich and dynamic community of practice, working on online spaces, with activities and support designed for part-time, in-work cohorts.

You will join a community of practitioners, teachers and educators, all sharing good practice and working collaboratively to address common issues around creative and media education. The time you spend at work contributes directly to the requirements of the course; what you learn immediately feeds into your professional practice.

**Key Information****Duration & delivery:**

1 year part-time online

**Start date:**

September, January

**Tuition fees:**

UK/Rol: £2,720

**Entry requirements:**

A Bachelor's Honours degree with 2:1 in any subject

**Required subjects:**

None

**If English is not your first language:**

IELTS (Academic) 7.0 with a minimum of 6.5 in writing and 6.0 in all other components, or equivalent

**Postgraduate Certificate Education Practice**

This course, which has run since 2008, is designed for those teaching and supporting Higher Education in a range of environments. It develops the core knowledge, skills and professional values required to undertake and enhance your practice as an educator in Higher Education. It supports your initial and continuing professional development as a critical reflective practitioner, and prepares you to fully engage with the changing HE environment. Successful completion of the course will also lead to your nomination for Fellowship of the Higher Education Academy (subject to reaccreditation).

**Course overview**

This online part-time course has entry points in September and January, providing flexibility of engagement, minimal obstacles to participation, and the opportunity to engage with a global network of educators in Higher Education.

The course will enable you to engage in the variety of learning, teaching and assessment practices that support and underpin student learning. The framework is informed by a respect for learners and a commitment to enhancing the student learning experience. This includes all areas of academic practice, including teaching and learning support, assessment, curriculum development, educational research, learning technologies and academic leadership.

You will be expected to engage with educational scholarship which is integrated with your research and/or professional activities. The principle underpinning this is that participants should develop discipline-specific strategies for teaching and learning, which are informed by questions about how and why you might approach things in particular ways.

Graduates of the course will be able to foster effective and dynamic approaches to teaching and learning through creativity, innovation and continuous reflective development.

# Accounting, Finance & Economics courses

As more businesses trade internationally, there is growing demand for people with the financial and technical skills to enable them to succeed. We make sure our graduates fit the bill thanks to our long-standing relationships with professional bodies including The Institute of Chartered Accountants in England and Wales, The Association of Chartered Certified Accountants and The Chartered Institute of Management Accountants among others.

**Our Accounting, Finance and Economics courses are industry focused and the end result is the success of our graduates, who hold key positions in major professional services such as KPMG and PWC, and financial institutions such as JP Morgan and Santander. Our Business School is accredited by the Association to Advance Collegiate Schools of Business (AACSB) – something fewer than 5% of business schools worldwide have achieved. Our research is aligned with the UN Sustainable Development Goals.**

We bring together researchers and practitioners with overlapping interests in international trade and development, financial reporting, auditing, financial regulation, corporate governance, international and environmental taxation, enterprise risk management, performance measurement, regional economic development and factors affecting the small and medium-sized enterprise sector. Our overriding aim is to enhance

the employability of our graduates utilising our links with the industry at local, national and international levels.

Our expert analysis and opinion regularly appear in the mainstream media, with our academics contributing to *The Financial Times*, *The Guardian*, *The Independent*, *The Conversation*, BBC Radio and Sky News. Our academics also regularly speak at government conferences and contribute to parliamentary panels.

MSc Sustainable Economic Development  
& Emerging Markets  
MSc International Finance & Economics

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54

MSc Finance  
MSc International Accounting & Finance  
MSc Corporate Governance

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60

Lecturers on these courses are leading experts dedicated to research with economic and societal impact.

## Case study: More than a crude guess

**BU research will help the policy makers of the future to accurately predict the price of oil.**

Forecasting oil prices is an intricate, complex and notoriously difficult task. With so many interlinked factors involved, the slightest changes can render a forecast completely inaccurate almost immediately. BU's Professor George Filis is working on a tool that uses a wider range of factors when forecasting oil prices. He's hopeful that it will be able to offer increased accuracy to businesses, organisations and governments who rely on getting predictions right.

Principally, fluctuations are caused by changes to supply and demand, but there are other factors – often interconnected – that can play their part. These can include severe weather events, interruptions to supply – perhaps through a workers' strike – or decisions by inter-governmental organisation OPEC. Geopolitics can also trigger fluctuations, from fears over a potential escalation of conflict in the Middle East to election results in the US affecting prices.

### Extremely tricky task

Having so many variants makes forecasting oil prices an extremely tricky task. This is made harder by the fact that people forecast oil prices for different reasons. George Filis, Professor of Financial Economics at BU, explains: "Over the last 10-15 years or so, the oil market has become financialised. Market participants are not just those who need oil for their line of business – for example airline companies – but also policymakers looking at economic impact and investors, hedge funds in particular. The oil market does not operate in isolation from the stock market or FOREX market. They are interlinked."

Professor Filis hopes that his work will make it easier to take into account the different purposes oil forecasts will be used for, with the result that all those who need accurate predictions will be able to place greater trust in the outcomes suggested by the data.

### In discussions with policy makers

The Foroil project aims to answer this need. The team is working on the foundations for a framework that will consider a range of volatility measures and models and will allow market users – be they traders, industrialists or policy makers – to choose the most appropriate volatility measure combined with the best forecasting model for them.

The team is currently running tests on the financial robustness of their model and is already in discussions with policy makers.

# MSc

## Sustainable Economic Development & Emerging Markets

### Key Information

#### Duration & delivery:

1 year full-time (September start), 16 months full-time (January start), 2 years full-time with optional 30-week placement

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £11,000

Overseas: £15,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in all other components, or equivalent

#### Bournemouth University

##### International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

The Association to Advance Collegiate Schools of Business (AACSB)



### Why choose this course?

This course is delivered by the Bournemouth University Business School, which has AACSB accreditation in recognition of our focus on excellence in all areas. It's something that fewer than 5% of business schools worldwide have achieved, so you can be sure you're in good hands. This demonstrates our commitment to excellence in all areas and recognises that we regularly review what we do and how we do it in order to continue to provide our students with a platform for success.

The course is delivered by an experienced academic team who are active researchers in the field. It's the ideal choice for graduates who want to change subjects or career direction. Suitable for those who wish to work in the public sector (national or regional level), this course will also appeal to those who wish to work for NGOs and private sector organisations with interests in emerging markets.

### Course overview

Focusing on sustainable economic development in a globalised market, this course has a particular emphasis on emerging markets. It reflects the growing interest and activity in economic development, particularly the role for industrial hubs and clusters in rapidly developing areas of the world such as Latin America and China, among several others.

The course will cover the economic, political and social aspects of economic development as well as offering option units in areas such as supply chains, innovation and entrepreneurship. You will also have the option to complete a 30-week work placement. You can opt to take your placement in the UK or overseas.

Whichever option you select, it represents an excellent opportunity to gain first-hand experience of your chosen industry. You'll take your work placement after your second semester, giving you the chance to put your learning into context before returning to BU to complete your research project in semester three. If you've undertaken the work placement, you'll be able to apply your understanding of the industry to your work, and your placement may even give you an idea for your project – or provide the subject of it.

## Core units

### Sustainable Regional Development:

By examining crucial issues in local and regional sustainable development, the unit aims to help you understand a conceptual approach to regional development dynamics and how to deal with problems and challenges around the topic.

**Emerging Market Economies:** This unit intends to develop an understanding of the issues involved in emerging market economies. Its focus is upon economic issues and the economic consequences of political and social aspects of integration and development.

**Business & Finance Analytics:** Using a practical approach, this unit explores the statistical processes, techniques and ideas used in the collection, presentation, analysis and interpretation of data.

**International Economics:** This unit provides a comprehensive introduction to international trade, finance, and trade policy and trade institutions. It will provide you with a basic understanding of international trade economics and rules, as well as the politics and institutions that go behind the economics.

**Global Economic Challenges:** The unit aims to introduce you to economic theory and methodology as it applies to specific areas of applied economics. It does so in a way that demonstrates how economic theories and techniques can be used to address many of the most important issues facing humanity.

**Research Project:** The research project provides Master's level students with an opportunity to undertake a significant piece of self-managed research in an area that interests you and is relevant to the course.

## Option units (choose one)

**SMEs & Entrepreneurial Finance:** This unit aims to equip you with a theoretical and practical understanding of the major issues of sourcing funding to start or undertake a rapid expansion of businesses, especially in the context of regional economies.

**Supply Chains, Networks & Markets:** This unit examines the critical challenges, tasks and approaches associated with the management of inter-organisational relationships. You will explore both strategic management and marketing-related aspects of business-to-business and business-to-consumer relationships.

### Entrepreneurship, Innovation & Design:

You'll develop an effective entrepreneurial, innovative, and design thinking mindset. The implementation of design management principles, innovative culture and governance will be explored in a variety of business contexts. The unit will explore the nature of entrepreneurial knowledge and skills, attributes, competences, and behaviours.

## Optional work placement (minimum 30-week)

The placement is intended to foster personal and professional development, and to help you to make a connection between academic learning and the working world.



It is a Master's course focused on promoting the development of sustainable economies with a special focus on the role of small and medium-sized enterprises (SMEs). This entails a broad socio-economic approach which is taken as a means to discuss the importance of the economic, social and institutional environment in development dynamics in both advanced and emerging economies. It aims at expanding participants' knowledge in relation to a large number of sustainable development goals (UNSDG).

Dr Davide Parrilli, Professor of Regional Economic Development



## International Finance & Economics

### Key Information

#### Duration & delivery:

1 year full-time (September start), 16 months full-time (January start), 2 years full-time with optional 30-week placement

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £11,000

Overseas: £15,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in all other components, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

The Association to Advance Collegiate Schools of Business (AACSB)



### Why choose this course?

This course is delivered by the Bournemouth University Business School, which has AACSB accreditation in recognition of our focus on excellence in all areas. It's something that fewer than 5% of business schools worldwide have achieved, so you can be sure you're in good hands.

It's the ideal choice for graduates who want to change subjects or career direction. It's been developed with two key features in mind – the development of strong economic and finance skills, and the ability to apply them in practice.

### Course overview

Modern business and policy making increasingly require the ability to understand financial and economic issues in a global context, so you can rest assured that this course also addresses key developments in global markets, as well as international trade, finance, and exchange rates.

It will enable you to develop key technical, analytical and decision-making skills, and also help develop the personal skills you need to succeed in any career: effective teamwork, objective analysis, persuasion and negotiation, and communication skills.

There's an option to undertake a 30-week work placement as part of the course, which may particularly appeal if you are changing disciplines or career focus. You can opt to take your placement in the UK or overseas – in fact, many large financial firms are located in Bournemouth.

Whichever option you select, it represents an excellent opportunity to gain first-hand experience of your chosen industry. You'll take your work placement after your second semester, giving you the chance to put your learning into context before returning to BU to complete your research project in semester three. If you've undertaken the work placement, you'll be able to apply your understanding of the industry to your work, and your placement may even give you an idea for your project – or provide the subject of it.



**International economics lays a foundation for understanding global movements of goods, services, and people, and allows students to analyse the merits and demerits of trade openness on the basis of the theory and empirical studies of international economics.**

Dr Christopher Hartwell, Professor of Financial System Resilience



## Core units

### Economics of Money & Financial Markets:

Understand and analyse the working of various financial markets, providing you with the tools necessary to analyse and evaluate the factors that drive these markets and the role they play in the wider economy.

**Business & Finance Analytics:** Using a practical approach, this unit explores the statistical processes, techniques and ideas used in the collection, presentation, analysis and interpretation of data.

**International Investment Management:** This unit is designed to explore some of the wider issues in the global investment marketplace,

providing an understanding of key theoretical concepts and how to apply this knowledge to the analysis of practical real estate problems.

**International Economics:** This unit provides a comprehensive introduction to international trade, finance, and trade policy and trade institutions. It will provide you with a basic understanding of international trade economics and rules, as well as the politics and institutions that go behind the economics.

**Research Project:** The research project provides Master's level students with an opportunity to undertake a significant piece of self-managed research in an area that interests you and is relevant to the course.

## Option units (choose two)

**Corporate Governance & Ethics:** This unit covers the objectives, principles and methods of corporate governance practice in different economic environments, providing a range of frameworks for analysing complex ethical problems. You'll learn how to aid managerial decision-making, particularly for risk management.

**Emerging Market Economies:** In this unit, you will underline the theories and basic models of international trade, finance, and exchange rates, with an emphasis on how the economics of international trade and finance plays out in the real world.

**Global Economic Challenges:** You'll learn how economic theories and techniques can be used to address many of the most important issues facing humanity.

**SMEs & Entrepreneurial Finance:** This unit aims to equip you with a theoretical and practical understanding of the major issues of sourcing funding to start or undertake a rapid expansion of businesses, especially in the context of regional economies.

**International Corporate Finance:** The aims of this unit are to address the importance of the corporate finance function in an internationally diverse corporation and to offer a framework for assisting corporate decision-makers in a complex, dynamic and inherently uncertain external environment.

**Portfolio Construction & Theory:** This unit aims to provide you with the necessary theoretical background for the application of portfolio selection and how to apply modern portfolio theory to investment management, covering specific issues such as ethical investment strategies.

## Optional work placement (minimum 30-week)

The placement is intended to foster personal and professional development, and to help you to make a connection between academic learning and the working world.

You should consider how a range of financial theories can be used in practice to improve investment and financial management

decision-making. The transferable skills developed will improve your performance in your future career in financial analysis and portfolio management.

# MSc

## Finance

### Key Information

#### Duration & delivery:

1 year full-time (September start), 16 months full-time (January start), 2 years full-time with optional 30-week placement

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £11,000

Overseas: £15,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in a required subject, or equivalent

#### Required subjects:

Finance, Accounting, Economics or courses with elements of these subjects

#### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 6.0 in writing and 5.5 in speaking, listening and reading, or equivalent

#### Bournemouth University

##### International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

The Association to Advance Collegiate Schools of Business (AACSB)



### Why choose this course?

This progression course is delivered by the Bournemouth University Business School, which has AACSB accreditation in recognition of our focus on excellence in all areas. It's something that fewer than 5% of business schools worldwide have achieved, so you can be sure you're in good hands.

If you have a background in finance or a related discipline and want to pursue a career in financial analysis, financial management or investment, this course will help you develop the exact skills you need. It covers the most recent developments in the financial industry including FinTech, Big Data, derivatives and risk management.

### Course overview

As the finance industry stands on the brink of serious disruption from technological developments such as digital currencies and the widespread use of Big Data, you'll be perfectly placed to fill the skills gap that so many organisations currently face.

Delivered by a blend of theory and practice, the course offers core units that will develop your quantitative skills and your ability to analyse financial data and understand financial instruments, financial economics and investment management. What's more, there is also a range of option units that enable you to tailor your learning towards your intended career path or areas of specific interest.

There's an option to undertake a 30-week work placement as part of the course. You can opt to take your placement in the UK or overseas – in fact, many large financial firms are located in Bournemouth.

Whichever option you select, it represents an excellent opportunity to gain first-hand experience of your chosen industry. You'll take your work placement after your second semester, giving you the chance to put your learning into context before returning to BU to complete your research project in semester three. If you've undertaken the work placement, you'll be able to apply your understanding of the industry to your work, and your placement may even give you an idea for your project – or provide the subject of it.

## Core units

**Financial Econometrics:** Mathematical, programming and statistical tools used in the real world for analysing and modelling financial data. You'll use these tools to model asset returns, the stock, bond and exchange rate, and measure risk using different software.

**Financial Markets:** Gain an understanding of the types of financial markets, their links and roles in modern economies, and the quantitative and qualitative research techniques that apply to this field.

**Money & Banking:** The functions of money and banking and their importance in the economy. You'll learn about interest rates and yield curves, monetary policy issues

and banking regulation at an international context, along with contemporary issues in money and banking.

**Portfolio Construction & Theory:** This unit aims to provide you with the necessary theoretical background for the application of portfolio selection and how to apply modern portfolio theory to investment management, covering specific issues such as ethical investment strategies.

**Research Project:** The research project provides Master's level students with an opportunity to undertake a significant piece of self-managed research in an area that interests you and is relevant to the course.

## Option units (choose two)

**Risk Management:** The focus of this unit is on the key principles and theories that underpin investment decisions such as the main characteristics of portfolios (stocks and bonds) and how to calculate their risk.

**Big Data in Business & Finance:** In this unit, you will develop your knowledge and skills in the evolving areas of Data Modelling and Big Data Analytics as it applies to business and finance, learning to deal with data of high volume, high velocity and high variety.

**Derivatives:** Understand the principles and practical aspects of derivatives investment and risk management, focusing on the conceptual and analytical aspects of derivatives.

**FinTech:** Focusing on the interaction between finance and technology, this unit covers how the economy has been affected by the new digital era, characterised by technologically-enabled innovations in the provision of financial services.

## Optional work placement (minimum 30-week)

The placement is intended to foster personal and professional development, and to help you to make a connection between academic learning and the working world.

You should consider how a range of financial theories can be used in practice to improve investment and financial management

decision-making. The transferable skills developed will improve your performance in your future career in financial analysis and portfolio management.



**The course has taught me to be better in group work and communicate with other nationalities, which is very important for companies and should enhance my employability.**

Diana Giuliana, student



## International Accounting & Finance

### Key Information

#### Duration & delivery:

1 year full-time (September start), 16 months full-time (January start), 2 years full-time with optional 30-week placement

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £11,000

Overseas: £15,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in all other components, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

The Association to Advance Collegiate Schools of Business (AACSB)



### Why choose this course?

This course is delivered by the Bournemouth University Business School, which has AACSB accreditation in recognition of our focus on excellence in all areas. It's something that fewer than 5% of business schools worldwide have achieved, so you can be sure you're in good hands.

Our global focus allows you to develop a truly international perspective while studying with our expert teaching team. This course is industry focused, with our graduates going to work at leading international companies.

### Course overview

It's ideal for graduates looking to change career direction, and is designed to give you a firm understanding of how organisations report their financial data. As well as helping you learn how to analyse data and draw conclusions from it, you'll study how to help modern international corporations to reflect environmental issues in their financial reporting.

This is an area of increasing importance in modern financial reporting, and a challenge that many companies are struggling to meet. By giving you this sought-after skillset, this course will help you to stand out from the crowd as an employee who can really make a difference to the businesses looking for graduates in this area.

Ultimately you'll gain the transferable skills needed for a career in accounting and finance. These include team working, objective analysis and communication. You'll also have the option of a 30-week work placement to increase your employability. You can take this in the UK or overseas – Bournemouth is home to many large financial firms.

Whichever option you select, it represents an excellent opportunity to gain first-hand experience of your chosen industry. You'll take your work placement after your second semester, giving you the chance to put your learning into context before returning to BU to complete your research project in semester three. If you've undertaken the work placement, you'll be able to apply your understanding of the industry to your work, and your placement may even give you an idea for your project – or provide the subject of it.

## Core units

**Business & Finance Analytics:** Using a practical approach, this unit explores the statistical processes, techniques and ideas used in the collection, presentation, analysis and interpretation of data.

**Corporate Governance & Ethics:** This unit covers the objectives, principles and methods of corporate governance practice in different economic environments, providing a range of frameworks for analysing complex ethical problems. You'll learn how to aid managerial decision-making, particularly for risk management.

**Financial Reporting & Analysis:** Learn the main principles and techniques involved in

the production and operation of financial statements and the analysis of corporate financial reporting.

**International Corporate Finance:** This unit aims to address the importance of the corporate finance function in an internationally diverse corporation and to offer a framework for assisting corporate decision-makers in a complex, dynamic and inherently uncertain external environment.

**Research Project:** The research project provides Master's level students with an opportunity to undertake a significant piece of self-managed research in an area that interests you and is relevant to the course.

## Option units (choose two)

**International Investment Management:** This unit is designed to explore some of the wider issues in the global investment marketplace, providing an understanding of key theoretical concepts and how to apply this knowledge to the analysis of practical real estate problems.

**International Taxation:** This unit will provide knowledge of the business opportunities and business risk entailed in cross-border trading and of the measures commonly taken by countries to protect their jurisdiction to tax.

**Portfolio Construction & Theory:** This unit aims to provide you with the necessary theoretical background for the application of portfolio selection and how to apply modern portfolio theory to investment management, covering specific issues such as ethical investment strategies.

**Corporate Social Responsibility & Environmental Accounting:** This unit will equip you with the ability to account and report on environmental matters and critically appraise the usefulness of such information.

## Optional work placement (minimum 30-week)

The placement is intended to foster personal and professional development, and to help you to make a connection between academic learning and the working world.

You should consider how a range of financial theories can be used in practice to improve investment and financial management

decision-making. The transferable skills developed will improve your performance in your future career in financial analysis and portfolio management.

 This course provides insights into a diverse range of courses in taxation, accounting, financial analysis, responsible business practices in sustainability and corporate governance ethics. 

Dr Suranjita Mukherjee, Deputy Head of the Department of Accounting, Finance & Economics

## Corporate Governance

### Key Information

#### Duration & delivery:

27 months part-time,  
delivered online

#### Start date:

September

#### Tuition fees:

See website for details

#### Entry requirements:

A Bachelor's Honours degree  
with 2:2 in any subject,  
or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a  
minimum of 5.5 in all other  
components, or equivalent

#### Bournemouth University International College:

Have you considered  
Pre-Sessional English or  
a Pre-Master's to help meet  
your entry requirements?  
To find out more, visit  
[www.bournemouth.ac.uk/  
international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

The Chartered Governance  
Institute UK & Ireland  
(CGIUKI)



### Why choose this course?

This is a flexible part-time course that is delivered entirely online for GTA University Centre by Bournemouth University. This exciting course will provide you with a highly specialised set of skills and develop your ability to appreciate and influence the factors governing corporate affairs.

### Course overview

This two-year course has been designed for those working in the financial services sector who want a relevant Master's degree, though applicants from other sectors are also welcome.

We developed the course in close collaboration with the Chartered Governance Institute UK & Ireland (CGIUKI) so that you would graduate career ready with specialised skills in all areas of business and enter roles such as analyst, management associate and financial consultant.

Overall the course offers:

- An academically rigorous and highly practical qualification (MSc)
- Development of professional and managerial abilities
- Qualification with graduate status of CGIUKI (GradCG).

The course itself offers a mixture of finance, law and governance focusing on the role of corporate administration. In this context, 'corporate' is used in its wider sense and therefore includes private, public and not-for-profit organisations.

“ It is a fabulous way to learn and a very efficient way for islanders to develop a career and gain university-based qualifications. ”

Carol Edwards, graduate

## Core units

**Financial and Management Accounting:** Learn the main principles involved in the production of financial statements and understand the techniques for the analysis and critical appraisal of corporate financial reporting, and a critical appreciation of methods of management accounting and internal financial control.

**Corporate Law & Compliance:** Learn the theoretical basis of corporate law, gain an understanding of contemporary corporate law, the role of company secretary in the effective administration of organisations, and evaluate key issues from theoretical and practical perspectives.

**Strategy Development:** Apply the concepts of corporate and business strategy by integrating theoretical and practical knowledge, and explore the managerial and organisational competencies required for companies to operate in global markets.

**Corporate Governance & Ethics:** Understand the objectives, principles and methods of corporate governance practice within different economic environments, explore a range of frameworks to analyse complex ethical problems, and appreciate how corporate governance and ethics can aid managerial decision-making.

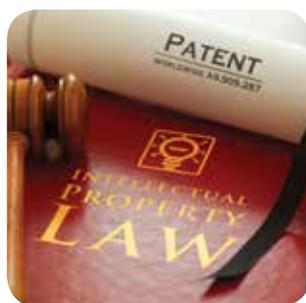
**Enterprise Risk Management:** Understand the different theoretical and practical aspects of identifying and managing risks, including how risk management links to compliance management and complements effective corporate governance in organisations, dependencies and complexities of several types of risks, and the need to establish a single framework, i.e., an enterprise risk management system, within the organisation.

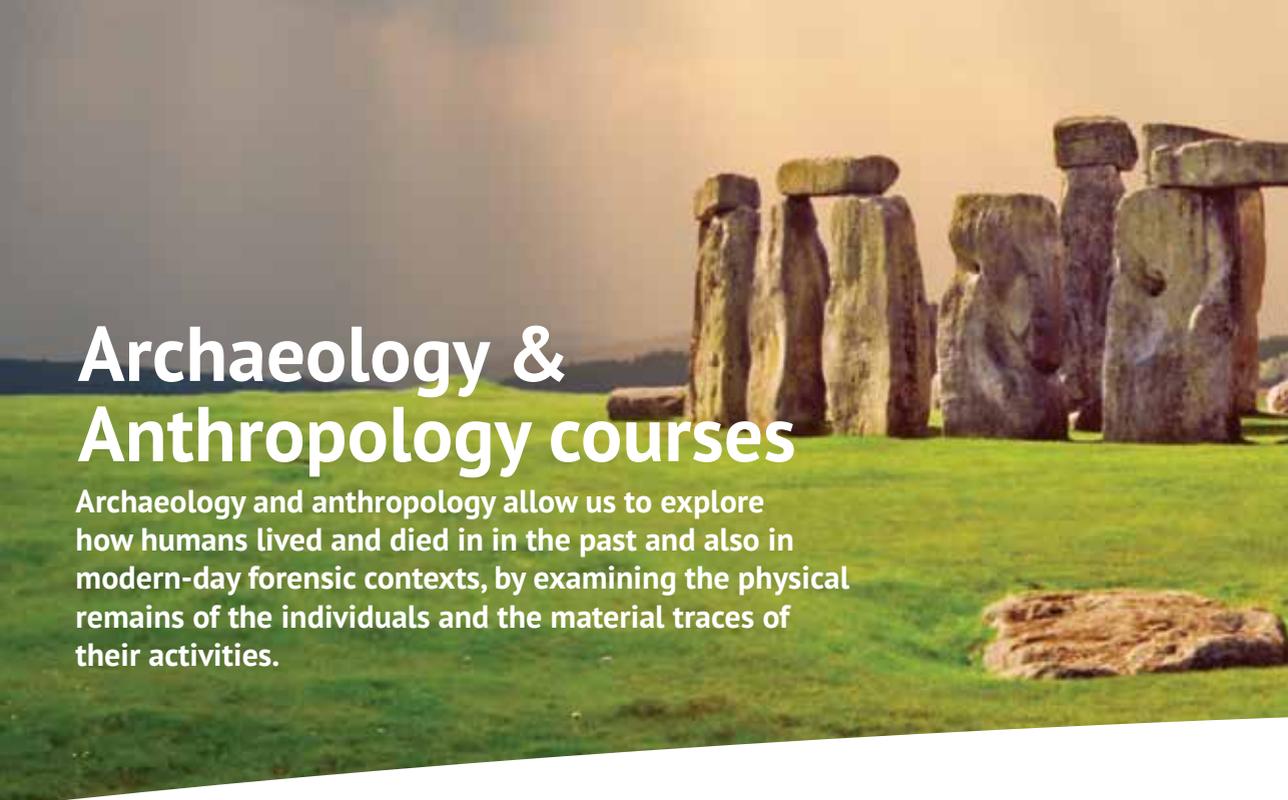
**International Corporate Finance:** Understand the importance of the corporate finance function in an internationally diverse corporation, and learn how to use a framework for assisting corporate decision-makers in a complex, dynamic and inherently uncertain external environment.

## Research Project

The research project provides Master's level students with an opportunity to undertake a significant piece of self-managed research in an area that interests you and is relevant to the course. You will be supported by an

academic supervisor, who will be there to provide guidance and feedback. You will also receive support through a series of research methods workshops.





# Archaeology & Anthropology courses

Archaeology and anthropology allow us to explore how humans lived and died in the past and also in modern-day forensic contexts, by examining the physical remains of the individuals and the material traces of their activities.

**Your study at BU will be supported by a dynamic community of highly qualified and experienced scientists, scholars, research and support staff. All of us are actively engaged in cutting-edge research in the field, in areas as diverse as human evolution and adaptation, human health and violence in the past, human interactions with the environment and other animals and how those have varied across time and space, and also in finding and identifying skeletons in modern-day contexts, such as victims of mass disasters or of murders, and understanding the circumstances of their death.**

We also regularly host internationally renowned researchers at conferences, talks and other events in Bournemouth and benefit from being situated in a part of the world known globally for its iconic archaeological sites, from Stonehenge to Maiden Castle.

Our postgraduate qualifications in these subjects are designed to give students a wide array of skills that increases employability in many varied professions. Hands-on, practical teaching and

learning using our world-class teaching and research facilities, equipment and collections is a hallmark of our qualifications. As a result, a Master's from BU provides a world-leading foundation in professional practice that is highly valued by employers in the sector and indeed beyond, since many of the skills we support you in developing are also highly transferable – in analysis, communication, logistics and project management.

MSc Bioarchaeology (Anthropology)  
MSc Bioarchaeology (Osteoarchaeology)

64  
64

MSc Forensic Anthropology & Archaeology (Osteology)  
MSc Forensic Anthropology & Archaeology (Search & Recovery)

66  
66



We have an incredible collection of human skeletal remains, comprising more than 700 specimens.

Stonehenge, Salisbury

## Case study: Digitising the dead

**A group of BU researchers in Forensic Anthropology is using modern digital technology to record and understand human bones recovered both from the distant past and recent world events.**

Human burials are one of the most commonly encountered forms of evidence in traditional archaeology, whilst the recently developed science of forensic anthropology applies similar techniques to help identify the remains of recent victims of crime, conflict or disasters. In all cases there is a need to record large amounts of complex information in order to solve challenging questions.

### Addressing a modern issue

Digital photogrammetry is a technique that combines multiple digital images of an object or structure to generate three-dimensional

models. The BU team, which features two current doctoral researchers (Samantha de Simone and Heather Tamminen) is applying this new method to record and preserve information regarding excavated human skeletons in a form that was not previously possible. Samantha's work addresses a very modern issue prompted by recent world events where the victims of conflict and genocide have been discovered in mass graves. Her project has made exciting advances in the way such complex finds are recorded that will help with future presentations to international courts as well as assisting with identifying the deceased.

### Weymouth Vikings

Heather's work focuses on remains over 1,000 years old. During road construction before the 2012 Olympic Sailing events in Weymouth, a startling discovery was made – 51 human skeletons buried together in a large pit. When the remains were subsequently dated to the 10th century AD and revealed by chemicals in their teeth to have originated in Scandinavia, they became popularly known as the 'Weymouth Vikings'. These individuals clearly met a violent end and Heather's work involves capturing signs of weapon injuries on the skeletons using the same 3D digital technology. By applying this technique at a micro-level Heather's project is finding new ways to record and study evidence on the skeleton that can equally be applied to modern forensic cases.

# MSc

## Bioarchaeology (Pathways: Anthropology or Osteoarchaeology)

### Key Information

#### Duration & delivery:

1 year full-time, 2 years part-time

#### Start date:

September

#### Tuition fees:

UK/RoI: £7,500

Overseas: £14,500

#### Entry requirements:

A Bachelor's Honours degree with 2:1 in a required subject, or equivalent

#### Required subjects:

Archaeology, History, Biological Sciences, Biological Anthropology or Anthropology

#### If English is not your first language:

IELTS 6.5 (Academic) with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University

#### International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

Bioarchaeology covers the investigation of human and animal skeletal remains to understand the lives of individuals and communities in the past, in relation to their social, cultural, economic, palaeoenvironmental and evolutionary contexts. The subject links both science and humanities within archaeology and anthropology.

Animal bones and human remains are amongst the most common finds on archaeological excavations of all periods. The archaeological profession has an established and increasing need for staff with osteoarchaeological training to assist in the interpretation of archaeological sites and understanding the human experience in the past, particularly their relationships with animals.

Our facilities are first class with cutting-edge equipment. We have an extensive collection of human skeletal remains, comprising more than 700 specimens. This is one of the largest such collections to be held by any UK university. Our zooarchaeology collection contains over 500 known reference skeletons of mammals, birds, fish and reptiles, including everything you need from cows and wild boar to mice and frogs. We also have a wealth of archaeological animal remains to support your learning and research.

We offer two specialist pathways within the overall context of bioarchaeology – Anthropology and Osteoarchaeology.

### Course overview – Anthropology

The anthropology pathway is set within the wider context and perspective of archaeological studies, with options to explore evolutionary and palaeoenvironmental themes.

This pathway provides opportunities to understand the deeper human past and is ideal if you intend to pursue doctoral level study of human evolution.

### Course overview – Osteoarchaeology

The osteoarchaeology pathway gives you the opportunity to engage in more advanced study of non-human faunal remains. Practical experience of the methods and techniques used for recording and analysing osteological remains is imperative and therefore embedded throughout the course.

This pathway is suited to graduates from a number of fields as well as practising archaeologists looking to expand their knowledge. It provides an excellent foundation if you want to pursue a career as a specialist osteoarchaeological practitioner, researcher or as an academic within the archaeological profession.

## Core units

### Principles & Methods in Human Osteology:

This unit will introduce you to human osteology and the principles of analysis and interpretation involved in the study of skeletal remains of modern humans from archaeological and forensic contexts, focusing on the anatomy of hard tissues and related soft tissue structures plus the principles and application of biological profiling from the skeleton. Specific characteristics covered include age at death, biological sex, stature, metric and non-metric variation. You'll also gain an understanding of the differences between human and non-human animal bone.

### Principles & Methods in Zooarchaeology:

This unit provides a solid foundation in the principles and practice for identification of skeletal remains of mammals and birds and the recording and analytical methods currently employed in the study of animal bones from archaeological sites. You'll also develop your knowledge of the principles and scope of

zooarchaeological studies and an appreciation of how zooarchaeological data informs our understanding of past human societies and how animal bone studies are integrated with other aspects of archaeology.

**Archaeology of Human Remains:** On this unit you'll develop a contextualised understanding of human remains through a combined appreciation of the osteological and archaeological evidence, and natural science applications. Study themes include demography, diet, health and disease, activity, mobility, genetics and mortuary behaviour, complemented by fundamental considerations of taphonomy and degradation.

**Research Project:** You'll explore in detail core aspects of your subject area while developing methodological, research and presentation skills. You may develop a research paper suitable for publication in an externally recognised journal, or a dissertation.

## Specialist unit – Anthropology pathway

**Primate & Human Evolution:** This unit will focus on the global record of primate evolution from the earliest beginnings of the fossil record starting 65 million years ago, considering theories around primate and human evolution in light of behavioural,

climatic and ecological changes. You'll investigate many lines of evidence including fossils, geochronology, palaeoenvironmental change and ancient DNA, as well as a diverse range of modern primatology studies and their relevance for understanding human evolution.

## Specialist unit – Osteoarchaeology pathway

**Applications of Zooarchaeological Science:** On this unit you'll develop advanced faunal identification skills and a firm foundation in the identification and interpretation of skeletal remains from a diverse range of taxa, including large mammals, small mammals,

amphibians, reptiles, birds, and fish. You'll also explore case studies to promote your understanding of the potential applications of zooarchaeological science in order to investigate past human societies.



**I got to learn the differences between humans, hominids and all other animal skeletons. This degree provided me with fantastic hands-on experience and opened my perspective to new, exciting areas of study.**

Emilia Hunt, graduate



# MSc

## Forensic Anthropology & Archaeology (Pathways: Osteology or Search & Recovery)

### Key Information

#### Duration & delivery:

1 year full-time, 2 years part-time

#### Start date:

September

#### Tuition fees:

UK/Rol: £6,500

Overseas: £15,000

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in a required subject, or equivalent

#### Required subjects:

Archaeology, Forensic Science, Forensic Investigation, Biological Sciences or Biological Anthropology

#### If English is not your first language:

IELTS 6.5 (Academic) with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

Chartered Society of Forensic Sciences (CSFS)



The  
Chartered  
Society of  
Forensic  
Sciences

### Why choose this course?

Forensic anthropology and archaeology are both crucial areas of expertise in investigations of human remains in a modern context. During recent years international investigations of disasters, human rights violations and genocide have brought a growing demand for skilled practitioners who can contribute towards the recovery and identification of unknown victims and the determination of the cause of their deaths. Such skills have also been increasingly utilised to identify and investigate human remains recovered from forensic contexts relating to domestic criminal activity.

On this course, you will undertake the only simulated mass grave exercise currently offered on a UK Master's degree. The MSc offers two pathways, which focus either on forensic anthropology (**Osteology**) or forensic archaeology (**Search & Recovery**).

### Course overview

A core aspect of the course is the understanding of legal issues and constraints, management and process of the investigative system and the professional skills required to present evidence to the courts. You'll also cover the post-mortem fate of human remains, the location and recovery of skeletonised remains and the application of biological anthropology to both individuals and populations.

This course places particular relevance on interpretation of injury and post-mortem events with emphasis given to the archaeological recovery of human remains rather than taking a view that analysis begins when remains reach the laboratory. Our graduates will be able to make confident assertions regarding the recognition and initial assessment of human remains in the field. In addition, you will gain a wide range of transferable skills including report writing, team working, professional communication and presentation skills, expert witness training and contemporaneous recording.

This degree has been designed by our experienced archaeology and anthropology team who practice both nationally and internationally and address the needs identified by police services, the UK forensic regulator, the UN and other international identification agencies.

When you complete the course, you'll join other BU graduates who are acknowledged as some of the best trained forensic anthropologists and archaeologists entering the field. This will open up a wide range of career prospects, with potential for you to work either in the UK or internationally.

## Core units

### Principles & Methods in Human Osteology:

You will be introduced to the basic principles of analysis and interpretation involved in studying skeletal remains of modern humans from archaeological and forensic contexts. This covers musculoskeletal anatomy, biological profiling from the skeleton, the sub-adult skeleton, dentition and differences between human and non-human animal bone.

**Forensic Archaeology:** This unit will explore the principles, techniques and methodologies of traditional archaeological practices adapted for forensic contexts. Stratigraphy, remote sensing, geophysical survey, search, location, recovery and dating techniques are covered. These methods are applied to forensic scenes through a series of domestic and international case studies. You will also explore techniques for excavating single and mass graves. The simulated mass grave excavation is part of this unit.

**Professional Practice in Forensic Science:** In this unit you will develop the experience, theoretical understanding and practical skills necessary for presenting subject specific material to the courts. Gain expert witness and courtroom skills, learn about legal and practical aspects of evidence and develop an understanding of pre-trial duties, courtroom procedures, lawyers' requirements and preparing and structuring the expert witness' report. You will be trained in courtroom skills and undertake practical exercises involving simulated forensic investigations. Simulations are tailored to each of the two pathways.

**Research Project:** You will develop your expertise in research methods, data collection, analysis and interpretation, exploring core aspects of your subject area in detail to generate new practical or theoretical insights. You will develop methodological, research, presentation and advanced communication skills by producing an extensive dissertation or report on an original piece of your own research.

## Specialist unit – Osteology pathway

**Bodies of Evidence:** This unit considers changes that take place both during an individual's life and after death that are recognisable in skeletal remains, such as disease, injury and processes of decomposition. These issues are equally relevant to remains from both forensic and archaeological

contexts and consideration is given to both. You will also learn about ways skeletal samples can be investigated statistically at the level of populations, and methods of report writing.

## Specialist unit – Search & Recovery pathway

**Applied Forensic Archaeology:** This unit will build upon the practical field skills you gained from the Forensic Archaeology unit. You will develop higher levels of technical knowledge and practical experience in mapping - including using geographical information systems (GIS) - topographical survey, search

(including using geophysical surveys) and excavation techniques. There's an emphasis on practicing finding and excavating burials and recovering human remains, along with associated forensic evidence and analysis and reporting such evidence.



The support and guidance given by the lecturers is endless. You really feel listened to and understood. I haven't found support like this anywhere else.

Heather Munroe, graduate



# Business & Management courses

Our qualifications are recognised by leading professional bodies and are suitable for students at all levels of career progression. Whether you are new to business and management or looking to take your career to the next level, our courses will develop you for future success.

**Investing in your own future is the smartest business decision you'll ever make – whether you have dreams of running a FTSE 500 business or are an entrepreneur wanting to get your own start-up off the ground.**

We have strong relationships with professional bodies and our Business School is accredited by the Association to Advance Collegiate Schools of Business (AACSB) – something fewer than 5% of business schools worldwide have achieved. This demonstrates our commitment to excellence in all areas, as well as a willingness to continuously monitor and evaluate what we do and how we do it.

You will be learning from academics who are active practitioners. They share their expertise through our business consultancy services, aiding the profitability and market position of many of the organisations with which they have worked.

The experience of our academics informs our portfolio of Master's degrees to ensure they are relevant and equip our graduates with the skills needed to succeed in their careers.

**“ My course gave me a whole new network of friends, who are now based all over the world. Overall, it taught me to believe in your dreams and follow them by pushing yourself out of your comfort zone. ”**

Ben Burkard, MSc Innovation Management & Entrepreneurship graduate and founder of ideenhunger, a German digital agency

Master of Business Administration **MBA**  
MSc Management with Business Analytics  
MSc Organisational Project Management

70  
72  
74

MSc Innovation Management  
& Entrepreneurship  
MSc International Management  
MSc Management with Human Resources

76  
78  
80

**A valuable part of your studies with us is the opportunity to do a minimum 30-week industry placement.**

## Case study: Responsible projects

**How a BU-led team is working to change how the world's largest refugee camp is managed.**

When the sun rises on Kutupalang in Bangladesh, it isn't met with the laughter of children or the bustle of a working day stretching its legs. Instead, for most Kutupalang residents, it is met as a challenge - another day to survive, another hurdle to overcome.

That's because Kutupalang is the largest refugee camp in the world – home to a staggering 34,000 Rohingya people who have been displaced through persecution. They are subjected to alarming living conditions caused by the sheer overpopulation of a camp that is bursting at the seams - and the economic cost of managing that is astronomical.

### Managing resources effectively

With over 80 different organisations responsible for delivering care and support to the residents of Kutupalang, it comes as little surprise to discover that there is often

overlap, confusion, and a duplication of effort that means resources are not reaching as many people as they could and that they are causing environmental and societal damage in the process.

Academics from BU are pioneering a change to the way the camp's many projects are managed - with the ultimate aim of providing a catalyst for change for long-term social and environmental benefits worldwide.

### Wider stakeholder groups

They are working with over 200 different stakeholders who deliver services such as shelter, health services, education and logistics. They are developing a framework within which those projects can consider their impact on wider stakeholder groups, such as local communities and the environment.

The aim is to encourage project managers to take responsibility for creating awareness among their stakeholders of the long-term consequences of their activities. This involves balancing short-term goals of cost, time and quality with longer-term impacts on people and the planet.

### Embedding sustainability

The ultimate aim is to embed sustainability into the agenda of project managers across the world, and to change the way that the refugee camp at Kutupalang and others like it across the world can begin to mend fractured lives and rebuild hope.

# Master of Business Administration

## MBA

### Key Information

#### Duration & delivery:

1 year full-time, 2 years full-time with an optional 30-week placement

#### Start date:

September

#### Tuition fees:

UK/RoI: £13,250  
Overseas: £16,250

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent and at least two years relevant full-time work experience. However applicants with other backgrounds may be invited to interview

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 6.0 in writing and 5.5 in speaking, listening and reading, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

The Association to Advance Collegiate Schools of Business (AACSB); The Chartered Management Institute (CMI); Institute of Data & Marketing (IDM)

### Why choose this course?

This course is delivered by the AACSB-accredited Bournemouth University Business School, an accreditation attained by fewer than 5% of business schools worldwide. It recognises our focus on continual excellence in all areas.

The Bournemouth MBA is designed to develop responsible leaders for organisations of the future. Through our innovative Sprints and our core curricula, you have the opportunity to enhance your understanding of the business ecosystem, develop and improve your leadership skills all within a socially responsible framework. If you are looking to gain work experience in the UK, or are considering changing careers, you can take an optional 30-week work placement as part of the course.

### Course overview

We work in an integrated, collaborative way, bringing together topics that are often taught in isolation at other universities to ensure you benefit from a holistic understanding of how organisations work.

We're committed to helping businesses develop in a sustainable, inclusive and responsible way, and that's embedded into what we teach and how we teach it. There's a clear focus on your professional development, along with the chance to develop future networks that can benefit your business and your career. We always have one eye firmly on the future and have recently introduced a unit that specifically considers the future of work.

You will develop comprehensive knowledge and skills in business and management, and enhance your understanding of people, behaviour and attitudes, to become an effective, independent and credible leader. You will develop soft skills, such as emotional intelligence and team working, and adopt a responsible and inclusive leadership approach towards the creation of sustainable value for business and society.

Your leadership and managerial skills will be enhanced through a series of company visits, industry speakers, case studies and consultancy work with real business clients. There are also opportunities to attend professional meetings and conferences to work with staff on their research and in some cases to publish together as well.



## Core units

**Leading & Managing Change in Socially Responsible Organisations:** Leaders and managers are increasingly subject to greater levels of complexity and ambiguity within a global business context. The unit will explore a range of contemporary CSR issues and management challenges faced by organisations, both internally and through external influences, in increasingly complex, global, diverse and fast-changing stakeholder environments.

**Developing Sustainable Strategies:** This unit will consider the key concepts, methods and thinking used to develop and deliver effective business and marketing strategies that consider both profitability and responsible business practice. The understanding, techniques and skills required to analyse and evaluate accounting and financial data and their links to organisational strategy will be critically examined.

**Managing Organisational & Individual Performance:** This unit will equip you with the methods, techniques and skills to critically evaluate performance management practice and relevant performance metrics. It will develop your understanding of business intelligence and business analytics, and your ability to derive insights from a pool of data to inform effective decision-making.

**Shaping the Future of Work:** The workplace is currently experiencing unprecedented change via influences such as digitalisation, machine learning, artificial intelligence and robotics, alongside demographic changes and the emergence of new ways of working. Combined with the recognition that talent shortages are likely to be the new norm, these changes are also leading to a renewed interest in intrinsically human skills such as emotional intelligence. This unit will examine a variety of contemporary trends/issues disrupting and shaping our workplace and evaluate the potential opportunities and challenges that organisations and their workforce may face in the future.

**Project:** An opportunity to undertake a significant piece of self-managed research in an area that interests you. The project will stimulate independent learning and idea generation, critical thinking and reflection, allowing you to demonstrate the application of inter-disciplinary knowledge, analytical and evaluative skills, and audience-tailored communication skills. This could take the form of a consultancy project or a research project.

## Option units (choose one)

Entrepreneurship, Innovation & Design

Projects in Society

Global Innovation Management

International Taxation

SME & Entrepreneurial Finance

Digital Marketing

## Optional work placement

An exciting and valuable part of this course is the opportunity to do a minimum 30-week industry placement. The placement is intended to foster personal and professional development and to improve your

employability. It should enable you to combine and extend the professional competencies you have developed during the first two semesters of study.

 **By being part of such an international university, I have developed cross-cultural skills that are very important in my current job. This definitely helped me get my current job.** 

Marit van Asten, graduate, supply chain analyst for PepsiCo

## Management with Business Analytics

### Key Information

#### Duration & delivery:

1 year full-time (September start), 16 months full-time (January start), 2 years full-time with optional 30-week placement

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £9,500

Overseas: £16,000

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your

#### first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

The Association to Advance Collegiate Schools of Business (AACSB)



### Why choose this course?

This course is delivered by Bournemouth University Business School, which has AACSB accreditation in recognition of our focus on excellence in all areas. It's something that fewer than 5% of business schools worldwide have achieved, so you can be sure you're in good hands.

There is a growing demand for managers who are able to analyse and interpret data to make informed decisions that will improve the performance of their business – identifying organisational problems and emerging market trends quickly and reacting to them to maximise profits and efficiency. This course will help you become exactly the kind of graduate that organisations are looking for.

### Course overview

Your understanding of analytics will be complemented by developing broader management skills in areas such as human resources, marketing, strategy, accounting, financial management and leadership skills – all within a global context.

When you graduate, you'll be perfectly placed to identify management needs and translate them into practical action to improve a business. Your strong background in management combined with knowledge about business analytics and big data analysis will enable you to improve managerial decisions using the latest advancements in business analytics. You will understand the technical possibilities and constraints of big data analysis that lie in wait for you. You'll be able to design useful performance metrics, using recent developments in statistics and business analytics, and interpret their findings to manage and grow successful businesses.

Although this is a conversion course, it is best suited to those with an analytical mind. The course introduces data analytics using analytics software. Hence, students will learn basic programming and statistics, but we do not require prior knowledge. There's also an option to undertake a 30-week work placement as part of the course, which may particularly appeal if you are changing disciplines or career focus.

**You will understand the opportunities but also the challenges and caveats that arise in a new world with a vast availability of data, artificial intelligence and machine learning.**

Dr Jens Mohrenweiser, Course Co-ordinator

## Core units

**Data-Driven Management:** The unit aims to equip you with the skills to use analytics software to understand, evaluate, design, and challenge the principles, and practices for data driven decision-making in management.

**Leadership Essentials:** The unit aims to provide a critical understanding of leadership theory and practice through developing your personal leadership skills. You will develop greater self-awareness through reflexivity and working with teams, combined with a theoretical understanding including emotional intelligence, resilience and wellbeing.

**Marketing & Strategy:** You will explore and analyse the premise that in order to be successful, organisations need to gain a good understanding of their customers' requirements and to seek to achieve organisational objectives through the satisfaction of their customers' needs and wants.

**Accounting & Financial Management:** You will develop the techniques and skills that are required to analyse and evaluate accounting

and other forms of financial data for the purposes of performance evaluation, decision-making and risk analysis.

**Business & Financial Analytics:** You will be equipped with the skills to understand statistical processes and techniques for the collection, presentation, analysis and interpretation of data common in business and finance. You will be able to interpret and communicate quantitative results and show how quantitative methods may be used to provide reliable management information.

**Business Intelligence:** You will learn the techniques and skills to understand, evaluate and interpret business and performance metrics and tools, in order to improve individual and organisational performance, and use this to inform and update organisational policies and procedures.

**Research Project:** An opportunity to undertake a significant piece of self-managed research in an area that interests you.

## Optional work placement

An exciting and valuable part of your studies with us is the opportunity to do a minimum 30-week industry placement. The placement is intended to foster personal and professional development and to improve

your employability. It should enable you to consolidate and extend the professional competencies you have developed during the first two semesters of study.



## Organisational Project Management

### Key Information

#### Duration & delivery:

1 year full-time (September start), 16 months full-time (January start), 2 years full-time with optional 30-week placement

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £9,500

Overseas: £16,000

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

The Association to Advance Collegiate Schools of Business (AACSB)



### Why choose this course?

Project management is one of the fastest growing professions around the world. Projects are how infrastructure is built, products developed and change introduced, across all sectors of business and society. Project management is relevant whatever your background. This course is suitable to managers from all types of industry, governments, non-governmental organisations and the voluntary sector, who wish to improve their ability to design, plan and implement change through projects, programmes and portfolios.

The course is delivered by Bournemouth University Business School, which is accredited by AACSB – recognition that has been awarded to fewer than 5% of business schools worldwide.

### Course overview

As a project manager, you are responsible for strategically managing teams that deliver projects, programmes and portfolios. This course will develop your critical awareness of project management approaches and change management in a global business environment, as well as within wider society. It is a conversion course that will enable you to change subject or career direction.

You will also develop your personal leadership skills in order to be a successful and responsible manager. The core units will encourage you to participate in contemporary management debates whilst gaining a wider understanding of management functions and how they are related to each other and society.

Your learning environment will include workshops and lectures supported by digital technology and online material. There will be a mix of teamwork and individual study encouraging you to become an independent learner through research and project work. You will have the option to complete a research project or a consultancy project.

With an optional 30-week work placement as part of the course and an expert teaching team to support you, you'll be well prepared for work when you graduate.

## Core units

**Project Management in Practice:** This unit aims to develop a critical awareness of project management knowledge, context, tools, techniques and boundaries together with an understanding of the role and responsibilities of different stakeholders.

**Projects in Society:** Projects can be seen as being at the heart of the global economy, communities and wider society. They introduce change and have consequences that can be both positive and negative. We will explore the challenges, controversies, opportunities and debates around managing projects in a global context.

**Research & Change Management Skills:** The practices and theories associated with research methods and change management will be explored as appropriate to a variety of business, social and technical environments to ensure success and sustainability of project change programmes in business and society.

**Accounting & Financial Management:** You will develop the techniques and skills that are required to analyse and evaluate accounting and other forms of financial data for the purposes of performance evaluation, decision-making and risk analysis.

**Entrepreneurship, Innovation & Design:** An effective entrepreneurial, innovative, and design thinking mindset will be developed during this unit. The implementation of design management principles, innovative culture and governance will be explored in a variety of business contexts. The unit will explore the nature of entrepreneurial knowledge and skills, attributes, competences, and behaviours.

**Leadership Essentials:** This unit aims to provide a critical understanding of leadership theory and practice through developing your personal leadership skills. You will develop greater self-awareness through reflexivity and working with teams, combined with a theoretical understanding including emotional intelligence, resilience and wellbeing.

## Option units (choose one)

**Consultancy Project:** The aim of this unit is to develop a critical awareness of project management knowledge, context and boundaries together with an understanding of the role and responsibilities of different stakeholders.

**Research Project:** An opportunity to undertake a significant piece of self-managed research in an area that interests you.

## Optional work placement

An exciting and valuable part of your studies with us is the opportunity to do a minimum 30-week industry placement. The placement is intended to foster personal and professional development and to improve

your employability. It should enable you to strengthen and extend the professional competencies you have developed during the first two semesters of study.



It was a unique experience to work with people from different backgrounds, the focus of teamwork in seminars and the way assignments stimulate creativity and proactivity.

Andreea, graduate



# MSc

## Innovation Management & Entrepreneurship

### Key Information

#### Duration & delivery:

1 year full-time (September start), 16 months full-time (January start), 2 years full-time with optional 30-week placement

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £9,500  
Overseas: £16,000

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

The Association to Advance Collegiate Schools of Business (AACSB)



### Why choose this course?

This course is delivered by the AACSB-accredited Bournemouth University Business School, an accreditation attained by fewer than 5% of business schools worldwide. It recognises our focus on excellence in all areas.

The Bournemouth University Business School holds the Small Business Charter Award. The award gives recognition to business schools that play an effective role in supporting small businesses, local economies and student entrepreneurship.

### Course overview

The course will develop you into a lateral thinker capable of seeing things differently to those around you. With that skillset, you'll be in a great position to take exciting new ideas to market, and create successful businesses around them.

To help you get there, you'll gain insights into, and practical experience of, the issues facing new business ventures as well as ways of breathing new life into established businesses by fostering creativity, design and new ways of thinking. You'll build theoretical knowledge alongside the core business skills you need to start new enterprises and transform existing ones through innovations in product, process or business models.

You'll take your knowledge and understanding to new levels as the course highlights the networks and relationships needed for collaborative work in increasingly international markets for goods and services. You'll be able to execute a major practical exercise to help launch your new career.

You'll also have the chance to spend some time on a work placement, helping you to prepare for your future career.

Our expert academic team will guide your studies and help you develop a global perspective of the business world. We work closely with employers and professional bodies to ensure you have appropriate and relevant study opportunities for your personal and professional development.

“This course is constantly boosting my passion for developing innovative ideas I've always aspired to. I learned about the theoretical knowledge and the business skills needed to succeed in the market. I believe my studies at BU will contribute an added value to my personal and professional development.”

Karina Rocio Pilco Flores, student

## Core units

**Leadership Essentials:** The unit aims to provide a critical understanding of leadership theory and practice through developing your personal leadership skills. You will develop greater self-awareness through reflexivity and working with teams, combined with a theoretical understanding including emotional intelligence, resilience and wellbeing.

**Business Model Innovation:** Business models are central to the sustainable development of new, entrepreneurial businesses, and especially those with innovative products and processes, creativity and design. You'll learn to select the tools and techniques to create robust business models.

**Accounting & Financial Management:** You will develop the techniques and skills that are required to analyse and evaluate accounting and other forms of financial data for the purposes of performance evaluation, decision-making and risk analysis.

**Selling, Relationships & Customer Service:** Establishing and nurturing relationships with suppliers, customers and other forms of business partners is critical to the

success of any business. You will learn to develop appropriate ways to build sustainable relationships.

**SMEs & Entrepreneurial Finance:** This unit explores various theories of finance while drawing on practical knowledge of government grants, business angels, venture capitals (VCs), private equity, investment banks and other financing types for early-stage businesses.

**Entrepreneurship, Innovation & Design:** You will develop an effective entrepreneurial, innovative, and design thinking mindset. The implementation of design management principles, innovative culture and governance will be explored in a variety of business contexts. The unit will explore the nature of entrepreneurial knowledge and skills, attributes, competences, and behaviours.

**Project - Entrepreneurship in Practice or Innovation in Practice:** You will develop and demonstrate your innovation and entrepreneurial skills through real-life projects focusing on a problem or opportunity.

## Optional work placement

An exciting and valuable part of your studies with us is the opportunity to do a minimum 30-week industry placement. The placement is intended to foster personal and professional development and to improve your employability. It should enable you to consolidate and extend the professional competencies you have developed during the first two semesters of study.

You should consider how a range of management theories can be used, and if management in industry could be improved. The transferable skills developed will improve your performance in your future career, both as employee and manager.



## International Management

### Key Information

#### Duration & delivery:

1 year full-time (September start), 16 months full-time (January start), 2 years full-time with optional 30-week placement

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £9,500

Overseas: £16,000

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

The Association to Advance Collegiate Schools of Business (AACSB)



### Why choose this course?

This course is delivered by the AACSB-accredited Bournemouth University Business School, an accreditation attained by fewer than 5% of business schools worldwide. It recognises our focus on excellence in all areas.

Be it people, strategy, networks or markets, they all require expert management. But the difference between strong and poor management can mean the difference between success and failure for an organisation.

This course will empower you with the business skills and acumen to help you become a dynamic leader prepared for the challenges of global business.

### Course overview

Business is a broad and fascinating subject with many different areas to specialise in. As well as developing your management and leadership skills, you will understand the global context in which organisations operate, explore the nature of global markets and the strategic management and marketing-related aspects of business-to-business and business-to-consumer relationships.

The combination of truly contemporary, specialist units, and our internationally rich culture provides a global perspective on management in practice across the globe.

You will also have the option to complete a 30-week work placement. This will enhance your CV as well as encouraging you to develop personally and professionally. You'll take the placement after you have completed the first two semesters, meaning that you'll be able to apply what you have learned to the workplace before returning to your studies with an enhanced ability to place your learning into a professional context.

 **This course opened my mind to the relationships and strategies needed for contemporary business. I know BU was an essential part of the progress I've made in my career.** 

Paula Leardini, graduate, Project Manager

## Core units

**Leadership Essentials:** The unit aims to provide a critical understanding of leadership theory and practice through developing your personal leadership skills. You will develop greater self-awareness through reflexivity and working with teams, combined with a theoretical understanding including emotional intelligence, resilience and wellbeing.

**Managing People:** You will develop your knowledge, skills and understanding of the theories and practices of organisational behaviour, especially in the area of people management, and how this can effectively contribute to positive organisational outcomes.

**Global Innovation Management:** This unit explores and evaluates the theoretical and practical perspectives of innovation management, as well as the managerial issues facing organisations in the global environment.

**Global Strategic Management:** You will explore the nature of global markets and the managerial and organisational competences required for operating in them, from the perspective of global strategic management.

**Supply Chains, Networks & Markets:** This unit examines the critical challenges, tasks and approaches associated with the management of inter-organisational relationships. You will explore both strategic management and marketing-related aspects of business-to-business and business-to-consumer relationships.

**Marketing & Strategy:** You will explore and analyse the premise that in order to be successful, organisations need to gain a good understanding of their customers' requirements and to seek to achieve organisational objectives through the satisfaction of their customers' needs and wants.

**Research Project:** An opportunity to undertake a significant piece of self-managed research in an area that interests you.

## Optional work placement

An exciting and valuable part of your studies with us is the opportunity to do a minimum 30-week industry placement. The placement is intended to foster personal and professional development and to improve

your employability. It should enable you to consolidate and extend the professional competencies you have developed during the first two semesters of study.



## Management with Human Resources

### Key Information

#### Duration & delivery:

1 year full-time (September start), 16 months full-time (January start), 2 years full-time with optional 30-week placement

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £9,500

Overseas: £16,000

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

The Association to Advance Collegiate Schools of Business (AACSB)



### Why choose this course?

This course is delivered by the AACSB-accredited Bournemouth University Business School, an accreditation attained by fewer than 5% of business schools worldwide. It recognises our focus on excellence in all areas.

### Course overview

The course has a global focus with specialist units exploring issues including managing people across different cultures, organisational and employment related issues and the development of people as a resource. These are complemented by core management units which concentrate on developing your leadership skills, the management of people, marketing and strategy, as well as contemporary issues in the business world.

During this course you'll acquire the skills and acumen needed to plan and manage HR strategies within the public and private sectors. You'll develop an ideal blend of specialist human resource and generalist management expertise in order to stand out in the highly competitive HR career market.

You will also have the option to complete a 30-week work placement. This will enhance your CV as well as encouraging you to develop personally and professionally. You'll take the placement after you have completed the first two semesters, meaning that you'll be able to apply what you have learned to the workplace before returning to your studies with an enhanced ability to place your learning into a professional context.

We work closely with employers and professional bodies to ensure you develop the skills you need to succeed in the workplace. Our expert teaching teams will support your studies and, as this is a conversion course, can provide guidance about changing the direction of your career.

 **You'll develop core management skills alongside specialist human resource management knowledge.** 

Dr Jens Mohrenweiser, Principal Academic, HR and Organisational Behaviour

## Core units

### International Human Resource Management:

This unit focuses on the key skills required to manage people across different national cultures and institutional environments.

**Organisation & Employment Studies:** You will develop the critical thinking skills needed to analyse key organisational problems and employment relations issues from a range of different perspectives.

**People Resourcing & Development:** This unit looks at the theory and practice of people resourcing and development (PR&D), and how this can effectively contribute to the achievement of corporate strategic goals. The role of the HR professional in facilitating the relationship between PR&D and organisational effectiveness will be critically examined.

**Managing People:** You will develop your knowledge, skills and understanding of the theories and practices of organisational

behaviour, especially in the area of people management, and how this can effectively contribute to positive organisational outcomes.

**Marketing & Strategy:** You will explore and analyse the premise that in order to be successful, organisations need to gain a good understanding of their customers' requirements and to seek to achieve organisational objectives through the satisfaction of their customers' needs and wants.

**Leadership Essentials:** The unit aims to provide a critical understanding of leadership theory and practice through developing your personal leadership skills. You will develop greater self-awareness through reflexivity and working with teams, combined with a theoretical understanding including emotional intelligence, resilience and wellbeing.

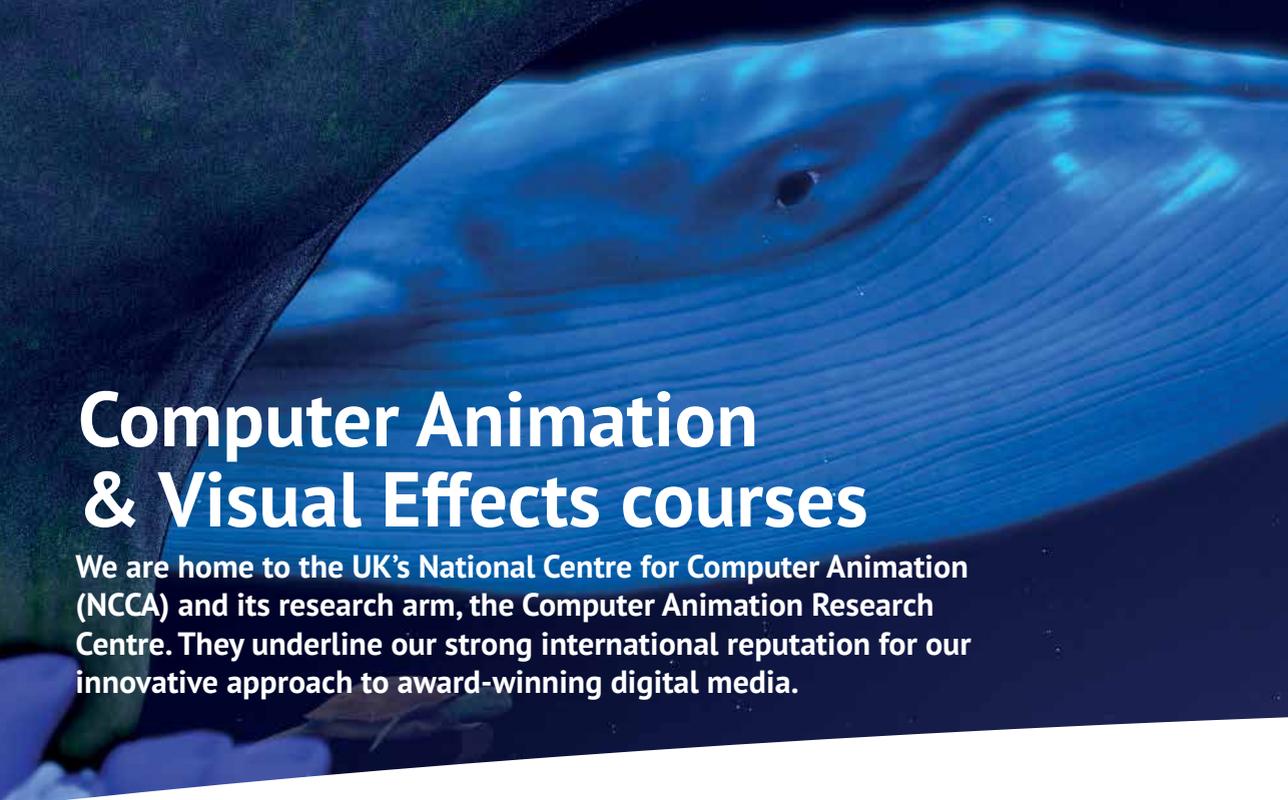
**Research Project:** An opportunity to undertake a significant piece of self-managed research in an area that interests you.

## Optional work placement

An exciting and valuable part of your studies with us is the opportunity to do a minimum 30-week industry placement. The placement is intended to foster personal and professional development and to improve

your employability. It should enable you to consolidate and extend the professional competencies you have developed during the first two semesters of study.





# Computer Animation & Visual Effects courses

We are home to the UK's National Centre for Computer Animation (NCCA) and its research arm, the Computer Animation Research Centre. They underline our strong international reputation for our innovative approach to award-winning digital media.

**As a practitioner in this vibrant and evolving field, you will need a solid grasp of both the creative and technical process – supporting our fundamental philosophy that computer animation is a marriage of art and science.**

Since it was established in 1989, the twin objectives of the NCCA have been to pioneer production of animation across the UK and to develop insightful, up-to-date and engaging courses at all levels.

The expertise of our academics in the fields of computer science, art and design and the creative industries underpins our taught postgraduate courses, keeping them fresh, progressive and tailored to the cutting edge of the discipline. Our academics have international reputations in the areas of 3D modelling, animation, multi-media and virtual reality.

The courses are collaborative, and you'll work with students from other degrees. Together, you'll benefit from our new animation studios, equipped

with industry standard software, while a green screen and motion capture studio will also help to prepare you well for industry.

Once you graduate from the NCCA, you'll become one of thousands of successful animation alumni working in this fast-paced industry. BU has a long tradition of success at the Oscars, with BU graduates working on Oscar-winning films such as *Avatar*, *Gravity* and *The Jungle Book*. In 2021, 2015 and 2010, BU graduate Andy Lockley took to the stage to collect the Oscar for visual effects work on *Tenet*, *Inception* and *Interstellar* respectively. Fellow graduate Mark Ardington was on the Academy Award stage in 2016, collecting the visual effects award for his work on *Ex Machina*.

MA 3D Computer Animation  
MSc Computer Animation & Visual Effects

84  
86

MA Digital Effects  
MSc Artificial Intelligence for Media

88  
90

The NCCA has been at the forefront of computer graphics and animation education and research in the UK for over 30 years.



BU Master's students work

## Case study: The future of history

**BU is working on a system that could revolutionise the way we interact with cultural tourism destinations.**

The National Centre for Computer Animation (NCCA) at Bournemouth University has been participating in the VISTA AR project, providing research and development on digital content, supporting VR and AR possibilities using university expertise in computer animation.

VISTA AR is a European-funded project, led by the University of Exeter, that is working closely with Exeter Cathedral and Fougères Castle in France, to develop an understanding of visitor experiences, create new virtual reality (VR) and augmented reality (AR) digital interpretations, and explore new business models enabled by digital technology.

### Immersive visitor experiences

Advanced digital technologies will inform visitor preferences for various tourist experiences. The project also seeks to explore the use of different digital devices to create new immersive visitor experiences.

Virtual reality helmets, tablet/smartphone devices and immersive room experiences will be used to bring history to life, allowing visitors to meet characters from the past and provide access to previously inaccessible heritage artefacts.

The BU research team aim to develop generic tools to understand visitor experiences, together with AR/VR tools to script new digital interpretations. Once developed, the digital tools will be used to create new digital experiences in a further four locations: the National Trust Tin Coast and the South West Coastal Path in the UK, and the Lorient Submarine Museum and the Gardens of Valloires in France.

### Impacting local economies

The project is focused on generating new and repeat visitors to cultural heritage sites in an attempt to make an impact on regional economies. The tools developed by the project will be made available to other UK and French cultural heritage sites on a cloud-based system where they can be easily accessed and adapted to the needs of each specific heritage location.

VISTA AR is a major step in providing cultural heritage sites with an effective way to enhance visitor experiences while increasing visitor numbers and revenue.

To find out more about our research in this area, visit: [www.bournemouth.ac.uk/research](http://www.bournemouth.ac.uk/research)

# MA

## 3D Computer Animation

### Key Information

#### Duration & delivery:

1 year full-time

#### Start date:

September

#### Tuition fees:

UK/RoI: £8,500

Overseas: £15,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 6.0 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

ScreenSkills



### Why choose this course?

This Master's course in 3D Computer Animation is the perfect launchpad for a career in a wide range of disciplines, including concept design, character and creature animation, modelling, lighting, rigging, texturing, compositing and simulation. This course will help you acquire the skills needed to work in a number of areas where computer animation is applied, including films, animated features, computer games, television production, commercials, illustration, scientific visualisation, flight simulation, virtual environments, architectural visualisations and interactive media.

### Course overview

As a student on this course, you will be taught the best practice and techniques found in the industry, and will receive accreditation from ScreenSkills.

We enjoy very strong links with industry, due largely to the ubiquity of NCCA graduates in the film, game and television industries. Our graduates have worked on films and games such as *Forza Horizon 4*, *Battlefield V*, *Red Dead Redemption 2*, *Star Wars: The Rise of Skywalker*, *The Incredibles 2*, *Jojo Rabbit*, *The Lion King* and *Dunkirk*. As part of the course we host a lecture series featuring some of the best visual effects, animation and games studios from around the world where you'll be able to learn about the 2D and 3D industry from practicing artists and companies, as well as attend regular masterclasses from professionals.

We've created a professional studio environment for our students. Our facilities include a full suite of industry standard 2D and 3D software, a full motion capture studio, a green screen studio and a creative atmosphere in which collaboration with students from other Master's courses provides a realistic setting to discover what it's like working with other creative and technical people.

This course will prepare you for a career in a wide range of disciplines, including concept design, character and creature animation, modelling, lighting, rigging, texturing, compositing and simulation.



**We encourage students to build a critical framework in which they can work creatively, and use the skills they have learned to succeed in the world of computer animation, VFX and games.**



Sofronis Efstathiou, Principal Academic

## Core units

**Core Production Principles:** This unit is the first practical unit on the course and establishes the core skills in computer animation tools that you'll rely upon through the rest of the course.

**Visual and Critical Studies:** This unit provides the wider theoretical and critical context for your studies. It will introduce you to a range of conceptual tools and theoretical themes in moving image, to encourage debate and critical thinking in the field of computer animation. You will consider how to theoretically underpin your own creative practice within a contemporary context.

**Core Production Techniques:** In this unit you'll build upon the skills developed in Core Production Principles to expand your knowledge of animation techniques and add further depth to your computer animation practice.

**Group Project:** Working with students from the other NCCA Master's courses, you'll conceptualise, design and execute a short, animated project, in a manner which is aligned with industry practice.

**Production Development:** On this second semester unit you'll develop your skills and knowledge in originating computer animation assets and content. With guidance from tutors, you'll undertake conceptualisation, design and development of your own production project.

**Research and Development in Computer Animation:** You'll undertake research in an area of computer animation that interests you, which can be industry focussed or more academic. This unit is supported by workshops, seminars and industry masterclasses.

**Master's Project:** The focus of the third semester is completing the Master's component of your education. This project can be a standalone project or a continuation of the group project unit. In either case you can work alone or with other students.

## The Master's Degree Show

The Master's Degree Show is the culmination of one year's work for the NCCA Master's courses. This is your opportunity to showcase your talent to industry professionals.

View the work of our recent graduates:  
<https://vimeopro.com/nccaanimation/mastersdegreeshow2019>



## Key Information

### Duration & delivery:

1 year full-time

### Start date:

September

### Tuition fees:

UK/RoI: £8,500

Overseas: £15,750

### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

### Required subjects:

None

### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 6.0 in each component, or equivalent

### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Accreditation:

ScreenSkills



## Why choose this course?

This course will provide you with the problem-solving and technical skills, which can be applied to the role of technical director/artist or research and development engineer within the animation and games industries. Technical directors often have to work alongside computer animators to resolve technical problems either by configuring existing software tools or designing new tools.

You would benefit from having a technical background (computer science, physics, maths, engineering) with an existing knowledge of programming.

## Course overview

During your study, you will develop programming and scripting skills, and become familiar with special techniques and tools associated with computer animation. These skills are assessed in a variety of projects that you will undertake during the year.

Emphasis is placed on the use of industry standard hardware and software in the development of these techniques. Typical examples include the development of C++ or Python programs to test new algorithms, the writing of shaders to support rendering, and the development of scripts and tools to create new effects.

The academic aspects will provide you with a strong theoretical underpinning for the principal areas of study, including lecture series on computer graphics techniques, animation software development, principles of computer graphics, the fusion of art and technology, and personal research projects.

You will also have the opportunity to collaborate with students on the other NCCA Master's courses in the Group Project. This format provides a realistic setting to discover what it's like working with other creative people and working to a strict timescale.



**People with technical computer backgrounds are introduced to the artistic world of computer animation and can create great tools to facilitate animators.**



Jon Macey, Course Leader

## Core units

**Animation Software Engineering:** This unit will build on your existing programming knowledge and teach C++ and software engineering principles for computer graphics. We use Modern C++ and Python and OpenGL for real-time graphics as well as the NCCA Graphics Library ngl.

**CGI Tools:** You will be introduced to the main software tools used on the course, Maya and Houdini. Lectures will also introduce the main artistic concepts such as composition and cinematography.

**CGI Techniques:** This unit provides a more in-depth look at the algorithms and techniques behind computer animation. You will be introduced to the main mathematical and algorithmic concepts behind computer graphics and animation.

**Simulation & Rendering:** This unit includes simulation elements such as fluid, smoke and FEA. The rendering section includes writing

shaders using Renderman as well as an in-depth look at how different rendering engines work.

**Pipeline and Technical Direction:** This unit builds upon the programming skills developed in the Animation Software Engineering unit to develop more complex animation and games pipelines by applying programming tools (in many languages and platforms including Python) to the production of animation pipelines.

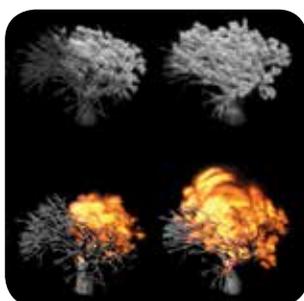
**Group Project:** Working with students from all three Master's courses in this subject area, you'll present a concept for a short animated piece.

**Master's Project:** This can be a standalone project or the continuation and conclusion of another project. This project also includes a written thesis of approximately 5,000 words. Previous projects can be seen here <https://nccastaff.bournemouth.ac.uk/jmacey/MastersProject>

## The Master's Degree Show

The Master's Degree Show is the culmination of one year's work for the NCCA Master's courses. This is your opportunity to showcase your talent to industry professionals.

View the work of our recent graduates: <https://vimeo.com/nccaanimation/mastersdegreeshow2019>



# MA

## Digital Effects

### Key Information

**Duration & delivery:**  
1 year full-time

**Start date:**  
September

**Tuition fees:**  
UK/RoI: £8,500  
Overseas: £15,750

**Entry requirements:**  
A Bachelor's Honours degree with 2:2 in any subject, or equivalent

**Required subjects:**  
None

**If English is not your first language:**  
IELTS (Academic) 6.5 with a minimum of 6.0 in each component, or equivalent

**Bournemouth University International College:**  
Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

**Accreditation:**  
ScreenSkills



### Why choose this course?

This is a truly international course, attracting students from all over the world with a diverse range of cultures and identities. It will provide you with a strong theoretical and technical underpinning for the principal areas of study thanks to our lecture series on filmmaking, green screen, MOCAP, 3D computer graphics for VFX, 2D compositing, matte painting, the fusion of art and science, personal research, and applied digital effects theory and practice. We also have high achieving graduates, many of whom had little or no experience of this subject before studying with us. They have gone on to work at companies such as Industrial Light & Magic (*Star Wars*), Double Negative (*Inception*), Sony Pictures (*Spiderman*), Framestore (*Gravity*), Moving Picture Company (*The Jungle Book*) and Electric Theatre Collective to name but a few. MA Digital Effects is the course to choose if you want a career in the VFX industry.

### Course overview

We aim to take you from no experience to cinema standard photo realism within the first semester, and to provide you with the skills and opportunities to realise your ideas into full production sequences that demonstrate a clear mastery of the subject. By the end of the course, you'll be well prepared for an exciting and rewarding career in the VFX and animation industry.

We accept students from a broad range of art-based subject areas including fine art, photography, multi-media architecture, filmmaking, fashion design, and graphic design. We will also accept applications with non-art based subjects such as commerce, computer sciences or engineering, as long as good art skills can be demonstrated. Knowledge of digital effects and computer graphics are not a pre-requisite for entry, as everything is rapidly taught from basics. A strong set of traditional art and photography skills are however highly beneficial.

View our MA Digital Effects YouTube website:  
[www.youtube.com/NCCADigitalFX](http://www.youtube.com/NCCADigitalFX)

“ It has been a long journey since the university days. After spending three years in the industry, Rhythm and Hues India has made me Head of Department for FX and given me an opportunity to travel between LA and Mumbai doing both artist-based work as well as technical direction. Furthermore, Rhythm and Hues LA has now offered me permanent employment at their LA facility. ”  
Sharan Vaswani, graduate

## Core units

**Foundation Project:** An opportunity to experience the fundamentals of digital effects working, developing a project based on a set brief. This covers 3D digital effects, 2D compositing and practical filmed acquisition. It will provide an applied foundation of digital effects theory and practice.

**Digital Effects Tools:** The technical and theoretical teaching for the Foundation Project. You'll be taught about the craft and tools of digital effects work, have the opportunity to mediate your work so far, and learn to accurately record digital effects production.

**Digital Effects Theory:** This unit provides the wider theoretical context for your studies, and includes lectures on digital cinematography, supporting screenings of films and animations, lectures on art, science and technology and a series of presentations by visiting speakers from the digital effects, computer animation and computer games industries. You'll be assessed through a written essay examining production tool usage in both digital and analogue movies.

**Group Project:** Working with students from all Master's courses in this subject area, you'll pitch a group project idea, form groups based

on the strongest ideas and realise the concept as a short animation, effects sequence or game.

**Personal Inquiry:** A tutorial-supported research unit. You'll get an opportunity to research areas that interest you that may be outside of the normal boundaries of the course. You'll be assessed at a Personal Inquiry Symposium, where you'll present your research to fellow students and staff.

**Signature Shot:** You'll produce a focused digital effect showing your technical abilities to date. The unit offers a chance to evolve your learnt skills, and to plan a specific technical direction to prepare you for your Master's Project. This unit also gives teaching support for the Group Project.

**Master's Project:** The Master's Project unit has no formal teaching and is dedicated to your final project. We'll expect a focused ambitious project, with a high level of production finish. You'll show a bold and confident approach to production management and the design and execution of an impressive digital effects sequence and its mediation. This can be an individual project or the work of a group to achieve an outstanding final result.

## The Master's Degree Show

The Master's Degree Show is the culmination of one year's work for the NCCA Master's courses. This is your opportunity to showcase your talent to industry professionals.

View the work of our recent graduates:  
<https://vimeopro.com/nccaanimation/mastersdegreeshow2019>



## Artificial Intelligence for Media

### Key Information

**Duration & delivery:**  
1 year full-time

**Start date:**  
September

**Tuition fees:**  
UK/RoI: £8,500  
Overseas: £15,750

**Entry requirements:**  
A Bachelor's Honours degree with 2:2 in any subject, or equivalent

**Required subjects:**  
None

**If English is not your first language:**  
IELTS (Academic) 6.5 with a minimum of 6.0 in each component, or equivalent

**Bournemouth University International College:**  
Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This course will provide you with an understanding of the state-of-the-art artificial intelligence technologies needed to address practical problems in media production. You will have access to the latest machine learning and data mining methodology such as CNN, GNN, LSTM and GAN, all commonly used in AI research on media data processing, recognition and generation. The techniques that you learn will be directly based on the real demand from the media industry.

### Course overview

Artificial intelligence technologies have brought significant breakthroughs in many areas such as image recognition, robotics and machine translation. The number of job opportunities related to machine learning has surged drastically in the past three years. Therefore, it is timely and necessary to explore modern AI techniques.

This course allows you to become competent in the artificial intelligence aspects of media production and produces graduates with the range and depth of technical skills necessary to become future technical directors, data engineers or 3D developers within the media industry. This is a technology-centred degree focusing on applied AI practices used within the media industry, including big data, media data analytics and synthesis. The course will equip arts and media graduates with both theoretical knowledge and practical skills in cutting-edge machine learning technology and media production practices to enhance their market competitiveness.

The course complements the other Master's courses within the NCCA, and MA and MSc students are encouraged to collaborate in integrated projects to promote an interdisciplinary environment, a common culture and emulate business practice.

 **Artificial intelligence (AI) and machine learning (ML) technologies are creating disruption and innovation in many industries. We are working with media companies to develop new AI and ML technologies to make media production more effective and automated. There is an increasing demand in the market on the media practitioners with the skills and knowledge of AI techniques, who have the potential to develop emerging technologies to revolutionise the traditional media production.** 

Dr Xiaosong Yang, Associate Professor in Computer Animation

## Core units

**Machine Learning for Media Production:** You'll gain a critical understanding of the theory of machine learning and existing SDK tools and techniques for media production, and will develop your problem solving and technique development skills.

**Data Mining on Multimedia Data:** You'll be introduced to the algorithms and computational paradigms that allow computers to find patterns and regularities in datasets, perform prediction and forecasting, and generally improve performance through interaction with data. The data mining processing includes data selection, cleaning, coding, using different statistical and machine learning techniques, and visualisation of the generated structures.

**Animation Software Engineering:** This unit will equip you with the technical computing skills necessary in the design and implementation of AI techniques, and the knowledge to select the correct programming languages, application, programming interfaces and techniques to solve media production problems.

**Media Data Analytics and Modelling:** You'll learn about the science of analysing media data (such as images, video, natural language, sound, 3D models and motions) to reveal features and metrics in order to make conclusions about the information it contains.

**Group Project:** Working with students from across the NCCA Master's courses, you'll produce and present a substantial piece of work with technical/creative content.

**Masterclass:** You'll explore the professional world of the artificial intelligence industry, and be exposed to advanced production issues of professional practice, providing you with the theoretical and practical knowledge of specialist artificial intelligence techniques.

**Master's Project:** You'll plan and execute a major project in a professional manner utilising relevant techniques and undertake a critical analysis of your own work. You'll focus on a specific problem in media production which has the potential to be automated by the latest artificial intelligence technology.

## The Master's Degree Show

The Master's Degree Show is the culmination of one year's work for the NCCA Master's courses. This is your opportunity to showcase

your talent to industry professionals and potential employers.



# Computing & Informatics courses

We have offered computing and technology courses for over 20 years, and regularly collaborate with industry and professional bodies to ensure we deliver cutting-edge, industry-recognised, courses.

**We have a diverse community within the department and each year we welcome students from all over the world. We believe that by investing in our technical facilities and attracting leading academics we deliver a high-quality student experience.**

Your learning experience will be enhanced by our research and understanding of best practice in commercial computing. We co-create with our students, offering opportunities for getting involved in research work, academic publication and conference attendance.

We understand that technological environments evolve rapidly; the work of our active research centres is geared to progressive technologies, which helps keep our degrees at the forefront of theory and practice. For example, our cutting-edge research is currently being utilised by international standardisation bodies such as the International Telecommunication Union (ITU), and is applied in the context of impact cases that address real needs of local authorities and companies.

We work closely with regional partners through Knowledge Transfer Partnerships, and participate in EU-funded research as well as nationally and internationally funded research schemes that have global impact. We also collaborate with highly esteemed international partners in research and development programmes in areas such as future networks, open innovation and the digital transformation of the European labour market.

**“ I was able to gain experience in my field, and the visits from companies such as IBM and JP Morgan opened my eyes to what businesses are really looking for. ”**

Sebastian Poiana, graduate, Freelance Software Developer

MSc Information Technology	94	MSc Cyber Security & Human Factors	102
MSc Internet of Things	96	MSc Digital Health	104
MSc Internet of Things with Cyber Security	98	MSc Digital Health & Artificial Intelligence	106
MSc Internet of Things with Data Analytics	100	MSc Data Science & Artificial Intelligence	108

The optional placement provides an excellent opportunity for you to gain first-hand industry experience and to apply your learning.

## Case study: What we do

**The ubiquitous nature of technology means our research and our professional practice contributes to a wide variety of next-generation industries.**

### Internet of Things

BU leads the development of an innovative IoT-enabled monitoring system for coastal cliffs along the world-famous Jurassic Coast. Several MSc students have already had the chance to be involved and taken placement opportunities with project partners. The ongoing 5G Rural Dorset project, funded by the Department of Culture, Media & Sports, aims to trial 5G networks in rural areas in a series of highly innovative use cases.

### Cyber security

BU is one of only two UK universities working on four pilot schemes developing European Cybersecurity Competence Network and a common European Cybersecurity Research & Innovation Roadmap. The ECHO project involves 30 partners across Europe and will protect the Digital Single Market from cyberattacks in future, building resilience

and keeping EU's currencies safe. Two other EU-funded projects are: IDEAL-CITIES, which focuses on making Smart Cities feel more secure, and the S4AllCities project which aims to make cities' infrastructures, services, ICT systems and Internet of Things more resilient.

### Data science and artificial intelligence

Data-intensive computing is termed the fourth paradigm for scientific discovery and has accelerated the emergence of data science and artificial intelligence. At BU, we work on high-profile national and international funded research projects which investigate and broaden the understanding of natural and industrial processes using data science, artificial intelligence and big data technologies. Our strong research portfolio provides us with a competitive edge for the MSc development of 21st century solutions.

### Digital health

In the next decade, technology and data science will continue to revolutionise the way health and social care is delivered around the world. Our research is playing a key role in this growth across interdisciplinary areas such as: health information systems, telecare/telehealth, behavioural change, assistive technology, ageing and dementia. We have made impacts within health and social care practices, policy change, and we continue to address other important aspects of society. Our active research topics focus on e-Health, accessibility, assistive technology, digital addiction, and engineering of social informatics.

# MSc

## Information Technology

### Key Information

#### Duration & delivery:

1 year full-time or 2 years with a 30-week placement (September start), 18 months full-time or 30 months with a 30-week placement (January start), 2 years part-time

#### Start date:

September, January

#### Tuition fees:

UK/Rol: £8,750  
Overseas: £14,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS 6.0 (Academic) with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

If you want the chance to enter the business computing profession but have a first degree in a subject other than information technology or general work experience rather than formal qualifications, then this conversion course gives you access to this important field.

As a graduate of MSc Information Technology, you'll understand IT from a business perspective and be able to involve yourself in business system development, as well as being able to implement IT systems.

### Course overview

Software infrastructure forms a core part of many businesses. It is important for system developers and managers to understand how the correct deployment of IT systems shapes business process and strategy. This course will expose you to all aspects of modern business IT systems including, but not limited to, IT management, cloud services and their applications, Blockchain technologies, service integration and human-centred design.

Throughout the course you'll draw on research and recent developments in IT to gain awareness of current problems and develop your ability to develop systematic, original and creative intellectual solutions to business problems.

A real-world research problem of your choice will give you the opportunity to explore your particular area of interest in greater depth. You will learn how to plan research projects, create and interpret IT knowledge and how to report on it to a professional standard.

An exciting and valuable part of this course is the option of a work placement, which provides an excellent opportunity for you to gain first-hand work experience and apply the learning that you have acquired through the course, especially if you are considering a change in career.



**A systems analyst nowadays is a really important part of any company or organisation and that's where I'd like to be.**

Amr Al Naswan, graduate



## Core units

**Data Management:** The unit aims to explore modern data management applications and technologies. In particular, the unit aims to develop an understanding of data modelling and the design, implementation of data management solutions, evaluate current trends in data management and give introduction to data analytics techniques.

**IT Management:** Information technology is important to the activities, processes and components of all organisations. Effective managers must understand their current technologies and its effect on markets, products and services. You'll explore issues and options linked with managing information systems and IT today.

**Human-Centred Design:** Computer-based interactive systems refers to a spectrum of digital products, services and solutions that interact with human users in business, social and global contexts. The primary success factor in implementing such systems is to involve the human perspective in all steps of the problem-solving process. You will learn

how to design and develop such systems by applying human-centred design principles and techniques and carrying out relevant activities in the planning and management to satisfy both business needs and its user requirements. It will also help you develop an understanding of interaction design process and best practices through the exposure to usability, user experience and other related fields.

**Research Methods & Professional Issues:** Research requires a structured and disciplined approach at all stages. We'll help you develop key research skills in many areas, from project proposals and planning to critical analysis of research findings, academic writing and dissemination. We'll also teach you about professional standards and ethical issues.

**Individual Master's Project:** You will develop an understanding of the characteristics and implications inherent in the solution of a complex, real-world problem within the context of a substantial, independently-conducted piece of work.

## Option units (choose two)

**Cloud Computing:** The concept of virtualisation including servers, storage and networks, as well as the cloud structure, services and deployment models will be discussed. Locally-based networks, IT resources/services and their migration to the cloud are elaborated and strategies for migration to the cloud will be explored.

**Blockchain & Digital Futures:** The objective of this unit is to develop your skills and knowledge about the Blockchain technology and its usage. This includes defining the Blockchain technology, its business aspect, issues, objectives, and challenges, covering Blockchain horizontal and vertical scaling, key basics of cryptography required for understanding the Blockchain technology concepts, different cryptocurrencies, and their issues, challenges, and networks.

**Cyberpsychology:** You will examine the impact of digital technology on individuals and groups and the implications for organisations and society. The unit will also explore the

psychological factors relevant to cyber security and online behaviours and identify means of promoting safer user behaviour.

**Persuasive Technology & Behaviour Change:** You will cover mainstream psychological theories of persuasion, influence, decision-making and behaviour change besides their application to a wide range of domains including health, business and e-learning. We will also discuss the risks and ethical considerations of persuasion and essentials for informed decision-making.

**Psychology of Software Development:** You will develop your understanding of the psychological aspects involved in the creation and maintenance of modern software systems.

**Accessibility & Assistive Technology:** The aim of this unit is to provide you with an introduction to understanding diverse user needs, focusing on challenges caused by temporary, situational or lifelong disabilities.

# MSc

## Internet of Things

### Key Information

#### Duration & delivery:

1 year full-time or 2 years with a 30-week placement (September start), 18 months full-time or 30 months with a 30-week placement (January start), 2 years part-time

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £8,750  
Overseas: £14,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

Internet of Things is an emerging computing and networking paradigm that enables the massive and seamless integration of everyday devices and automations to the internet. This seamless integration allows for automatic capture of data and communication with embedded devices and objects, thus enabling the design and development of more efficient and safe cyber-physical systems.

IoT is a key enabling technology for broader high-level paradigm shifts such as smart cities, digital health, industry 4.0 and the circular economy. The particular characteristics of IoT systems and networks (massive numbers of connections, highly constrained low-end devices, interactions and feedback loops between the digital and physical space, machine-to-machine communication) ask for highly-skilled professionals with a focused expertise on IoT that are currently scarcely available in the market.

### Course overview

The course will provide you with knowledge and skills needed to design and develop state-of-the-art IoT networks and systems. Topics will cover theoretical foundations of IoT (algorithmic aspects and modelling), IoT technologies (wireless sensors and actuators, IoT and mobile networks), and practical aspects with hands-on lab sessions (programming IoT devices, building and configuring IoT networks). Option units will allow you to explore modern areas of digital systems engineering and corresponding trends.

“The course provided me with a fine balance between the latest theoretical and technical aspects of IoT and encouraged me to take the initiative for myself in research.”

Ionnis Chalkias, Cyber Threat Intelligence Analyst,  
Bournemouth University

## Core units

**Wireless Sensor & Actuator Networks:** You will explore the operating principles, standards, design and configuration of WSANs. Future and emerging paradigms (such as mobile crowdsensing systems) and technologies (such as wireless power transfer in ad hoc networks) will also be addressed.

**Mobile & Wireless Networks:** This unit reviews the broad spectrum of relevant technologies (WiFi, ad hoc networks, cellular networks, etc), and examines their operating principles/ protocols and relevant standards as well as the use of these networks in different context and scenarios. The unit also explores the main challenges faced in these networks as well as how they fit into the latest networking paradigms.

**Security & Privacy in Internet of Things:** Smart objects, IoT applications, and their enabling platforms are often vulnerable to security attacks and changing operating and context

conditions that can compromise the security of some of their components (e.g., local sensors, network components, application-level components). They also generate, make use of and inter-relate massive personal data in ways that can potentially breach legal and privacy requirements. This unit will develop your capability to understand and produce security architectures of IoT-related networks and systems.

**Research Methods & Professional Issues:** We will help you to develop key research skills in many areas from project proposals and planning to critical analysis of research findings, academic writing, and dissemination.

**Individual Master's Project:** You will develop an understanding of the characteristics and implications inherent in the solution of a complex, real-world problem within the context of a substantial, independently-conducted piece of work.

## Option units (choose one)

**Cloud Computing:** The concept of virtualisation including servers, storage and networks, as well as the cloud structure, services and deployment models will be discussed. Locally-based networks, IT resources/services and their migration to the cloud are elaborated and strategies for migration to the cloud will be explored.

**Blockchain & Digital Futures:** The objective of this unit is to develop your skills and knowledge about the Blockchain technology and its usage. This includes defining the Blockchain technology, its business aspect, issues, objectives, and challenges, covering Blockchain horizontal and vertical scaling, key basics of cryptography required for understanding the Blockchain technology concepts, different cryptocurrencies, and their issues, challenges, and networks.

## Option units (choose one)

**Human-Centred Design:** Computer-based interactive systems refers to a spectrum of digital products, services and solutions that interact with human users in business, social and global contexts. The primary success factor in implementing such systems is to involve the human perspective in all steps of the problem-solving process. You will learn how to design and develop such systems by applying human-centred design principles and techniques and carrying out relevant activities in the planning and management to satisfy

both business needs and its user requirements. It will also help you develop an understanding of interaction design process and best practices through the exposure to usability, user experience and other related fields.

**Smart Systems:** This unit introduces various facets of smart systems technology and how they apply to different environments. A selected set of innovative applications will be discussed to provide a practical insight.

## Internet of Things with Cyber Security

### Key Information

#### Duration & delivery:

1 year full-time or 2 years with a 30-week placement (September start), 18 months full-time or 30 months with a 30-week placement (January start), 2 years part-time

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £8,750  
Overseas: £14,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum 5.5 in each component, or equivalent

#### Bournemouth University International College:

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### Why choose this course?

Internet of Things is an emerging computing and networking paradigm that enables the massive and seamless integration of everyday devices and automations to the internet. This seamless integration allows for automatic capture of data and communication with embedded devices and objects, thus enabling the design and development of more efficient cyber-physical systems.

IoT is a key enabling technology for broader high-level paradigm shifts such as smart cities, digital health, industry 4.0 and the circular economy. However, the massive integration of IoT devices, such as sensors and smart wearables, reveal new vectors of attack – posing threats on cyber security, privacy and trust of digital systems. As a result, there is a strong demand for highly-skilled IoT professionals with a focused expertise on cyber security, that are currently scarcely available in the market.

### Course overview

The course will provide you with knowledge and skills needed to design and develop cyber secure IoT networks and systems. Topics will cover theoretical foundations of IoT (algorithmic aspects and modelling), IoT technologies (wireless sensors and actuators, IoT and mobile networks), and practical aspects with hands-on lab sessions (programming IoT devices, building and configuring IoT networks). Option units will allow you to explore timely and relevant security aspects of IoT systems and networks.

## Core units

**Wireless Sensor & Actuator Networks:** You will explore the operating principles, standards, design and configuration of WSANs. Future and emerging paradigms (such as mobile crowdsensing systems) and technologies (such as wireless power transfer in ad hoc networks) will also be addressed.

**Mobile & Wireless Networks:** This unit reviews the broad spectrum of relevant technologies (WiFi, ad hoc networks, cellular networks, etc), and examines their operating principles/ protocols and relevant standards as well as the use of these networks in different context and scenarios. The unit also explores the main challenges faced in these networks as well as how they fit into the latest networking paradigms.

**Security & Privacy in Internet of Things:** Smart objects, IoT applications, and their enabling platforms are often vulnerable to security attacks and changing operating and context

conditions that can compromise the security of some of their components (e.g., local sensors, network components, application-level components). They also generate, make use of and inter-relate massive personal data in ways that can potentially breach legal and privacy requirements. This unit will develop your capability to understand and produce security architectures of IoT-related networks and systems.

**Research Methods & Professional Issues:** We will help you to develop key research skills in many areas from project proposals and planning to critical analysis of research findings, academic writing, and dissemination.

**Individual Master's Project:** You will develop an understanding of the characteristics and implications inherent in the solution of a complex, real-world problem within the context of a substantial, independently-conducted piece of work.

## Option units (choose one)

**Human Factors:** Soft systems, human factors integration (HFI), training, trust, organisational learning, information and knowledge management will be examined through case study analysis. You'll also conduct situational awareness and workload measurements in trials, experiments and exercises, and apply user experience (UX) techniques to evaluate interactive systems.

**Security by Design:** Security must be addressed as early as possible when building a system or planning organisational change. However, security never seems to be a driving concern when engaging in innovation. When security is addressed, we discover how hard building security in really is. In this unit, you'll have an opportunity to build security into the design and specification of secure systems, and examine the broader socio-technical context that these fall into.

## Option units (choose one)

**Security Information & Event Management:** Incident management capability means managing computer security events and incidents. Lectures and seminars in this unit will capture the concepts of event logging and collection. You'll learn to define policies, processes, procedures, roles and responsibilities and understand the issues of lead implementation of ISO 27001.

**Enterprise Digital Forensics:** As globalisation and the internet have led to increasing integration, the opportunities for unauthorised exploitation have also grown. You'll develop

competencies for constructing plans to capture and analyse data for an investigation of potentially abnormal activity.

**Cyber Security:** Develop skills and knowledge for cyber security. Material, lectures and seminars in this unit capture concepts of cyberspace ecosystems and the security of socio-technical systems. The unit also covers the life cycle of cyber security mechanisms, including the design, development, management and, most importantly, how they are sustained

## Internet of Things with Data Analytics

### Key Information

#### Duration & delivery:

1 year full-time or 2 years with a 30-week placement (September start), 18 months full-time or 30 months with a 30-week placement (January start), 2 years part-time

#### Start date:

September, January

#### Tuition fees:

UK/Rol: £8,750

Overseas: £14,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

Internet of Things is an emerging computing and networking paradigm that enables the massive and seamless integration of everyday devices and automations to the internet. This seamless integration allows for automatic capture of data and communication with embedded devices and objects, thus enabling the design and development of more efficient cyber-physical systems.

IoT is a key enabling technology for broader high-level paradigm shifts such as smart cities, digital health, industry 4.0 and the circular economy. With billions of devices - such as sensors and smart wearables - now online, IoT systems and networks have emerged as the main source of Big Data. As a result, there is a strong demand for highly-skilled IoT professionals with a focused expertise on data analytics and closely related areas, that are currently scarcely available in the market.

### Course overview

The course will provide you with knowledge and skills needed to design and develop IoT networks and systems capable of efficiently curating and managing Big Data in the context of a wide variety of applications. Topics will cover theoretical foundations of IoT (algorithmic aspects and modelling), IoT technologies (wireless sensors and actuators, IoT and mobile networks), and practical aspects with hands-on lab sessions (programming IoT devices, building and configuring IoT networks). Option units will allow you to develop specialised skills and knowledge in the areas of artificial intelligence, machine learning and data analysis.

## Core units

**Wireless Sensor & Actuator Networks:** You will explore the operating principles, standards, design and configuration of WSANs. Future and emerging paradigms (such as mobile crowdsensing systems) and technologies (such as wireless power transfer in ad hoc networks) will also be addressed.

**Mobile & Wireless Networks:** This unit reviews the broad spectrum of relevant technologies (WiFi, ad hoc networks, cellular networks, etc), examines their operating principles/protocols and relevant standards as well as the use of these networks in different context and scenarios. The unit also explores the main challenges faced in these networks as well as how they fit into the latest networking paradigms.

**Security & Privacy in Internet of Things:** Smart objects, IoT applications, and their enabling platforms are often vulnerable to security attacks and changing operating and context

conditions that can compromise the security of some of their components (e.g., local sensors, network components, application-level components). They also generate, make use of and inter-relate massive personal data in ways that can potentially breach legal and privacy requirements. This unit will develop your capability to understand and produce security architectures of IoT-related networks and systems.

**Research Methods & Professional Issues:** We will help you to develop key research skills in many areas from project proposals and planning to critical analysis of research findings, academic writing, and dissemination.

**Individual Master's Project:** You will develop an understanding of the characteristics and implications inherent in the solution of a complex, real-world problem within the context of a substantial, independently-conducted piece of work.

## Option units (choose one)

**Cloud Computing:** The concept of virtualisation including servers, storage and networks, as well as the cloud structure, services and deployment models will be discussed and explored.

**Neuronal Analysis:** This unit provides you with a focus on advanced models and data analysis methods for understanding the human brain function at neuronal levels.

**Search & Optimisation:** This unit introduces you to classical approaches to search and optimisation. These techniques are employed in a vast number of areas, including health, security, transport, aerospace, finance and many more. Whether the goal is to improve the performance of a new medicinal drug or business investment, advanced stochastic optimisation algorithms are employed by researchers and practitioners to design optimal solutions to many real-world problems.

## Option units (choose one)

**Data Processing & Analytics:** The unit aims to advance your knowledge and skills in the evolving areas of big data, data modelling and analytics. You will develop critical understanding of the methodologies and techniques which lead you to process big data 5Vs, i.e. volume, velocity, variety, veracity and value.

**Artificial Intelligence:** The aim of this unit is to provide an introduction to the first principles and techniques employed in the greater field

and sub-fields of artificial intelligence (AI), together with the skills required to employ AI techniques for solving real-world problems.

**Computer Vision:** This unit focuses on computer vision techniques, ranging from traditional to the most recent state-of-the-art development. The unit entails a strong empirical element where computer vision models are implemented, performance evaluated and validated.

## Cyber Security & Human Factors

### Key Information

#### Duration & delivery:

1 year full-time or 2 years with a 30-week placement (September start), 18 months full-time or 30 months with a 30-week placement (January start), 2 years part-time

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £8,750  
Overseas: £14,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS 6.0 (Academic) with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

Cyberspace is a vast, complex and evolving community that presents enterprise, industry and governments with on-going security management challenges as it grows on an exponential scale.

This course has been developed in response to the needs of the computing and security sectors worldwide. Graduates will be equipped with the ability to assess risk, anticipate and manage security incidents, and develop and assess security procedures and policies.

Your learning will be enhanced by access to cyber security and digital forensics laboratories with state-of-the-art simulation and analytical systems relevant to intrusion detection, incident management, forensic analysis and system penetration testing. From the labs we can see where cyber attacks are happening all over the world, and what attacks are happening and being stopped at BU.

### Course overview

The security of data is fundamental to any business, and IT professionals are increasingly aware of the complexities involved in protecting information, assets, knowledge and intellect. As cyberspace stores more and more information, specialists in security who are ahead of the game will become a critical element in reducing risk.

On this course, you will gain an understanding of the psychology of cyber security by investigating threats, vulnerabilities and impact risk; the contagion of fear, uncertainty and doubt; managing human factors in security; trust management and information assurance. You will develop a deep and holistic awareness of cyber security and human factors.

An exciting and valuable part of this course is the option to do a work placement, which provides an excellent opportunity for you to gain first-hand work experience and apply the learning that you have acquired through the course, especially if you are considering a change in career or direction.



**The critical blend of topics that span from the boardroom through to operations has delivered real value.**

Michael Eaten, graduate



## Core units

**Cyber Security:** Develop skills and knowledge for cyber security. Material, lectures and seminars in this unit capture concepts of cyberspace ecosystems and the security of socio-technical systems. The unit also covers the life cycle of cyber security mechanisms, including the design, development, management and, most importantly, how they're sustained.

**Cyber Psychology:** Explore the impact of the internet and social media applications on individuals, groups, organisations and society, and human factors relevant to cyber security and online behaviours. You'll learn to evaluate the principal features of human factors in current and planned online secure systems and identify means of promoting safer online behaviour.

**Human Factors:** Soft systems, human factors integration (HFI), training, trust, organisational learning, information and knowledge

management will be examined through case study analysis. You'll also conduct situational awareness and workload measurements in trials, experiments and exercises, and apply user experience (UX) techniques to evaluate interactive systems.

**Research Methods & Professional Issues:** Research requires a structured and disciplined approach at all stages. We'll help you to develop key research skills in many areas from project proposals and planning to critical analysis of research findings, academic writing and dissemination. We'll also teach you about professional standards and ethical issues for research.

**Individual Master's Project:** An opportunity to critically investigate and report on a particular issue in depth.

## Option units (choose one)

**Security by Design:** Security must be addressed as early as possible when building a system or planning organisational change. However, security never seems to be a driving concern when engaging in innovation. When security is addressed, we discover how hard building security in really is. In this unit, you'll have an opportunity to build security into the design and specification of secure systems, and examine the broader socio-technical context that these fall into.

**Blockchain & Digital Futures:** This unit defines Blockchain technology, its business aspect, issues, objectives, and challenges, covering Blockchain horizontal and vertical scaling, key basics of cryptography required for understanding the Blockchain technology concepts, different cryptocurrencies, and their issues, challenges, and networks.

**Psychology of Software Development:** You will develop your understanding of the psychological aspects involved in the creation and maintenance of modern software systems.

## Option units (choose one)

**Accessibility & Assistive Technologies:** This unit is an introduction to the concepts of accessibility and assistive technology and explores how technology can be used to support people with temporary, situational or lifelong disabilities by helping to overcome challenges to their self-care, educational, vocational and recreational independence.

**Enterprise Digital Forensics:** As globalisation and the internet have led to increasing integration, the opportunities for unauthorised exploitation have also grown. You'll develop

competencies for constructing plans to capture and analyse data for an investigation of potentially abnormal activity.

**Security Event & Incident Management:** Incident management capability means managing computer security events and incidents. Lectures and seminars in this unit will capture the concepts of event logging and collection. You'll learn to define policies, processes, procedures, roles and responsibilities and understand the issues of lead implementation of ISO 27001.

# MSc

## Digital Health

### Key Information

#### Duration & delivery:

1 year full-time or 2 years with a 30-week placement (September start), 18 months full-time or 30 months with a 30-week placement (January start), 2 years part-time

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £8,750  
Overseas: £14,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in a required subject, or equivalent

#### Required subjects:

Computer Science, IT, Engineering, Design, Health & Social Care, Medical Science, Psychology, Business, Law or Forensic Science

#### If English is not your first language:

IELTS 6.0 (Academic) with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

Digital technology and data science is revolutionising the way health and social care is delivered around the world. These advancements are enabling medical professionals to personalise healthcare delivery and helps predict and prevent issues before they arise.

This course will fuse your understanding of computer science and healthcare by teaching you the practical technological skills needed to drive global change. In doing so, we will help you to become a graduate with the skills needed to address current and future design challenges in developing and deploying digital health solutions.

### Course overview

We want to help you become a critically informed and resourceful graduate with a critical understanding of advanced theoretical knowledge, methods and concepts of relevant digital health technologies required for supporting health and social care services and products.

If your first degree is computing or healthcare related, this course will give you the required knowledge and skills to become a visionary digital health technologist and provide you with a potential 'fast-track' into the healthcare and social care profession. Our course is distinctive in producing graduates who can understand the healthcare and social care perspective and create a strategic view of digital health product development, and who can also manage and lead the development of such products and services.

Having completed the course, potential career opportunities could include health systems and service designer, data analyst, application and systems developer, information governance manager, user experience consultant/practitioner, clinical information manager or planning and performance manager.

 **This course will teach students how to work with key stakeholders across digital technology deployed in health and social care settings. Students will gain experience through hands-on real-life case studies and learn how to lead the development of digital health products and services.** 

Dr Benjamin Gorman, Lecturer in Computer Science, Programme Leader for MSc Digital Health

## Core units

### Research Methods for Health & Social Care:

This unit will provide an overview of different research methods used to address clinical research questions. It will cover aspects of research design and how they apply to the question being asked whether the approach is quantitative, qualitative or mixed methods.

### Foundations of Health Information

**Systems:** This unit aims to help you learn the fundamentals of health information systems while introducing the key concepts, principles, processes and related issues, and carrying out relevant activities in the analysis and design of health information systems. Further, the unit will cover health data generation, compilation, analysis, synthesis, communication and analytics. You will develop a good understanding of the legal and ethical issues surrounding the implementation of health information systems and the use of electronic health data.

**Integrated Digital Healthcare Project:** It is essential to build a digital health workforce to bridge the knowledge gap between healthcare and computing and address today's and tomorrow's design challenges in developing digital health solutions. This unit aims to equip you with knowledge and skills in the

areas of development of healthcare systems and services, with a specific focus on practical case studies. You will undertake a digital healthcare project by applying a software, system and/or project development life cycle.

**Human-Centred Design:** Computer-based interactive systems refers to a spectrum of digital products, services and solutions that interact with human users in business, social and global contexts. The primary success factor in implementing such systems is to involve the human perspective in all steps of the problem-solving process. You will learn how to design and develop such systems by applying human-centred design principles and techniques and carrying out relevant activities in the planning and management to satisfy both business needs and its user requirements. It will also help you develop an understanding of interaction design process and best practices through the exposure to usability, user experience and other related fields.

**Individual Master's Project:** You will develop an understanding of the characteristics and implications inherent in the solution of a complex, real-world problem within the context of a substantial, independently-conducted piece of work.

## Option units (choose one)

**Data Management:** The unit aims to explore modern data management applications and technologies. In particular, the unit aims to develop an understanding of data modelling and the design, implementation of data management solutions, evaluate current trends in data management and introduce data analytics techniques.

**Blockchain & Digital Futures:** The objective of

this unit is to develop your skills and knowledge about the Blockchain technology and its usage. This includes defining the Blockchain technology, its business aspect, issues, objectives, and challenges, covering Blockchain horizontal and vertical scaling, key basics of cryptography required for understanding the Blockchain technology concepts, different cryptocurrencies, and their issues, challenges, and networks.

## Option units (choose one)

**Accessibility & Assistive Technology:** The aim of this unit is to provide you with an introduction to understanding diverse user needs, focusing on challenges caused by temporary, situational or lifelong disabilities.

**Persuasive Technology & Behaviour Change:** You will cover mainstream psychological theories of persuasion, influence, decision-

making and behaviour change alongside their application within the health, business, and e-learning domains. We will discuss the risks and ethical considerations of persuasion and essentials for informed decision-making.

**Smart Systems:** This unit introduces various facets of smart systems technology and how they apply to different environments.

## Key Information

### Duration & delivery:

1 year full-time or 2 years with a 30-week placement (September start), 18 months full-time or 30 months with a 30-week placement (January start), 2 years part-time

### Start date:

September, January

### Tuition fees:

UK/Rol: £8,750  
Overseas: £14,750

### Entry requirements:

A Bachelor's Honours degree with 2:2 in a required subject, or equivalent

### Required subjects:

Computing, Technology, Maths, Physics, Engineering, Data Sciences or Data Analytics

### If English is not your first language:

IELTS 6.0 (Academic) with a minimum of 5.5 in each component, or equivalent

### Bournemouth University International College:

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## Why choose this course?

With great advances in artificial intelligence (AI), ubiquitous sensing and wearables embedded sensing have been rapidly adopted in digital healthcare. Hospitals and healthcare industries are increasingly adopting AI to provide smart solutions for more effective patient care.

These innovative AI-based solutions enable more disease diagnoses and personalised treatment plans, together with advanced assistive technologies, for sustainable patients' health monitoring and tailored response to their specific care.

## Course overview

The aim of this course is to build a workforce of AI specialists in the area of digital health. Our graduates will understand the challenges in designing and deploying AI-driven digital health products in an industry where regulation, responsibility and legal implications are of paramount importance. They will also capture the requirements for adopting AI solutions to the digital healthcare, with assurances of their ethical, safe and effective deployments.

This course will enable you to develop a strong professional capability for adopting modern healthcare needs, together with the technical skills you will require for adopting digital healthcare and AI.

You will acquire a strong technical understanding of digital healthcare technologies combined with AI; which are essential in advancing 21st century digital healthcare in the years to come.

The option units will enable you to tailor your progressive learning towards the areas that interest you, from neuronal analysis, smart systems, computer vision to Blockchain.

As a graduate of this course you will be prepared to undertake employment positions such as AI scientist, AI product director, clinical AI fellow and many more.



**This course will give you the opportunity to acquire technical and professional expertise for starting a top career in digital health and AI which will be central to 21st century smart personalised healthcare.**



Prof Zoheir Sabeur, Professor of Data Science and Artificial Intelligence, Programme Leader

## Core units

### Research Methods & Professional Issues:

This unit provides an overview of different methods which are used to address scientific research questions. It covers aspects of research design, implementation and how they apply to solving digital health- and artificial intelligence-based challenges in a quantitative, qualitative or mixed way.

**Foundations of Health Information Systems:** This unit aims to help you learn the fundamentals of health information systems while introducing key concepts, principles, processes and related issues, while carrying out relevant activities in the analysis and design of health information systems. Further, the unit will cover health data generation, compilation, analysis, synthesis, communication and analytics. You will develop a good understanding of the legal and ethical framework surrounding the professional implementation of health information systems and use of electronic health records data (EHR).

**Artificial Intelligence:** The aim of this unit is to provide you with an introduction to the first principles and techniques which are employed in the field of Artificial Intelligence (AI), together

with the skills and knowledge required to employ AI techniques for solving real-world problems. You will approach AI from a computer science perspective, with focuses given to addressing 21st century real-world problems, while deploying machine intelligence and reasoning which is supported by nature-inspired algorithms and smart applications.

**Accessibility & Assistive Technology:** This unit will provide you with an introduction to understanding diverse user needs, focusing on the challenges caused by temporary, situational or lifelong disabilities. Specifically, you will acquire the skills and techniques to conduct research concerning people with disabilities and inform the design of assistive technology which overcomes their specific challenges.

**Individual Master's Project:** You will develop a good understanding of the characteristics and implications which are inherent in the solution of a complex, real-world digital health- and AI-oriented problem. This will be achieved within the context of a substantial, independently conducted research, and development work.

## Option units (choose one)

**Neuronal Analysis:** This unit provides you with a focus on advanced models and data analysis methods for understanding the human brain function at neuronal levels. Mathematical modelling is achieved using highly performing parallel data processors which imitate biological neuronal network functions.

**Blockchain & Digital Futures:** The objective of this unit is to develop your skills and

knowledge about the Blockchain technology and its usage. This includes the definition of Blockchain technology, its business aspect, issues, objectives, and challenges. You will cover Blockchain horizontal and vertical scaling, key basics of cryptography which is required for understanding the Blockchain technology concepts, various crypto-currencies, networks, issues and challenges.

## Option units (choose one)

**Computer Vision:** This unit focuses on computer vision techniques, ranging from traditional to the most recent state-of-the-art development for patterns detection, classifications and machine understanding.

**Persuasive Technology & Behaviour Change:** You will cover mainstream psychological theories of persuasion, influence, decision-making and behaviour change. You will address their application within the health, business and

e-learning domains. We will discuss the risks and ethical considerations of persuasion with essentials for informed decision-making.

**Smart Systems:** This unit introduces you to various facets of smart systems technology and how they could apply to different environments. A selected set of innovative applications will provide you with practical insight into smart systems, their deployment and applications.

## Data Science & Artificial Intelligence

### Key Information

#### Duration & delivery:

1 year full-time or 2 years with a 30-week placement (September start), 18 months full-time or 30 months with a 30-week placement (January start), 2 years part-time

#### Start date:

September, January

#### Tuition fees:

UK/Rol: £8,750  
Overseas: £14,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in a required subject, or equivalent

#### Required subjects:

Computing, Technology, Maths, Physics, Engineering, Data Sciences or Data Analytics

#### If English is not your first language:

IELTS 6.0 (Academic) with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

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### Why choose this course?

This course provides you with advanced knowledge, methods and processes as enablers for deploying data science and artificial intelligence-based solutions to real-world problems. In particular, this degree focuses on investigative data science and artificial intelligence-based approaches, which apply to the security, environment, human behaviour understanding, transport, health, smart cities, domain sectors and more.

Specifically, you will learn about recent advances in the fields of data analytics, big data tools and technologies, and machine intelligence while experimenting on machine knowledge extraction and critical decision support.

### Course overview

You will graduate with important skills in strategic thinking, for scientific research implementation and communication. This is in addition to the theoretical and practical skills which are needed for the efficient implementation of data science and artificial intelligence-based projects.

We also have established close relationships with companies, research and government agencies that are interested in recruiting skilled graduates in data science and artificial intelligence.

Through these relationships we have organised codejams/hackathons where you will have the opportunity to visit organisations for a specific period of time and work on interesting and practical data science and artificial intelligence problems. This approach will help you in establishing an internship or placement during your course.

We use a broad range of data science tools and technologies, from those established in industry and academia for many years (e.g. MATLAB, R and Weka), to the new favourites which prepare you for mainstream data science jobs (e.g. Python, Jupyter Notebook, Apache Spark and libraries such as Keras, TensorFlow, and PyTorch).

 **This course will give you the opportunity to acquire the technical and professional expertise needed to start a top career in data science which is a core element of 21st century digital knowledge-based economies.** 

Prof Zoheir Sabeur, Professor of Data Science and Artificial Intelligence, Programme Leader

## Core units

**Research Methods & Professional Issues:** This unit provides an overview of research methods used to address scientific research questions. It covers aspects of research design, and implementation, and how they apply to solving data science and artificial intelligence-based challenges.

**Search & Optimisation:** This unit introduces you to classical approaches to search and optimisation. These techniques are employed in a vast number of areas, including health, security, transport, aerospace, finance and many more. Whether the goal is to improve the performance of a new medicinal drug, gene states discovery and expressions, aircraft structural integrity, network traffic cybersecurity, or business investment, advanced stochastic optimisation algorithms are employed by researchers and practitioners in order to design optimal, diverse, and pertinent solutions to many real-world problems for best performing operations.

**Data Processing & Analytics:** The unit aims to advance your knowledge and skills in the evolving areas of big data, data modelling and analytics. You will develop a good understanding of data design, implementation and usage of data-driven systems. Moreover, you will learn how to model data and process big data,

discover knowledge within the data and deal with the dimensionality of the data. Overall, you will develop a critical understanding of the methodologies and techniques which lead you to process Big Data's 5Vs (volume, velocity, variety, veracity and value). Typical big data technology tools such as Hadoop/MapReduce, Storm, Spark, MongoDB and more are introduced.

**Artificial Intelligence:** The aim of this unit is to provide you with an introduction to the first principles and techniques which are employed in the field of artificial intelligence (AI), together with the skills and knowledge required to employ AI techniques for solving real-world problems. You will approach AI from a computer science perspective, with focuses given to addressing 21st century real-world problems, while deploying machine intelligence and reasoning which is supported by nature-inspired algorithms and smart applications.

**Individual Master's Project:** You will develop a good understanding of the characteristics and implications which are inherent in the solution of a complex, real-world data science and AI-oriented problem. This will be achieved within the context of a substantial, independently conducted research and development work.

## Option units (choose one)

**Neuronal Analysis:** This unit provides you with a focus on advanced models and data analysis methods for understanding the human brain function at neuronal levels. Mathematical modelling is achieved using highly performing parallel data processors which imitate biological neuronal network functions.

**Blockchain & Digital Futures:** The objective of this unit is to develop your skills and

knowledge about Blockchain technology and its usage. This includes the definition of Blockchain technology, its business aspect, issues, objectives and challenges. You will cover Blockchain horizontal and vertical scaling, key basics of cryptography, which is required for understanding Blockchain technology concepts, various crypto-currencies, networks, issues and challenges.

## Option units (choose one)

**Computer Vision:** This unit focuses on computer vision techniques, ranging from traditional to the most recent state-of-the-art development for patterns detection, classifications and machine understanding. The unit entails a strong perspective where intelligent computer vision is implemented, using various metrics for models' performance evaluations and validation.

**Smart Systems:** This unit introduces you to various facets of smart systems technology and how they could apply to different environments. A selected set of innovative applications will provide you with practical insight into smart systems, their deployment and applications.

# Design & Engineering courses

As one of the first institutions to offer design courses in the UK, Design & Engineering at BU is well established, with research-active staff available to help you realise your potential.

**Studying a Master's-level course with us can enhance your career prospects and improve your performance. Our courses are tailored to meet industry requirements and to enhance the skills of practising engineers and designers. We attract students from across the world and this provides for an international student experience that has been commended by external commentators.**

Whilst the duration of the full-time course is normally one year, you have the chance to undertake an industrial placement after completing the taught units. Some of our major industrial partners are Defence Science & Technology Laboratory, Ministry of Defence, Schaeffler, SKF and Daido.

Your experience of studying with us will be enhanced and informed by our research, which gives an in-depth understanding of the influences that the changing technological environment and sustainability agenda have on design practices. Underpinned by research in the areas of biomedical engineering, creative design,

mechanical engineering, nano coating, corrosion, energy and modelling (NanoCorr, Energy and Modelling), tribology and design, our courses will equip you to deal not only with today's issues, but also those of the future.

As well as achieving success with commercial projects, the work of our academics is recognised and rewarded by external bodies.

**I have emerged as a much more confident designer.**

Camila Fontalvo, Designer, CTS Europe Limited

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MA Design Management	116

You'll be taught by staff involved in projects with external partners that have an impact on a local, national and international scale.

## Case study: Solar so good

### How BU research is helping revolutionise solar power

If we look to the future, our energy reserves used at our current rates will last us perhaps another 50–60 years for oil and gas, and coal another 100 years. What are we going to do when that runs out? It's a question that BU's Professor Zulfiqar Khan is hoping to find an answer to.

Not only are non-renewable sources of energy, especially those derived from fossil fuels, finite, but they contribute to greenhouse gases, exacerbating ozone depletion and global warming. Whilst there have been advancements in some renewable technologies, Professor Khan, who is also a member of the University's Sustainability Committee, suggests there are still challenges in terms of efficiency and the amount of useful energy that can be generated versus what the world actually needs. For example with Solar Photovoltaic (the most commonly used solar panel), there is a limited supply of materials available to build the technology.

#### Creating new technology

Supported by a team of PhD students and postdoctoral researchers, Professor Khan set to work on developing solar thermal

(low carbon) technologies which used nano-enhanced thermofluids and storage materials instead of traditional solar panel technology. Rather than creating commonly-seen standalone panels, he envisaged the technology becoming integrated within standard building practices.

Professor Khan's renewable energy source works through reducing corrosion, improving heat transfer and fluid dynamics, and using nano coatings to enhance surface efficiencies. Funding from start-up company Future Energy Source Ltd allowed the team to set up labs in Poole, Dorset and create a large-scale model of the solar thermal system. All parts of Professor Khan's model were successfully tested, as well as the heat recovery units, solar Organic Rankine Cycle, optimised thermofluids, and efficient thermal storage. The result was a clean, low cost and sustainable power and heat generator that works using solar radiation, known as a Large Scale Flat Plate Solar Collector (LSFPSC).

#### Successful patents

Since the trials, many parts of Professor Khan's creation have been successfully patented and are being commercialised by Future Energy Source Ltd. The technology is now on sale and has the potential to achieve a 20% reduction in CO<sub>2</sub> emissions and save 47% on fuel bills, with projected £1,000,000 revenue per year for the company with eight people employed as one of the outcomes of this research.

## Engineering Project Management

### Key Information

#### Duration & delivery:

1 year full-time (September start), 15 months full-time (January start), 2 years full-time with optional 30-week placement, 2 years part-time

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £8,750

Overseas: £15,000

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in a required subject, or equivalent

#### Required subjects:

Engineering

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

In recent years there have been significant developments in the philosophies, methods and tools for planning and executing projects. These developments are particularly important to industries engaged in developing new products, systems or capabilities.

This course is designed to provide industry with personnel who understand and can employ management and technical tools, and are able to spearhead and manage the development of new products and projects appropriate for the technological industries.

### Course overview

The emphasis is on practical class-based activities that bring the theory to life. You'll develop an understanding of project management methods and tools, and how to employ them in the planning and execution of projects, as well as becoming fully aware of engineering design methods and tools.

By drawing on research and recent developments you will gain awareness of current issues and develop systematic, original and creative intellectual skills to formulate solutions.

As a graduate of this course, you'll have the ability and confidence to apply your knowledge and skills to design problems either individually or as part of a group. Crucially, you'll be able to do so with a detailed understanding of sustainable development concepts, taking environmental, social and economic issues into account.

This course will be of particular relevance to Knowledge Transfer Partnership Associates engaged in the design, engineering and manufacturing sectors.

As an Engineering Project Management graduate, you will be prepared to undertake roles such as project manager, project engineer, programme manager or technical manager.



**I undertook my placement at GE Aviation in the Lean Team, working on different projects, improving processes. I chose BU because they offered the opportunity to take a placement and put my learning into practice.**



Paula Ruiz, Lead Lean Manufacturing Specialist,  
Hamble Aerostructures

## Core units

**Project Management:** Learn the methods and techniques of planning and designing development projects and how they're used. You'll also gain knowledge about human factors with regards to such projects.

**Knowledge Transfer:** Gain a deep knowledge of the methods and processes of technology transfers, and evaluate the benefits and failings of these transfers. You'll learn to source knowledge and use its added value for business, and be able to choose the level of knowledge required, evaluate its cost to the business and long-term benefits.

**Design Management:** Develop a critical understanding of modern design management, the design process, product development, project planning, the integration of total quality and decision-making analysis.

**Competitive Product Development:** This unit looks at business issues in competitive product development on domestic and global scales.

You'll gain an understanding of marketing, and the modern tools and processes required for competitive product design and manufacture.

**Life Cycle Management:** Develop a deeper understanding of sustainable design issues through materials optimisation and life cycle techniques. Identify and quantify environmental impacts during the life cycle of a product/service from raw material abstraction to end-of-life disposal using life cycle analysis.

**Research Methods:** Develop key research skills in areas such as literature reviews, analysing research findings, project proposals, planning, experiment design and analysis, and dissemination.

**Individual Master's Project:** You'll critically investigate, report and engage with complex issues. You'll present an analytically rigorous and well-argued case, gaining problem-solving skills by applying your knowledge across the discipline.

## Optional placement

An exciting and valuable part of this course is the option to do a placement, which provides an excellent opportunity for you to gain

first-hand industry experience and apply the learning that you have acquired through the course.



# MSc

## Mechanical Engineering Design

### Key Information

#### Duration & delivery:

1 year full-time (September start), 15 months full-time (January start), 2 years full-time with optional 30-week placement, 2 years part-time

#### Start date:

September, January

#### Tuition fees:

UK/Rol: £8,750  
Overseas: £15,000

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in a required subject, or equivalent. If you want to apply for Chartered Engineer status (standard route), you will need to have an IEng accredited Honours degree or academic qualifications that have been approved at IEng level, to meet the Engineering Council's registration requirements

#### Required subjects:

Engineering

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

Accredited by the Institution of Engineering Designers (IED) and Institution of Mechanical Engineers (IMechE)

### Why choose this course?

MSc Mechanical Engineering Design is a course for graduate engineers who wish to enhance their skills/knowledge/experience in engineering design and gain the internationally recognised title of Chartered Engineer (CEng) but do not currently meet the academic requirements. It is generally accepted that professionals holding CEng status benefit from significantly improved career prospects than their peers.

Whilst there are a number of ways to achieve academic requirements, it is becoming increasingly common that would-be Chartered Engineers will hold an appropriate Master's degree. The course is primarily targeted at undergraduate engineering graduates. Graduates holding professional status and accredited degrees are highly valued by employers in the UK and internationally.

### Course overview

We are looking for applicants who:

- Want to gain the ability and confidence to apply their knowledge and skills to specific design problems individually or in a group
- Want to gain an understanding of sustainable development concepts and its framework and principal facets involving environmental, social and economic issues
- Want to be fully conversant with contemporary information resources and use them effectively and efficiently
- Want to be able to document and communicate, using oral and written presentations, project plans and results
- Want to be able to plan, conduct and report on small engineering research projects.

During the course you'll apply mathematical and computer-based models for solving problems in engineering design. You will apply your knowledge to specific design problems. The research undertaken as part of the Individual Master's Project will give you an opportunity to explore your particular area of interest in greater depth.

Upon graduation, some of our graduates are now undertaking roles such as chartered engineer, mechanical engineering designer and project manager.



## Core units

**Advanced Materials:** Provides knowledge of advanced materials, their properties and their applications at the cutting edge of the field utilising a variety of analytical techniques for materials characterisation.

**Life Cycle Management:** Develop a deeper understanding of sustainable design issues through materials optimisation and life cycle techniques. Identify and quantify environmental impacts during the life cycle of a product/service from raw material abstraction to end-of-life disposal using life cycle analysis.

**Structural Integrity:** After completing this unit you will have developed a professional competence and critical awareness of selecting appropriate methods for designing and analysing structural components. You'll be able to independently apply structural integrity theories for solving a range of engineering problems, and have the ability to diagnose the causes of structural failure and propose methods of preventing them in the future.

**Failure Analysis & Prevention:** Develop an understanding of the underlying reasons and mechanisms of materials failures in order to design against and diagnose failure in engineering materials.

**Interdisciplinary Group Project:** Gain professional management skills for working in a team to produce a solution to a technical problem. Develop the ability to determine basic personality characteristics in self and others, undertaking a rationale analysis of how personality characteristics affect group dynamics and understanding strategies for managing self and others when working in a team.

**Research Methods:** This unit will prepare you for writing a project proposal and for conducting and disseminating the Individual Master's Project. You will use key research skills in areas such as literature reviews, critical analysis of research findings, project proposals, planning, experiment design and analysis, and dissemination.

**Mechanical Engineering Design Individual Master's Project:** Using real-life problems you will use your knowledge gained from the course, research findings and industrial experiences to produce an independently conducted piece of work. Your project may be linked to your workplace or to research being undertaken within one of BU's research themes. This project will develop your knowledge of philosophy, methodologies and techniques of research to provide you with an opportunity to critically investigate and report on a particular issue in depth and enable you to engage in complex issues and present an analytically rigorous and well-argued case.

## Optional placement

An exciting and valuable part of this course is the option to do a 30-week placement, which provides an excellent opportunity for you to

gain first-hand industry experience and apply the learning that you have acquired through the course.

One of the most important features of our Design & Engineering degrees is how closely we work with the professional bodies to make sure we deliver what the industry is looking for.

Dr Tania Humpries-Smith, Associate Professor of Design & Engineering

# MA

## Design Management

### Key Information

#### Duration & delivery:

1 year full-time (September start), 15 months full-time (January start), 2 years full-time with optional 30-week placement, 2 years part-time

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £8,750

Overseas: £15,000

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in a required subject, or equivalent

#### Required subjects:

Design

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

The role of design management covers aspects of project management, design and strategic planning to administer the creative process in a professional environment.

By covering these topics with a focus on academic underpinning to real-life situations, our Master's degree prepares you for a career in innovation and leadership within the fast-moving creative industries.

### Course overview

This Master's will appeal to design organisations, employers in organisations that design new products, and candidates holding a first degree or equivalent qualification in a design-related field. The aim is to enhance existing skills and abilities by enabling a systematic approach to design and the decision-making process.

On this course you can benefit from opting to take a 30-week placement in industry, extending your course by a year, although this is not mandatory. This will give you essential real-world experience, placing your theory and skills into practice, and enabling you to harvest a network of professional contacts – all of which are vital for successfully launching a career.

We are looking for applicants who:

- Want to gain the ability and confidence to apply their knowledge and skills to specific design problems individually or in a group
- Want to gain an understanding of sustainable development concepts and its framework and principal facets involving environmental, social and economic issues
- Want to be fully conversant with contemporary information resources and use them effectively and efficiently
- Want to be able to document and communicate, using oral and written presentations, project plans and results
- Want to be able to plan, conduct and report on small research projects.

 **The Careers & Employability Service organises events on campus, promotes networking, gives personal advice and guides you through the process of finding the right job or placement, among other tips and resources.** 

Alejandra Toro, student

## Core units

**Competitive Product Development:** Developing an understanding of the factors that affect competitive product development with both the domestic and the international markets, this unit will cover marketing, product design, manufacturing, component and product sourcing, market evaluation and the benefits of partnership working within the supply and distribution chains.

**Design Management:** Relating studies to decision-making, you will be educated on societal marketing business philosophies and how to use them as a tool in management. The unit will focus on employing a systematic design process for analysing and solving design problems effectively and efficiently.

**Strategic Management:** The role of strategy in a business context is paramount. You will examine the role of analysis in strategy formulation while analysing concepts and frameworks that can be used for assessing an organisation's strategic position. The aim of the unit is to develop an understanding of how implementing effective strategies that match the company's resources to its industry environment can make an impact.

**Knowledge Transfer:** Considering the history of the higher education landscape and its contemporary space as a supplier of knowledge, this unit will give you an in-depth critical understanding of the methods and processes of knowledge transfer. By establishing an understanding of IPR

mechanisms, you will have the ability to critically evaluate innovation drivers within the commercial sector.

**Design Thinking:** Taking a research-based approach you will investigate the latest ideas in advanced design methods and user experience design to move the notion of the product from the traditional physical form to include seeing the product as a service, taking the product into the virtual and the inter-faceless.

**Research Methods:** This unit will prepare you for writing a project proposal and for conducting and disseminating the Individual Master's Project. You will use key research skills in areas such as literature reviews, critical analysis of research findings, project proposals, planning, experiment design and analysis, and dissemination.

**Individual Master's Project:** Using real-life problems you will use your knowledge gained from the course, research findings and industrial experiences to produce an independently conducted piece of work. Your project may be linked to your workplace or to research being undertaken within one of BU's research themes. This project will develop your knowledge of philosophy, methodologies and techniques of research, provide you with an opportunity to critically investigate and report on a particular issue in depth and enable you to engage in complex issues and present an analytically rigorous and well-argued case.

## Optional placement

An exciting and valuable part of this course is the option to do a placement, which provides an excellent opportunity for you to gain first-hand industry experience and apply the

learning that you have acquired through the course, especially if you are considering a change in career direction.

# Disaster Management courses

**Bournemouth University Disaster Management Centre (BUDMC) has an international reputation for excellence in the provision of disaster management education, training and technical assistance, and we are proud of the practical nature of the research, training and consultancy we deliver.**

**We have been delivering education in this specialised field for twenty years, and our staff have decades of experience in education, research and practice. We work with governments, international aid agencies and multi-national businesses.**

Preparing for and managing disasters is an extremely high-pressured environment. Drawing upon the experience of national governments around the world, we foster global best practice and develop cohesion between government departments, emergency services, the military, tourism, aid agencies and more.

As well as our postgraduate degree, BU's Disaster Management Centre also delivers bespoke training and consultancy for organisations and governments around the world, helping them build resilience as well as establishing protocols for handling a wide variety of disaster management scenarios. BUDMC conducts internationally recognised innovative research, contributing fresh ideas and critical findings to crisis and disaster management across the world.

That means we can draw on real-world experience and real-life scenarios to help develop your learning, providing an unparalleled insight into preparing for, and managing through, crises and disasters.

**Our students leave our courses confident that they can participate in the writing of crisis and disaster management plans, or in reviewing and improving the plans of others.**

Richard Gordon, Director,  
BU Disaster Management Centre



We are one of the leading providers of disaster management training and education both in the UK and overseas.

## Case study: Tackling Covid-19

**When the spread of Covid-19 changed the world as we knew it in early 2020, BUDMC played a key part in the response, supporting a number of countries around the world.**

The team worked particularly closely with the government of Sierra Leone, having established a strong relationship when advising them on managing the national response to the 2014 Ebola outbreak in the country.

### Building capacity

A BUDMC team is working with the Department of Disaster Management in the Office of National Security (ONS) and Freetown City Council (FCC) in the AFRICAB (Driving African Capacity Building in Disaster Management) project.

Funded by the UK's Global Challenges Research Fund (GCRF), BUDMC is helping Sierra Leone's districts to handle both Covid-19 and the challenges of the rainy

season. In particular, the BUDMC – through AFRICAB – is co-producing key publications focused on practically helping the districts of Sierra Leone country-wide, building capacity on the ground and identifying and solving single points of failure.

### Wider implications

The work could have wider implications for the entire continent too. Many African nations could experience added complications in their Covid-19 response planning, as a change in the weather could bring natural disaster events such as flooding and monsoons, which could further hamper their efforts to curb the spread of the virus.

### Saving lives

BU's Professor Lee Miles, who leads the BUDMC team, explains further: "We are really seeking to help them build resilience around handling combined scenarios that pose real challenges. For example, the capital, Freetown, floods almost every year. The standard response is to move people impacted by the flooding to the safety of a large stadium, or a hall or school. However, placing people out of harm's way in large, robust locations poses new challenges for containing Covid-19.

"We're helping them think through how they plan for these challenging combinations of eventualities, and supporting them in making decisions that may save lives both now and in the future."

## Disaster Management

### Key Information

#### Duration & delivery:

1 year full-time, 2 years part-time. Each unit is delivered via 1 week of intensive lectures/seminars followed by 8 weeks online learning

#### Start date:

September

#### Tuition fees:

UK/Rol: £9,500

Overseas: £14,500

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS 6.0 (Academic) with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

In a post-COVID 19 world, the MSc Disaster Management is an essential qualification for anyone wanting to enter the world of disaster, crisis and emergency management. Bournemouth University Disaster Management Centre is one of the world's leading providers of disaster management training, education and research. This course draws upon a wide spectrum of current practitioner disciplines, ground-breaking research agendas and current case studies in disaster management. You will have the opportunity to learn about natural and man-made disasters, the importance of public health emergencies and business continuity when disasters strike, and engage with experts from other relevant areas such as the role of foreign policy in crisis management and the importance of humanitarian operations and external assistance.

### Course overview

Our aim is to develop the knowledge and skills required for existing and future crisis and disaster management leaders from a broad range of organisations. Our students typically include government agencies, national and international industries, emergency services and public health medical services, the military, wider academia, small to medium-sized enterprises, faith-based and local community organisations and those involved in public information and the media. Our aim is to develop future leaders who see disaster management as a multi-disciplinary activity drawing upon hard and soft science in support of practitioner-based approaches that lead to cohesive strategies, which are underpinned by academic rigour and practical experience.

In a world in which both public and private sectors are increasingly aware of the risks to their reputation and business survival when disaster strikes, your studies will prepare you to be able to promote disaster management planning within wider security and sustainable development strategies in such a way that they are fully integrated, practised and exercised.

“After years of struggling to get my dream job in intelligence, this course has opened up the doors I needed and I am now an intelligence analyst! I was even employed in my new job before I had completed my degree! The broad nature of the course has opened up my prospects ten-fold and allowed me to obtain crucial contacts with industry leaders.”

Jamie Simpson, graduate

## Core units

**Developing Policies & Plans:** You will be introduced to the importance of sound disaster management plans and frameworks. Internationally, many nations still do not have developed disaster management plans, and this unit has been developed over several years and in multiple countries to assist national governments and their agencies to address this vital issue. The principles of this unit underpin each of the subsequent units.

**Management of Communications & Learning:** This unit teaches you how to communicate learning in effective and attractive ways: gaining the interest of audiences, drawing upon audience experience and knowledge, winning

audience cooperation for greater integrated activities, and creating relevant participatory simulation exercises from academic and practical-based literature to help turn lessons identified into lessons learned.

**Dissertation:** An opportunity to research and study a subject in depth, showing your understanding of it. The dissertation is the conclusion of your learning experience, where you'll carry out a research project. You'll use appropriate research methodology to collect and analyse data and present your findings. Your dissertation will be 15,000 words, and you'll be taught about research methods.

## Option units (choose four)

**Management of Man-Made Disasters & Security Threats:** This unit focuses on the nature and types of man-made (human instigated) hazards, including those on land, air and sea alongside such issues as crowd safety and industrial accidents. Taking a case study approach, you will evaluate the lessons learned from recent reports and complete a strategic level multi-hazard planning and response exercise as part of a group.

**Management of Natural Hazards:** You will examine the complexities of natural hazards which could affect your country. You will learn to evaluate the management issues associated with such hazards (for example early warning systems), and how these can be applied to major incident management, risk reduction and recovery and national planning.

**Management of Wider Stakeholders:** You will develop an understanding of the unique needs and critical resources of a range of business sectors and their key stakeholders and will consider the management issues associated with integrating these into a national disaster management framework including risk reduction, response and recovery. This unit uses the travel and tourism industries as a launch point for study but also includes critical national infrastructure and the energy industries.

**Humanitarian Operations and External Assistance:** This unit introduces you to the challenges that arise when external assistance is offered to another country. You will discuss the differences between

humanitarian operations or assistance and humanitarian intervention. Using a developing set of scenarios, you will engage in simulation exercises as a deployed team offering external assistance to a country faced with a number of natural hazards. The unit concludes by then applying those lessons identified to the home national plan.

**Public Health Preparedness, Resilience & Response:** Throughout this unit, you will examine public health resilience and response strategies within the context of disaster management. Looking at current national and international best practice drawn from a combination of academic and professional practitioner approaches to healthcare resilience, you will learn methods for establishing effective healthcare emergency preparedness, resilience and response systems.

**Foreign Policy Analysis & Crisis Management:** You will focus on understanding the concepts and practice of foreign policy analysis relevant to disaster management. You'll consider the diplomatic dimensions of international disaster and crisis management and evaluate key challenges shaping foreign policy in relation to crises and disasters.

**Disaster Management for Business Professionals:** You will gain a detailed appreciation of the concepts, theories, challenges and practices of the private sector when preparing for, responding to, and recovering from crises and disasters.

# Health courses

Working and thriving within the dynamic environment of healthcare requires opportunities to evolve and to develop your learning over the course of your career. As a lifelong learner, this can be achieved through continuous professional development (CPD).

**Our CPD portfolio covers full Master's courses, part-time options and over 60 individual units of study. We also offer various taught Master's courses, including MSc Health Research, as well as Master's by Research and PhDs in healthcare.**

Undertaking a part-time PhD and studying on top of a busy clinical position is a challenge. Stepping away from practice to study full-time also brings significant challenges, such as loss of clinical skills. We offer a pragmatic solution: a four-year clinical doctorate so employees remain in practice and conduct a piece of research to meet clinical priorities.

We understand the importance of bringing together education, professional practice and research. We work closely with a wide range of healthcare partners to ensure that research helps us to improve our understanding and provision of healthcare and shape future healthcare services.

On our taught degrees, you'll develop the skills you need to play a central role in the organisations that dedicate themselves to preventing disease,

prolonging life and promoting health, and will study with research-active academics.

For healthcare research there are opportunities to work closely with the nine well-established research centres and institutes within the Faculty of Health & Social Sciences. Find out more at [www.bournemouth.ac.uk/hss-research](http://www.bournemouth.ac.uk/hss-research)

**Our qualifications enable healthcare staff to continually advance their evidence base and credentials to improve quality provision.**

Dr Sara White, Acting Deputy Dean (Education & Professional Practice)

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Courses are designed with the workplace in mind, helping you to develop your skills and improve practice for patients.

## Case study: Nurse retention

**Tackling the issue of nurse retention is a key challenge for the NHS as the demands on its resources continue to grow, especially after the advent of Covid-19. A BU research project is hoping to play a significant role in providing a solution to keep more nurses in nursing.**

### Evidence-based model

The Making TRACS to Improve Nurse Retention project sought to answer the question of whether the retention rate of registered nursing staff in one hospital can be improved through the collaborative development and use of an evidence-based nurse retention model, known as TRACS (Transition, Resilience, Authentic Leadership, Commitment, Support).

### Collaborative project

This collaborative project between Bournemouth University's Nursing for Long-Term Health research centre and the Royal Bournemouth and Christchurch Hospitals NHS Foundation Trust (RBCH) was funded by the Burdett Trust for Nursing.

### Project findings

The key findings from the project included recommendations that the NHS should support and nurture leaders who build team relationships based on mutual respect, develop working processes that engage staff at all levels, prioritise training and development, provide opportunities for flexible working, and provide accessible and up-to-date support for workplace challenges.

The project's findings resulted in a variety of positive and impactful outputs, including the development of Support4Nurses, a web-based resource designed by nurses for nurses that helps registered nurses find professional and personal support information quickly and easily. It also resulted in peer-reviewed journal articles and conference papers that will help the NHS keep more nurses in nursing.

A dissemination conference was also held, helping to spread the key findings of the research further.

# MSc

## Adult Nursing (with Professional Registration)

### Key Information

#### Duration & delivery:

2 years full-time, including mandatory work placements

#### Start date:

September

#### Tuition fees:

UK/RoI: £9,500

Overseas: £15,500

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 7.0 with a minimum of 6.5 in writing and 7.0 in all other components

#### Accreditation:

Nursing & Midwifery Council (NMC)



### Why choose this course?

The two-year Master's degree in Adult Nursing is open to applicants with a first degree and relevant experience, and makes use of Nursing & Midwifery Council (NMC) provision for prior learning to allow you to complete the academic award and achieve professional registration as an adult nurse. This course is designed to prepare you to become a nurse, capable of delivering high-quality person-centred care in a wide variety of healthcare settings.

### Course overview

Blending theory with real-world experience, this course helps you to develop your knowledge and understanding of the art and science of adult nursing. Communication and team working are key in health and social care and you will develop a range of interpersonal skills that enable you to work effectively with a wide diversity of clients and within complex settings.

Our skills suites, newly built in 2020, include simulated hospital wards and community settings, allowing you to learn and practice various nursing procedures in a safe and controlled setting. Half of your course will be spent in practice placements where you will gain practical nursing experience in interesting and diverse locations, from NHS hospitals to community homes, private clinics to community nursing teams.

The course is part of our coordinated nursing framework which has been developed to enhance student learning and prepare you for practice. Our approach to interprofessional learning means you'll undertake some study alongside other students on health-related courses, including those on both the BSc and other MSc nursing pathways.

### Recognition of prior learning

As this is an accelerated nursing degree you will need to demonstrate the skills, knowledge and understanding of the profession and health-related care issues, and how your previous study will contribute to a nursing course. This will be assessed through an entry portfolio, which will include 720 hours of practice experience in a health or care environment; ideally this will be paid experience.

**If you want to be a registered nurse and already have a degree and care experience, the MSc Adult Nursing is the option for you. This qualification will prepare you well for a rewarding career in healthcare.**

Dr Jonny Branney, Course Leader MSc Adult Nursing

## Year one

**Applied Health Care Sciences 2:** Analyse the impact of challenges to physical and mental health and wellbeing in individuals and groups across their lifespan.

### Clinical Pharmacology & Medicines

**Management:** You'll learn how to apply your understanding of clinical pharmacology and medicines management as part of healthcare management, in the context of relevant regulatory frameworks.

**Foundations of Nursing:** Understand the theoretical foundations of nursing by examining philosophical, methodological and political and legislative processes that inform the practice of nursing. You'll gain knowledge of the core values that underpin the different fields of nursing and to discuss how those core values can be used to promote person-centred care through the process of care planning and professional evidence-based practice.

### Meeting Acute & Long-Term Health

**Challenges:** You'll develop your knowledge and understanding of the nursing management and

co-ordination of healthcare, which is necessary for managing patients with acute and long-term health challenges.

### Making Improvements of Safety & Quality of Care:

You'll gain the knowledge and understanding required to promote and contribute to maintaining service user/patient safety and engage in risk management in clinical practice.

### Principles of Enquiry & Evidence-Based

**Practice in Health & Social Care:** You'll be introduced to approaches to enquiry and knowledge production, to demonstrate how different assumptions shape research process and claims to knowledge. You'll develop the skills to be able to research your own practice.

**Nursing Practice & Nursing Skills 2:** You will develop knowledge and skills for practice during practice and locality placements and simulation-based learning under the guidance of practice assessors and supervisors and the clinical skills team. You will record your clinical progress and achievements in an online practice assessment learning portfolio.

## Year two

### Team Working for Service Improvement:

You'll develop skills for working in inter-professional teams to design and develop service improvements for the people who use services and their carers.

### Making Change Through Clinical Leadership

**Management:** Prepare to lead and manage yourself and others in the healthcare setting. You'll evaluate management and leadership theories and how they inform managing change in the workplace, and will critically analyse healthcare policy and public health strategy.

**Critical Health Care Sciences:** You'll critically analyse biopsychosocial concepts that underpin complex health needs and the challenges that individuals and groups face across their lives.

### Advanced Therapeutic Communications & Interpersonal Skills for Nursing Practice:

Prepare for the clinical and therapeutic conversations you will have with patients/service users in the healthcare setting and

develop the skills to support individuals and their families to make informed decisions about their health and healthcare.

### Critical Analysis of Caring for People with Complex Health Care Needs:

Develop your critical understanding of and clinical decision-making skills for undertaking nursing assessments and risk assessments, leading to planning and prioritising care for individuals and their families.

### Advanced Principles of Enquiry & Evidence-Based Practice in Health & Social Care:

A range of research designs, approaches, methodologies, measurement and techniques of analysis will be introduced, enabling you to develop an understanding of the techniques you can use in your own research and advance your own application of knowledge.

**Nursing Practice & Nursing Skills 3:** You will build further knowledge and skills for practice during practice and locality placements and simulation-based learning, and steadily gain confidence and competence in readiness for your transition to becoming a registered nurse.

# MSc

## Mental Health Nursing (with Professional Registration)

### Key Information

#### Duration & delivery:

2 years full-time, including mandatory work placements

#### Start date:

September

#### Tuition fees:

UK/RoI: £9,500

Overseas: £15,500

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 7.0 with a minimum of 6.5 in writing and 7.0 in all other components

#### Accreditation:

Nursing & Midwifery Council



### Why choose this course?

This two-year Master's degree course in mental health nursing is open to applicants with a first degree and relevant experience, and makes use of Nursing & Midwifery Council (NMC) provision for prior learning to allow you to complete the academic award and achieve professional registration as a mental health nurse.

One of the primary roles of a mental health nurse is to enable and educate, encouraging those experiencing mental health issues to progress towards recovery. This course prepares you to work effectively with a wide diversity of service users in a variety of complex settings.

### Course overview

You will gain experience within inter-professional practice and develop skills in mental health nursing across the lifespan. During the course you will develop your knowledge and understanding of the art and science of mental health nursing.

Our skills suites, newly built in 2020, will allow you to rehearse practical work and integrate your theory into practice in a safe setting. Half of your course will be spent in practice placements where you will gain practical nursing experience in interesting and diverse locations, from the independent sector to community nursing teams.

The course is part of our co-ordinated nursing framework which has been developed to enhance student learning and prepare you for practice. Our approach to interprofessional learning means you will undertake some study alongside other students on health-related programmes, including those on both the BSc and other MSc nursing pathways.

### Recognition of prior learning

As this is an accelerated nursing degree you will need to demonstrate the skills, knowledge and understanding of the profession and health-related care issues, and how your previous study will contribute to a nursing programme. This will be assessed through an entry portfolio, which will include 720 hours of practice experience in a health or care environment; ideally this will be paid experience.



**Postgraduate study in mental health nursing enables students to develop their prior knowledge, advance critical analyses of practice, and consider mental health in society.**



Dr Tula Brannelly, Course Leader

## Year one

**Applied Health Care Sciences 2:** Analyse the impact of challenges to physical and mental health and wellbeing in individuals and groups across their lifespan.

**Clinical Pharmacology & Medicines Management:** You will learn how to apply your understanding of clinical pharmacology and medicines management as part of healthcare management, in the context of relevant regulatory frameworks.

**Foundations of Nursing:** Understand the theoretical foundations of nursing by examining philosophical, methodological and political and legislative processes that inform the practice of nursing. You will gain knowledge of the core values that underpin the different fields of nursing and to discuss how those core values can be used to promote person-centred care through the process of care planning and professional evidence-based practice.

**Meeting Acute & Long-Term Health Challenges:** You will develop your knowledge and understanding of the nursing management and

co-ordination of healthcare, which is necessary for managing patients/service users with acute and long-term health challenges.

**Making Improvements of Safety & Quality of Care:** You will gain the knowledge and understanding required to promote and contribute to maintaining service user/patient safety and engage in risk management in clinical practice.

**Principles of Enquiry & Evidence-Based Practice in Health & Social Care:** You will be introduced to approaches to enquiry and knowledge production, to demonstrate how different assumptions shape research process and claims to knowledge. You will develop the skills to be able to research your own practice.

**Nursing Practice & Nursing Skills 2:** You will develop knowledge and skills for practice during practice and locality placements and simulation-based learning under the guidance of practice assessors and supervisors and the clinical skills team. You will record your clinical progress and achievements in an online practice assessment learning portfolio.

## Year two

**Team Working for Service Improvement:** You will develop skills for working in inter-professional teams to design and develop service improvements for the people who use services and their carers.

**Making Change Through Clinical Leadership Management:** Prepare to lead and manage yourself and others in the healthcare setting. You will evaluate management and leadership theories and how they inform managing change in the workplace, and will critically analyse healthcare policy and public health strategy.

**Critical Health Care Sciences:** You will critically analyse biopsychosocial concepts that underpin complex health needs and the challenges that individuals and groups face across their lives.

**Advanced Therapeutic Communications & Interpersonal Skills for Nursing Practice:** Prepare for the clinical and therapeutic conversations you will have with patients/service users in the healthcare setting and develop the skills to support individuals and their families to make informed decisions about their health and healthcare.

**Critical Analysis of Caring for People with Complex Health Care Needs:** Develop your critical understanding of clinical decision-making skills for undertaking nursing assessments and risk assessments, leading to planning and prioritising care for individuals and their families.

**Advanced Principles of Enquiry & Evidence-Based Practice in Health & Social Care:** A range of research designs, approaches, methodologies, measurement and techniques of analysis will be introduced, enabling you to develop an understanding of the techniques you can use in your own research and advance your own application of knowledge.

**Nursing Practice & Nursing Skills 3:** You will build further knowledge and skills for practice during practice and locality placements and simulation-based learning, and steadily gain confidence and competence in readiness for your transition to becoming a registered nurse.

# PG Dip/MSc Advanced Clinical Practice and MSc Advanced Clinical Practice (Advanced Nurse Practitioner)

## Key Information

**Duration & delivery:**  
3 years part-time

**Start date:**  
September, January  
(may vary)

**Tuition fees:**  
UK/RoI: £4,000

**Entry requirements:**  
A Bachelor's Honours degree with 2:2 in any subject, or equivalent. A minimum of three years' experience working as a qualified nurse, midwife, registered non-medical healthcare professional or allied health professional, with proof of current registration. Currently working in clinical practice for a minimum of 20 hours per week, and currently engaged in, and able to maintain, a high level of clinical practice, including assessment and physical examination skills, in a clinical setting where development of an advanced clinical practice role has been agreed by the employer

**Required subjects:**  
None

**If English is not your first language:**  
IELTS (Academic) 7.0 with a minimum of 7.0 in each component, or equivalent

## Why choose this course?

This course will enable you to build on your current registrant level of practice through academic and workplace-based learning, in order to attain advanced clinical practice competencies and capabilities, in-line with nationally recognised advanced level criteria. You'll gain the knowledge and skills required to support you in the development of an Advanced Nurse Practitioner or Advanced Clinical Practice role, both professionally and academically at Master's level. The course will extend your critical, analytical and reflective skills, and enable you to integrate new, as well as enhanced existing clinical practice skills, knowledge and competence, within your practice setting. This will support the provision of high-quality healthcare through a more autonomous, independent practice role within the multi-disciplinary healthcare team.

## Course overview

There are two pathways available. If you are a nurse, then you will undertake the MSc Advanced Clinical Practice (Advanced Nurse Practitioner) qualification; if you are an allied health professional, pharmacist, paramedic, midwife, healthcare scientist or other registered non-medical healthcare professional, then the MSc Advanced Clinical Practice is appropriate for you, in supporting your advanced clinical practice role.

## Apprenticeship

We also offer an apprenticeship route for MSc Advanced Clinical Practice and MSc Advanced Clinical Practice (Advanced Nurse Practitioner), for which the entry criteria and structure of the programme are slightly different from the non-apprenticeship route. Applications for the apprenticeship must be made via an employer - therefore prospective apprentices should be employed in a healthcare role and have the support of their employer. To find out more, visit [www.bournemouth.ac.uk/mscacpa](http://www.bournemouth.ac.uk/mscacpa)

 **This Master's is in accordance with the national, multi-professional framework for advanced clinical practice and will support you to gain the skills for a high degree of autonomy and complex decision-making.** 

Dr Jonny Branney, Course Leader

## Core units

**Unit 1: Advanced Practice or Advanced Nursing Practice: Contextual Issues & Professional Development:** You will explore the evolution and current contextual issues surrounding advanced professional practice, in relation to development of your own advanced practice role. You'll also discuss, analyse and debate developments, exploring the evidence base of advanced practice, within a multi-professional setting.

**Unit 2: History Taking & Physical Examination for Advancing Practice:** You will advance your knowledge of anatomy and physiology and develop knowledge and skills to elicit comprehensive patient histories through a structured consultation process. You'll learn how to critically assess patients and develop competence in the physical examination of body systems, distinguishing normal from abnormal findings.

**Unit 3: Assessment, Critical Reasoning & Decision-Making for Advancing Clinical Practice:** You'll develop knowledge to identify a broad range of clinical problems, adopt appropriate assessment strategies, consider differential diagnoses and subsequently develop action plans for patients/service users in your own clinical practice setting.

**Unit 4: Independent & Supplementary Prescribing:** This unit prepares you to prescribe safely, appropriately and cost effectively as an independent and supplementary prescriber, in line with obtaining the requisite professional body recordable qualification. You'll draw on and apply systems-based knowledge and skills to your own practice environment within the context of medicines management and non-medical prescribing.

Or

**Unit 4a/5a: Evidencing Professional Learning (EPL) 1&2:** Having attended a structured learning event appropriate to your own advancing clinical role and applied learning outcomes from the event into practice, this unit facilitates the critical evaluation of advanced scholarship and development of reflective skills in relation to your learning and professional development. You'll

demonstrate application of the learning outcomes in complex and unpredictable professional contexts, as well as reflection and evaluation of change in practice, related to the specific learning event.

The learning for EPL 1 focuses on enhancing and developing your knowledge and understanding of pathophysiology and pharmacology. It supports development of clinical assessment and diagnostic skills, in relation to determining, implementing and evaluating evidence-based pharmacological and non-pharmacological therapeutic interventions, for patients in the student's own clinical settings. EPL 2 uses learning from the student's own clinical setting (as agreed between the student, their supervisor assessor and ACP programme leader) as the basis for further advancing their clinical competence, with emphasis on their area-specific or specialist competences.

**Unit 6: Advanced Practice Portfolio or Advanced Nurse Practitioner Portfolio:**

This unit is a culmination of your learning and professional practice development, through critical exploration, reflection and demonstration of knowledge, understanding and skills for the Advanced Clinical Practice or Advanced Nurse Practitioner role. It concludes with production of a personal portfolio of evidence of academic and professional development relevant to advanced level practice, in line with the UK's advanced practice criteria.

**Unit 7: Preparing for Your Service Improvement Project (PSIP):** A service improvement project aims to better a service or services. You'll learn about an appropriate, systematic and justified methodology in a complex professional area to design an original, intellectually challenging and in-depth SIP action plan for your professional context.

**Unit 8: Service Improvement Project (SIP):** You'll show your autonomous and independent ability in a complex professional context to expand or redefine existing knowledge or develop new approaches to service improvement, and then evaluate your SIP's impact.

# Advanced Practice

## Key Information

### Duration & delivery:

Maximum of 5 years from registration on to a named award

### Start date:

See website for details

### Tuition fees:

See website for details

### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent. Applicants should be engaging in practice for a minimum of 20 hours per week

### Required subjects:

None

### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 6.0 in each component, or equivalent

### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

## Why choose this course?

This pathway is aimed at those already working as health and social care professionals who want to enhance their practice. In recognition of the highly flexible requirements of health and social care practitioners, you can choose from a large variety of units to complete this qualification, mixing and matching the units best suited to your development. The course is delivered on a part-time and CPD basis. Visit our website to see the variety of units available.

## Course overview

This pathway allows you to show your ability to critically evaluate your practice and make evidence-based judgements. You'll be able to integrate new and existing skills in a work setting while maintaining and developing high-quality health and social care in your current workplace. We've designed this course so that you can study individual units, allowing you to steadily work towards a postgraduate qualification, flexibly and at your own pace. You can just sign up to one unit at a time, and there are various entry and exit points. You have five years to achieve all the units for a Master's degree.

## Postgraduate Certificate in Professional Practice

Complete 60 credits from our continuing professional development framework.

## Postgraduate Diploma in Advanced Practice

Complete an additional 60-credits from our continuing professional development framework.

## MA in Advanced Practice

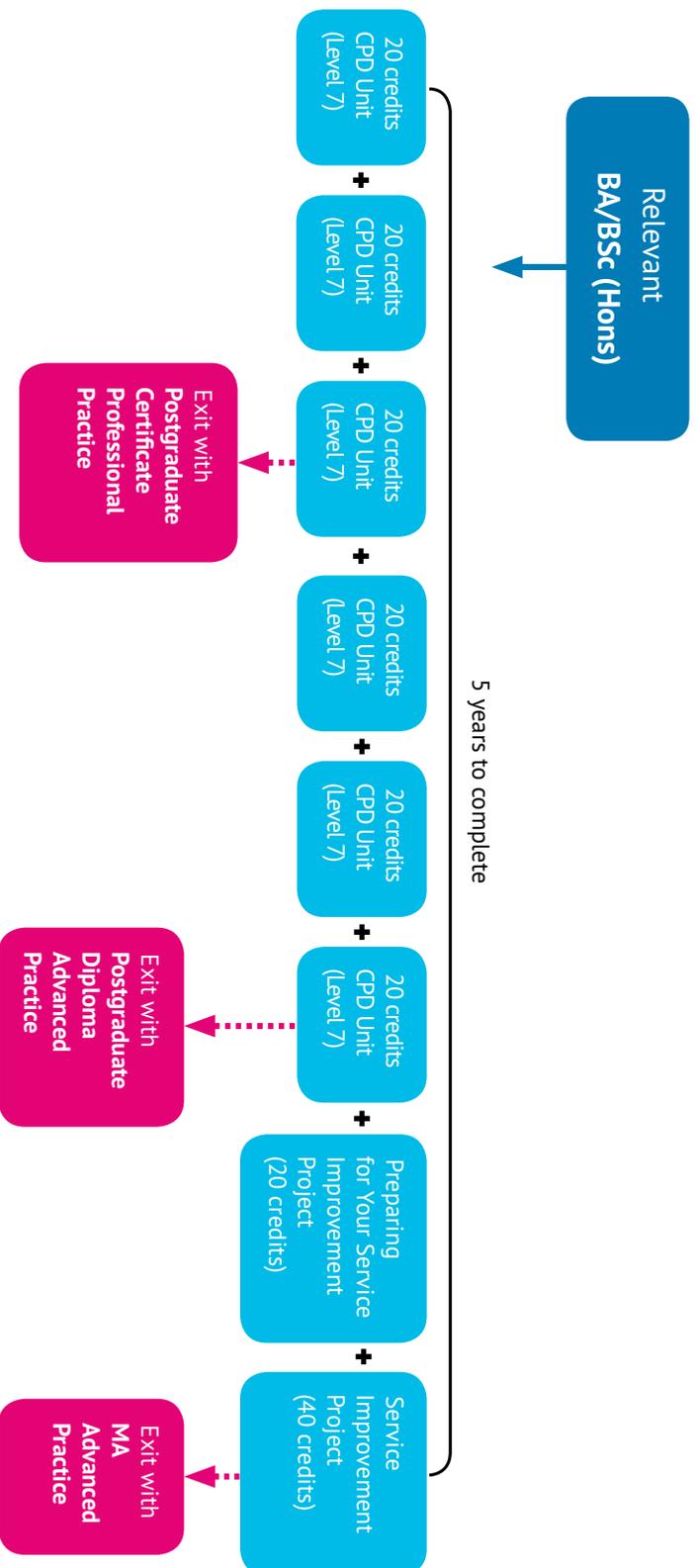
Having completed 120 credits at Master's level, you will need to complete an independent study in service improvement whilst focusing on an aspect of your professional practice and/or service:

### Preparing for Your Service Improvement Project (PSIP) (20 credits):

A Service Improvement Project aims to bring about a measurable benefit to a service or services against a stated aim. Exploring relevant knowledge, skills and attributes, this unit will enable you to prepare for and develop a SIP.

### Service Improvement Project (SIP) (40 credits):

Provides you with an opportunity to implement the PSIP action plan/strategy and undertake an intellectually challenging and in-depth SIP relevant to your professional context.



# PG Dip/MSc Physician Associate Studies

## Key Information

**Duration & delivery:**  
2 years full-time

**Start date:**  
September

**Tuition fees:**  
UK/RoI: £9,500

**Entry requirements:**  
A Bachelor's Honours degree with 2:1 in a required subject, or equivalent

**Required subjects:**  
Health or Science subject

**If English is not your first language:**  
IELTS (academic) 7.5 with a minimum of 7.0 in each component, or equivalent

## Why choose this course?

This intensive two-year clinical course is open to UK-based applicants only, and prepares you to work as a Physician Associate (PA) in the NHS. PAs are healthcare professionals who work to a medical model alongside doctors in hospitals or GP surgeries. This course will prepare you to take a medical history, examine patients, diagnose common problems, perform procedures, and recommend treatment. The Department of Health is committed to increasing the number of PAs in the NHS, particularly in general practice. In Dorset there is a real need for additional healthcare staff in all of the acute hospitals and in GP surgeries, and it is expected that PAs will be part of the solution to this shortage. A typical starting salary for PAs is over £30,000.

## Course overview

The course involves the integration of theory and clinical practice. This is based upon the key tenet that experience and learning are closely intertwined. Unlike more traditional courses, you'll be given substantial clinical exposure from the second month. Fundamental examination and assessment skills are learned initially from simulated patients and in the clinical skills laboratory. As the course progresses, you'll learn more complex skills both in the simulation labs and under the supervision of clinical supervisors in 1,400 hours of practice placements.

The course is underpinned by problem-based learning to develop habits of inquiry and innovation that will promote continued knowledge acquisition throughout a lifetime of learning. Repeated formative assessment will be used to consolidate learning throughout the course and in preparation for the National Examinations for Physician Associates. There will be a key focus on the formation of professional identity throughout the course, underpinned by the four domains of Good Medical Practice (GMC 2013). Team building, peer support, group learning and mentorship will reinforce professionalism and help students to develop resilience. This has been designed to help students prepare themselves for the challenges that working in healthcare demands and to meet the high expectations commanded by the inter-professional team and patients alike.

Successfully completing the PG Dip or MSc will mean you are eligible to sit the National Examination and must register on the General Medical Council Physician Associate Register (this replaces the Physician Associate Managed Voluntary Register in 2021/22).

## Year one

**Introduction to General Medicine for the Physician Associate:** Explore the role of the Physician Associate. Develop skills in taking a medical history and examination and become competent in performing a wide range of core procedural skills. The pathophysiology of common acute and chronic conditions in general medicine will be explored using cases and clinical consultations.

**Emergency Care for the Physician Associate:** Learn to diagnose and manage medical and surgical emergencies, including cardiopulmonary resuscitation. You will gain

insight into assessing and managing patients with urgent problems and injuries in the Emergency Department, Urgent Care Centres and Out of Hours.

**Mental Health for the Physician Associate:** Develop skills in taking a psychiatric history, performing a mental state examination and interpreting the findings. You will critically explore common mental health problems and their management using cases and clinical consultations.

## Year two

**Women's Health & Surgery for the Physician Associate:** Develop skills in gynaecological and obstetric history and examination. You will critically explore common women's health and general surgical problems and their management using cases and clinical consultations.

**Paediatrics for the Physician Associate:** Learn to assess and examine young people and children of all ages, including babies and infants, and how to recognise the sick child. You will study child development, child safeguarding and common and serious paediatric illnesses.

**Primary Care for the Physician Associate:** Diagnose and manage unselected patients with any medical problem under the direct supervision of a GP. Develop skills in taking a focused clinical assessment and complex

medical decision-making, while learning about the common acute and chronic conditions managed in Primary Care.

**Exploring & Evaluating Evidence\*:** Critically appraise research evidence, explore various approaches to enquiry and knowledge production, and consider how different philosophical assumptions shape claims to knowledge.

**Critically Reviewing Practice for the Physician Associate (final project)\*:** You will write a final project related to one particular aspect of healthcare. Working in small groups, you will work collaboratively to conduct a comprehensive literature review and undertake a critical evaluation of an area of interest relating to your practice.

\*Unit applies to MSc only



Physician Associate Studies is a fantastic opportunity for graduates to become healthcare professionals, helping to diagnose and treat patients. Early clinical exposure is what makes our course so unique and allows students to maximise their learning.

Alexander Marc Smith-Vidal, Physician Associate Student



# MSc

## Health Research

### Key Information

#### Duration & delivery:

1 year full-time or flexible as CPD

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £8,000

Overseas: £14,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

Experience or insight into related work/study/research is usually required. Health professionals with non-traditional academic backgrounds will also be considered

#### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This course gives you the opportunity to develop the skills necessary to design, carry out and report a research study that is clinically applicable, scientifically sound and relevant to patients. Throughout this course you will be able to focus on an area that interests you, making it relevant to what you do.

### Course overview

From randomised controlled trials to qualitative explorations of patients' experiences, health research is a fundamental part of providing evidence-based healthcare. However, it is important that this research is based on areas of investigation that are of relevance to both clinicians and patients alike. This course has been designed to take you through the research process from formulating a suitable research question to designing the study, collecting appropriate data, and reporting the findings to different audiences. All of this will provide opportunities to work with academics and clinicians experienced in conducting health research.

There will be a strong focus on involving members of the public and patient groups in your research. As such, you will be given training on the different ways they can be involved throughout the whole process.

The work you will do as part of this course will provide opportunities for you to create research outputs (e.g. manuscripts for publication) and contribute to a portfolio of research experience suitable for applications related to future research study (e.g. NIHR Clinical Doctoral Fellowship), or to further your career as part of a research team (e.g. research nurse).

 **The course is about supporting people to do research in health and social care. It has been designed to provide you with a wide range of research experience which comes together to produce a portfolio of your research outputs that can be used to help further your career (e.g. as part of a team conducting research or applying for a doctoral fellowship).** 

Dr Sharon Docherty, Course Leader

## Core units

### Exploring Ideas in Health & Social Care

**Research:** Formulating a research question is a crucial first step to any piece of research to be undertaken. This unit will guide you through the process of identifying and clarifying an area to focus your research efforts. You will discover some of the considerations important to the process.

### Research Methods for Health & Social Care:

This unit will provide an overview of different research methods used to address health and social care research questions. It will cover aspects of research design and how they apply to the question being asked – whether the approach is quantitative, qualitative or mixed methods.

### Systematic Reviewing to Inform Practice:

Having an understanding of the existing research literature allows you to place your research study in context. This unit will help you develop skills in searching for relevant research publications as well as extracting and synthesising data before interpreting and reporting findings in a systematic manner.

**Public Involvement in Research:** In this unit you will explore and evaluate a range of models and approaches to public involvement in research – from shaping your

research agenda and through each stage of the research cycle. You will identify a strategy (what, why and how) that will best fit your proposal allowing you to gain an appreciation of how this collaboration can enhance your research.

### Managing Research & Working with Data:

This unit will expose you to a variety of quantitative and qualitative data analysis methods appropriate for different types of health and social care research questions. You will also gain an understanding of the importance of managing datasets in line with research governance guidelines.

**Developing a Study Proposal:** The study proposal is the first stage in bringing together your previous training. In preparing your proposal, you'll learn how to draw on evidence for identifying and putting together a research question and approaches to investigating it. You'll also discuss issues related to the enquiry process.

**Dissertation Project:** You'll draw on your previous learning and develop independent study and project management skills. The dissertation project will also help you develop specialist knowledge in an area related to your professional interests.



Images used are for illustrative purposes only

# MSc

## Nutrition & Behaviour

### Key Information

#### Duration & delivery:

1 year full-time,  
2-4 years part-time

#### Start date:

September

#### Tuition fees:

UK/RoI: £8,000  
Overseas: £14,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in a required subject, or equivalent

#### Required subjects:

Clinical/Life Sciences, Nursing, Psychology, Nutrition or Neuroscience

#### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 6.0 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

Association for Nutrition



Accreditation No. AC238

### Why choose this course?

This is the first course of its kind in the UK that explores the bi-directional impact of nutrition on behaviour and the brain, and the impact of behaviour on diet. These complex interactions are explored from before conception into old age.

The course is accredited by the Association for Nutrition. After graduating, you will be able to apply for Associate level status with the Association for Nutrition.

### Course overview

Good nutrition is fundamental to living a long, full and rewarding life. Nutrition related ill-health is a major factor that contributes towards preventable disease including obesity and many of the non-communicable diseases on both a national and global scale: diabetes, cardiovascular disease and cancer.

This course will provide a solid foundation in the physiology and biochemistry of nutrition, which is complemented by units exploring the role of nutrition in behaviour and cognition, and the management of associated conditions.

Another valuable element of this course is that you'll undertake a short work-based learning and professional development unit in an environment of your choice, locally or internationally, to enhance professional learning to practice.

This could be in healthcare, community, private sector or nutrition and food-based organisations. Some of the organisations our students have been on placements with include London Centre of Intuitive Eating, LiveWell Dorset, Age UK, JP Morgan, Christchurch Food Education Trust, Encore Dementia Care, SportBU, Addaction, Stable Family Home Trust, Safewise Bournemouth, Royal Bournemouth Hospital, Charite Berlin (Germany), GoDiets (India), Tekin Nutrition & Diet Counselling (Turkey).

The experience you will gain on your work-based learning will help you to put what you have learned on the course into a professional context, and help you to grow and develop your own approach to the field of nutrition and behaviour.

We have enhanced the quality of teaching and learning with additional extracurricular sessions which are delivered once per month. These are research seminars and journal clubs which foster development of critical thinking and communication, grow subject specific knowledge, and additionally enhance the interaction between students and staff beyond the lecture setting.

## Core units

**Advanced Research Methods:** This unit will provide an overview on experimental, survey and qualitative research strategies together with the relevant data analysis techniques and statistical analysis software. It will also reflect recent developments in medical research such as the need for size, power and sample size calculations.

**Contemporary Nutrition:** You'll develop and broaden your in-depth knowledge of the latest research findings within the context of global nutritional issues, the interaction between nutrients, physiological functions and the health conditions they influence. This unit provides integrated information on nutrition, physiology, health and disease and public health applications.

**Nutrition for Brain & Mental Health:** You'll gain an advanced insight into the interaction between nutrition, the brain and a variety of aspects of mental health. Both physiological and cognitive ways our daily diet can affect mental and brain health will be explored. The unit's innovative content is designed to discuss the topical issues, such as the role of evidence-based nutrition on brain function and dysfunction and effects on cognitive and mental health.

**Nutrition, Health & Psychology:** This unit provides an overview of recent evidence and current thinking on the control of appetite, food intake and the regulation of energy balance. You'll develop an understanding of the interplay between the physiological and psychological (behavioural) regulatory processes underpinning the control of feeding

and energy intake with a view to improve the health and quality of life among individuals and groups in the community.

**Nutrition in the Prevention & Management of Disease:** You'll examine the foundations of nutrition (macro nutrients and micro nutrients for example), vitamins, methods of assessing dietary intake and nutritional status, energy and nutrient requirements, metabolic pathways related to nutrition, and function of nutrient digestion and absorption. You'll also evaluate the prevention and management of disease in the community setting (for example gastro intestinal disorders such as celiac disease, inflammatory bowel disease, and irritable bowel syndrome), food intolerances and allergies, obesity and metabolic disorders, cancer and heart disease.

**Dissertation Project:** This is a student-managed piece of work that is undertaken with guidance from academic supervisors. The unit encourages you to draw on prior learning and aims to develop your ability for independent study and project management. It seeks to expand your knowledge and/or practice in a complex professional context. A large and varied range of dissertation projects are offered, both laboratory and community based.

**Developing Professional Practice:** A unique feature of the MSc is the work-based element embedded within the Developing Professional Practice unit. Typically you'll spend a minimum of 10 days engaging in professional practice activities in the healthcare, community or private sector.



Studying this Master's has been a valuable contribution to my employability. I now work for Cornwall Council for the Health Promotion Service as a Healthy Schools Advisor.

Harriet Kretowicz, graduate



Progression course

# PG Dip/MSc Public Health

## Key Information

### Duration & delivery:

1 year full-time, 3 years part-time.

### Start date:

September

### Tuition fees:

UK/RoI: £8,000

Overseas: £14,750

### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

### Required subjects:

Experience or insight into related work/study/research is usually required

### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 5.5 in each component, or equivalent

### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

## Why choose this course?

This academic course gives you the opportunity to explore in-depth public health issues with public health academics, researchers and practitioners. It reflects local, national and international public health agendas and you will have the opportunity to focus your assignment work on your own specific public health-related interests.

## Course overview

Public health entails multi-agency involvement and partnerships, and we welcome people to the course from a range of backgrounds. The course is suited to those with interests such as public health, community development, housing, environment, health promotion, transport, environmental health, partnerships, quality improvement and epidemiology.

This course attracts students internationally so you'll have the opportunity to study alongside students from across the world, sharing experiences and widening perspectives on public health issues.

The MSc course can be studied full-time or part-time to enable you to continue working alongside your Master's degree if you wish. Students also have the opportunity to take stand-alone individual units of study rather than register for the whole course.

During the course you will be able to apply for student membership of the Royal Society for Public Health.

## Modes and qualifications of study

- Postgraduate Certificate: study three units
- Postgraduate Diploma: study six units
- Master's: study six units plus a dissertation.



**The knowledge and skills I gained on this course assisted me in obtaining a job in a research consultancy firm, which specialises in research and development with a focus on public health.**



Youssef Karaki, graduate

## Core units

### Context & Scope of Public Health:

An introduction to the scope of the current public health agenda. You'll gain an understanding of national and international public health issues.

**Epidemiology & Infection:** During this unit you'll develop conceptual orientation and knowledge of epidemiological techniques needed for delivering health services to populations. You'll identify what influences the health of population, to assess population health status and need. You'll also develop skills in assessing, planning and evaluating health services and technologies.

### Public Health Management Strategies:

This unit explores the ways public health strategy is executed. You'll evaluate international public health strategies and interventions. Through evaluation you'll begin to create strategies and solutions to public health issues.

### Health Promotion & Partnership Working:

You'll evaluate the role of partnership working in health promotion, considering the issues involved in health promotion and health promoting partnerships. You'll

examine the evidence base for health promotion and partnership working in public health practice and explore issues such as the role and function of different agencies, needs assessment, planning, execution and evaluation.

**Exploring & Evaluating Evidence:** Learn about the nature of knowledge and the various approaches to research and knowledge production. You'll learn about different research methodologies and how to assess research carried out by others.

**Developing a Study Proposal:** This unit will help you to prepare a proposal for a piece of research, literature review or a practice development study. You'll learn how to draw on evidence for identifying and putting together a research question and approaches to investigating it. You'll also discuss issues related to the enquiry process.

**Dissertation Project:** You'll draw on your previous learning and develop independent study and project management skills. The dissertation project will also help you develop specialist knowledge in an area related to your public health interests.



Images used are for illustrative purposes only

## Medical Imaging with Management

### Key Information

#### Duration & delivery:

1 year full-time;  
2 years part-time;  
Flexible as CPD

#### Start date:

September

#### Tuition fees:

UK/RoI: £10,000  
Overseas: £15,000

#### Entry requirements:

A Bachelor's Honours degree with at least 2:2 in a required subject, or equivalent. Appropriate professional qualifications with significant work experience would be considered

#### Required subjects:

Radiography, Medical Physics, Engineering, Medicine, Biomedical Sciences, Biological Sciences, Physical Sciences. Other healthcare professionals will also be considered

#### If English is not your first language:

IELTS (academic) 6.5 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This course is designed to suit the progression and career development of scientists, radiographers, medical physicists, engineers and medical students wishing to intercalate and prepare for a career in radiology.

Medical imaging is a rapidly growing field and an essential element of modern medicine playing a key role in the diagnosis, and management of disease. The aim of our inter-disciplinary MSc in Medical Imaging with Management is to provide you with a strong, systematic understanding and awareness of current clinical practice protocols across a range of medical imaging modalities. In addition, you will develop a critical awareness and new insights into essential leadership and people management issues, together with the needed skillset for a career in advanced medical imaging practice, research and leadership.

### Course overview

For complex medical imaging departments to run efficiently, the clinical and managerial leadership skills that this course develops are necessary to provide exemplary patient care and ensure overall responsibility for the unit in line with departmental and hospital business plans. The course provides an in-depth understanding of the concepts that underline the operation of advanced imaging technologies required for clinical practice and research.

You'll critically explore technological advancements including data management systems and developments in the field of imaging practice, and will be introduced to the physical principles, imaging techniques, basic imaging anatomy and skills to recognise common clinical abnormalities. Furthermore, the course provides a systematic overview of essential leadership and people management principles needed for a career in this specialised field. The course can also act as a bridge between undergraduate studies and advanced independent medical imaging (MRes and PhD), making use of current emerging technologies.

Working to bring together those working in research, education and our practice partners in healthcare, our new Bournemouth Gateway building includes an MRI scanner, to provide a training and research resource for students on this course, as well as local practitioners.

## Core units

**Cross-sectional Imaging 1 (MRI):** You'll learn the physical principles, specific imaging techniques, basic imaging anatomy and recognition of common clinical abnormalities when using magnetic resonance imaging (MRI) techniques.

**Cross-sectional Imaging 2 (CT):** You'll learn the physical principles, specific imaging techniques, basic imaging anatomy and recognition of common clinical abnormalities when using computed tomography (CT) techniques.

**Research Methods for Health & Social Care:** This unit will provide an overview of different research methods used to address health and social care research questions. It will cover aspects of research design and how they apply to the question being asked whether the approach is quantitative, qualitative or mixed methods.

**Managing People:** The unit aims to develop your knowledge, skills and understanding of the theories and practices of organisational behaviour, especially in the area of people management, and how this can effectively contribute to positive organisational outcomes.

**Leadership Essentials:** The unit aims to provide a critical understanding of leadership theory and how it relates to practice in a variety of organisational settings. You will develop greater self-awareness through reflexivity and working with teams, combined with a theoretical understanding including emotional intelligence, resilience and well-being.

**Dissertation:** The unit encourages you to draw on prior learning and aims to develop your ability for independent study and project management, expanding your knowledge and/or practice in a complex professional context.

## Option units (choose one)

**Foundations of Health Information Systems:** This unit aims to help you learn the fundamentals of health information systems by introducing the key concepts, principles, processes and related issues, and carrying out relevant activities in the analysis and design of health information systems. Besides, the unit will cover health data generation, compilation, analysis, synthesis, communication and analytics.

**Systematic Reviewing to Inform Practice:** Having an understanding of the existing research literature allows you to place your research study in context. This unit will help you develop skills in searching for relevant research publications as well as extracting and synthesising data before interpreting and reporting findings in a systematic manner.

 This course will give you advanced scientific and leadership knowledge, as well as the skills to improve your current practice for leadership/managerial roles. 

Dr Theo Akudjedu, Course Leader.



# Journalism, English & Communication courses

**Our mix of theoretical understanding and practical knowledge in communication and journalism encourages personal, professional and academic development.**

**In a dynamic communications environment, the challenge is to keep ahead of the ever-changing demands of the industries and respond to how audiences and consumers engage with content.**

Our degrees are professionally orientated, and employment focused. You'll learn from experienced writers and practitioners who will encourage and support you as you develop your work to publishable quality. We enjoy strong industry links with employers in the UK news industry, international publishers, communication agencies, content providers and non-governmental organisations.

Our graduates learn valuable transferable and disciplinary knowledge and skills that enable them to go straight into a range of careers locally, nationally and internationally, and often enjoy an accelerated rate of promotion.

Our practical approach in journalism means that you will have access to a range of professional facilities and resources that are standard within industry. In the realm of communication, you will develop professional expertise through the use of

our extensive range of specialist learning facilities, real-life consultancy projects and placement opportunities.

Our courses have strong links with industry, offering specialist speakers/specialist classes to help reinforce the teaching, as well as enhancing employment opportunities through the connections that you are able to make. Through it all, you'll be working with staff who have professional and research expertise in journalism, narrative, and media and cultural theory.

Our research helps commercial, public and community news outlets, and informs national and international policy. Whether you want to start an entirely new career or build on your existing skills to accelerate your chosen career path, you will be studying with and taught by academics who are leaders in their fields and who are constantly making a difference through projects of global impact.

MA Multimedia Journalism  
MA Media & Communication

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MA English & Literary Media  
MA Creative Writing & Publishing

148  
150



Our courses provide you with transferable skills to prepare you for a range of careers globally.

## Case study: I predict a riot

### How a BU researcher is helping document the use of riot weapons against civilians and documentary makers.

Organisations such as the World Medical Association and NATO state that there is not enough information on the effects of riot control weapons such as tear gas, water cannons and rubber bullets. This is despite their daily use on civilians, including children, as captured by the world's media.

Since 2013, Dr Anna Feigenbaum, Associate Professor in Digital Storytelling at BU, has been researching into real-world impact of these weapons. In particular, Dr Feigenbaum's work has highlighted the lack of regulation in the industry and, to date, has made a wide range of impacts around the world.

From influencing the European Council's Human Rights Commission to adopt new policy guidelines around the use of tear gas on protestors, through to informing the strategies of non-government organisations including Amnesty International, the outcomes of Dr Feigenbaum's research have positively impacted both national and international audiences.

### RIOTID

The most tangible of these outcomes is the creation of a publication, RIOTID, which has been used to train human rights monitors and field medics in how they record and monitor the use of riot control weapons. RIOTID has successfully made its way into a variety of practical contexts and was used during a Palestine community protest where participants carried the RIOTID guide as they marched.

Civilians are encouraged to identify riot control weapons and upload photographs to a dedicated Twitter account, @RiotID, using #RiotID, for future identification by a team of experts. The creation of the RiotID guide utilises pictograms and icons to illustrate tear gas safety information, manufacturer locations, weapon types and basic tips for would-be documentary photographers.

### Collaboration

Most recently, Dr Feigenbaum has collaborated with the team who produced RIOTID, the Omega Research Foundation, design agency Minute Works and BU's Dr Isabella Rega, to educate A-level students (and the international equivalent) on the impact of riot control weapons. Funded by the United Nations Department of Drugs and Crime, the team has developed a UN board game, along with a lesson plan for teachers, to help demonstrate the consequences of tear gas use.

# MA

## Multimedia Journalism

### Key Information

#### Duration & delivery:

1 year full-time with compulsory 3-week placement (September start), 16 months full-time with compulsory 3-week placement (January start)

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £8,500

Overseas: £15,000

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 7.0 with a minimum of 6.5 in writing and 5.5 in all other components, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

Broadcast Journalism Training Council (BJTC)



### Why choose this course?

The MA in Multimedia Journalism will enable you to cover any news story for the web, television or radio. It also offers the opportunity to specialise in areas such as radio and TV documentary, media and global challenges, and new media innovation.

### Course overview

In the ever-changing media landscape, core journalistic skills are at a premium. The mix of broadcasting and online writing in this intensely practical course sharpens the defining elements of cutting-edge journalism. You'll produce live news and broadcast bulletins across the internet, gathering news and feature stories both nationally and locally. Using professional-standard studios and newsrooms, you'll be encouraged to take key roles as editors, news editors, online editors, and reporters on all of our media outlets.

The ways in which we select our students are socially inclusive, and we have a broad mix of international and UK students studying with us. The course suits new entrants to the profession and those wishing to extend their skills across different media, at home and abroad. You can also tailor this MA to suit your needs, with the option of a start date in September or January.

The course is accredited by the Broadcast Journalism Training Council (BJTC), meaning it teaches practical journalism skills to a professional standard.



**Doing this course has been one of the best investments I have made in my life. It goes beyond just getting a Master's degree. It's a great programme that has prepared me for the international stage in my career as a journalist.**



Emmanuel Ereyi, MA Multimedia Journalism student, 2020-21

## Core units

**Digital Journalism:** Discover insights and practices of multimedia journalism, using a mix of text, radio and TV. You'll become familiar with multiplatform publishing, collaborating in multimedia teams, and develop competence in producing and analysing evolving styles of journalism in many digital forms. You'll get the chance to explore digital video and online feature writing.

**Journalism in Global Contexts:** This unit explores journalism in global contexts, offering insights into the issues relating to gathering and distributing news in - and for - varied news cultures. You'll be challenged to debate the ethical, political, social and cultural dimensions involved in journalism products for national and transnational audiences.

**Legal & Ethical Context:** Gain an understanding of media regulation, issues with press and broadcasting freedoms and approaches to the role of journalism and journalists, along with their ethical dilemmas and professional codes of conduct. You'll learn what you're legally allowed to report in the UK (in situations including court proceedings and council meetings) and how to avoid being sued, and consider what might be justified for publication in the public interest.

**Multimedia Reporting Skills:** This unit will give you the basic skills needed for written and broadcast journalism. It will nurture your ability to write fluently, concisely and coherently to deadline. You'll develop the ability to utilise contacts and sources using traditional and emerging social media techniques. Contemplate intellectual, ethical and professional issues associated with news reporting and execute depth of research and imaginative presentation skills.

**Journalism Project:** You'll complete a self-conceived piece of independent research and produce a journalistic artefact under the guidance of a nominated supervisor. You can take this unit as distance learning, subject to your supervisor's approval.

**Professional Placement:** A chance to complete work experience at one or more professional news organisations, where you'll develop your understanding of journalistic practices. The placement must last a minimum of three weeks. The organisation you work at will be approved by a supervisor, and you'll produce a reflective account of your experience.

## Option units (choose two)

**Immersive & Interactive Storytelling:** You'll examine existing and emerging digital technologies which put the audience experience of information at the heart of storytelling. You'll explore formats such as VR, AR and 360, whilst developing an understanding of the challenges posed by digital media.

**Documentary Journalism:** Examine documentary forms and practices in radio and television. Technical workshops in recording and production techniques are also included, and you'll produce an audio or video documentary.

**Media & Global Challenges:** This unit explores the function and role of the media during crises. It will consider how the effects of crises permeate beyond their local and national

contexts and the role of news media in shaping public understanding and responses to these events.

**Investigative Journalism:** Explore the history and practice of investigative journalism, and how it's applied in traditional and online media. You'll be exposed to a variety of writings and approaches to the genre and gain insights into the key issues and debates around such journalism.

**New Media Innovation:** You'll engage with key issues and debates facing a networked media landscape. Ways to complement and improve existing journalistic processes will be at the forefront, including data journalism, increased transparency and accountability, mobile news applications and augmented reality.

# MA

## Media & Communication

### Key Information

#### Duration & delivery:

1 year full-time or 2 years full-time with optional 30-week placement (September start), 16 months full-time or 2 years full-time with optional 30-week placement (January start)

#### Start date:

September, January

#### Tuition fees:

UK/Rol: £8,500

Overseas: £15,000

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 6.5 in writing and 6.0 in all other components, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This flexible course gives you the chance to study communication and media theory at an advanced level. It will provide you with a highly employable set of skills, together with the ability to engage with theoretical concepts and display critical understanding and analysis.

### Course overview

Underpinned by our practice-led research expertise, the course allows you to develop your capability to engage with research and communicate your ideas in a variety of media, including text, video and audio.

You can tailor this MA to suit your needs with the option of a start date in September or January. This course gives you the opportunity to focus on subjects that are of interest and relevance to you. Furthermore, you'll have the option to apply to undertake a 30-week professional placement within the communication or media sector, designed to enhance your employability after graduation.

The course aims to produce flexible graduates who can think rigorously, critically, analytically and imaginatively and apply knowledge to practical situations. You will gain the skills to make valuable contributions towards media and communications practice within complex or unpredictable environments.



In addition to hands-on assignments and workshops taught by media experts during the course, you will have the opportunity to gain work experience through a 30-week placement.



Prof Anna Feigenbaum, Course Leader

## Core units

### Key Concepts & Methods: Users & Producers:

This unit explores the key concepts and methods associated with analysing and understanding audiences and producers following a project-based learning approach. It introduces you to the academic study of media and communication, focusing on concepts and methods used to research users and producers.

### Key Concepts & Methods: Texts & Artefacts:

This unit explores the key concepts and methods associated with analysing and understanding texts/artefacts following a project-based learning approach. It will provide you with an introduction to the academic study of media and communication, particularly emphasising the role of media and communication research and its relationship with society and culture.

### Communicating Ideas in the Digital Age:

During this unit you'll explore the ways in which research, and ideas more generally, can be expressed and communicated via alternatives to the book, the article and the lecture. You'll examine, for example, the communicative power of video, audio, performance, social media, and games in order to consider how knowledge is mediated

in different forms. You will develop skills as producers, curators and experts as you devise methods and artefacts which translate complex research ideas into forms which are understandable by particular audiences.

### Media Diversity & Cross-cultural

**Communication:** This unit aims to support you in developing the knowledge and skills to critically evaluate cross-cultural contexts and to reflect on key themes in the area of media and diversity. You will analyse how social and cultural diversity is constructed, represented and understood by the media.

**Major Project:** The Major Project comprises a dissertation and exhibition. The dissertation aims to provide you with the opportunity to develop and demonstrate your critical, analytical and research skills by undertaking a significant piece of academic work as the culmination of your course. The aim of the exhibition is to provide you with the experience of translating your academic work into a media artefact and practice-based presentation, synthesising and furthering your skills in communicating ideas, translating research into media artefacts and targeting audiences.

## Option units (choose two)

### Contemporary Perspectives in Media &

**Communication:** This unit focuses on contemporary perspectives in the field, exploring cutting-edge topics, new methods of research, and emergent areas of scholarship. You will examine the role that perspective plays in debates around innovation, industry dynamics, media environments, policies and practices.

**Media & Global Challenges:** Explore the function and role of the media in the context of shared global challenges, and specifically those defined by the UN's Sustainable Development Goals 2030 Agenda. You will also examine the role of media and journalism to empower communities.

**New Media Innovation:** In this unit you'll engage with key issues and debates facing a networked media landscape, where audiences as passive consumers make way for collaborative reporting and crowdsourcing.

You'll gain an understanding of how to undertake developing online civic media projects for journalistic purposes.

**Brands & Branding:** This unit aims to consolidate your understanding of why a brand is a strategic asset for an organisation; how the asset is realised, protected and valued not as a cost but as a source of revenue/value. You will also be encouraged to critically reflect upon the role and impact of brands and branding in today's contemporary society and appreciate how branding and brand communications need to evolve.

**Consumer Insights:** You will gain a critical appreciation of the role of theory in generating commercially consumer viable insights and in marketing communications practice. Throughout, the importance of understanding consumer culture and behaviour for the effective development and implementation of marketing communications is explored and analysed.

# MA

## English & Literary Media

### Key Information

#### Duration & delivery:

1 year full-time, with or without optional 30-week placement. 16 months part-time or 20 months part-time with optional 30-week placement (September start). 16 months full-time or 20 months full-time with optional 30-week placement. 28 months part-time with or without optional 30-week placement (January start). On campus or online

#### Start date:

September, January

#### Tuition fees:

UK/Rol: £8,500  
Overseas: £15,000

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 7.0 with a minimum of 6.5 in writing and 5.5 in all other components, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This flexible and innovative MA will engage you in text, narratives and literature across a range of platforms. You'll explore the practical, theoretical and political aspects of literature in a number of different forms, from film to print fiction, and from mobile apps to television. This course develops your innovative thinking, and focuses your work on markets, audiences and readers in their business and cultural contexts. In doing so, this is a perfect degree for those interested in the cultural and creative industries.

### Course overview

The course enables you to combine the skills of literary analysis developed during an undergraduate degree, with a series of new theoretical and methodological approaches to the study of English in a range of different media. It invites you to explore the proposition that literature exists in a number of different forms, from podcasts to print fiction, and from the internet to television. In other words, the course de-privileges the idea of the printed text and considers it alongside the kinds of narrative that exist in other media.

You will be invited to consider the ways in which both contemporary and historical literary texts have been adapted for different mediums and how paratext and extra textual materials contribute to audience expectations and experiences. You'll explore definitions of free speech, freedom of expression, censorship and public interest in the context of public cultural controversies.

Our academic staff are leading national and international scholars in the fields of modern and contemporary literature, media studies, cultural studies and new media writing. In addition, the Faculty of Media & Communication has a number of practising media professionals whose experience of working within the media industries complements the academic expertise of our researchers. This combination of academic rigour with professional practice is ideally suited to helping you develop transferable skills during your Master's degree.



**The course gave me an understanding of how literature, film, television, comics and games can shape the ideals we hold as true and take with us far beyond academia, into daily conversation.**



Ed Brown, graduate, now Associate Consultant at Thomsons Online Benefits

## Core units

**Publishing Cultures & Materialities:** From the eras of Cuneiform to Kindle, you'll study public writing as material objects, which have an economy, history and culture. Publishing as we've known it stems from a specific iteration of those conditions and is now shifting into the online new. To take advantage of the opportunities and challenges this development affords, you'll therefore look at fiction from this material sociological perspective.

**Markets & Audiences:** A sociological approach to studying the cultural industries and their audiences, exploring the marketing and promotion of cultural texts. You'll consider how paratexts and extratextual materials contribute to audience expectations and experiences, and how they reflect cultural and political differences.

**Interactive Storytelling:** Investigate and understand the art of storytelling in digital and interactive media. Starting with a brief pre-history, this unit will come to grips with contemporary traits thrown up at the intersection between digitalisation and interactivity. There will be a rigorous scholarly framework for your existing digital literacy and you'll have space to reflect on and improve your competence with interactive digital media.

**Culture & Controversy:** Analyse definitions of moral panic, free speech, freedom of expression, censorship and public interest in the context of cultural controversies. For example, D.H. Lawrence's *Lady Chatterley's Lover* might be studied as a literary text, while you'll also study the historical context of attempts to censor and suppress the novel and debates over that suppression in the print and broadcast media.

This unit crosses media and also looks at subjects such as horror comics, video nasties and Gamergate.

**Mediating the Nation:** Explore the relationship between cultural production and a series of changing historical and political contexts in contemporary Britain. More specifically, you'll consider cultural constructions of Britain, Britons and Britishness. By analysing a range of literary and cultural forms, you'll explore how these things have been constructed and legitimised through culture historically. This unit will also look at how two historical developments have had a significant impact on how Britishness has been culturally constructed: the transition away from imperialism, and political devolution across the United Kingdom.

**Narrating Identities:** This unit aims to provide you with a sophisticated knowledge and understanding of cultural and critical influences on a range of texts and literary media, exploring how literary, philosophical, and aesthetic movements have been used to define, construct and represent the self across the 20th and 21st centuries.

**Dissertation (academic) OR Major Project (creative):** An opportunity to develop and show your critical, analytical and research skills by completing a significant piece of academic or creative work. You'll finish your studies and work with a degree of independence not previously experienced in your coursework, focusing on topics that interest you the most. You'll hone your strengths and establish curiosity to take with you into future careers.



# MA

## Creative Writing & Publishing

### Key Information

#### Duration & delivery:

1 year full-time (September start), 17 months full-time (January start), 2 years part-time. On campus or online

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £8,500

Overseas: £15,000

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in a required subject, or equivalent

#### Required subjects:

Communication, Creative Writing, English, Literacy, Cultural Studies, Film or History

#### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 6.0 in each component, or equivalent

#### Bournemouth University

##### International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

Offering both full-time and part-time routes, this innovative course equips you with the knowledge and skills to take your writing into the commercial marketplace in both print and digital formats. You will develop creative writing across a variety of forms, with a focus on transmedia storytelling and the skills to independently publish your work as a publisher; learning and applying skills in editing, PR and marketing (including digital marketing), design, production, and budgeting.

### Course overview

This forward-thinking and industry-relevant Master's offers creative writers the opportunity to not only develop advanced writing skills, but also a solid understanding of the different ways in which writers can now engage with the publishing industry.

You will also analyse the cultural and critical influences on the writer and publishing industry, as well as your own practice, thus honing the skills, knowledge and understanding to progress to further research at doctoral level, if desired.

By the end of the course, you will be able to write creatively and effectively, to publishable standard, for a variety of different audiences and media. BU's own publishing press, Fresher Publishing, can provide you with the opportunity to work on real-life publishing projects.

You can also engage with the university's annual international creative writing competitions: The Bournemouth Writing Prize for emerging voices in fiction, poetry and creative non-fiction; and the New Media Writing Prize for stories that integrate a variety of formats, platforms and digital media.

You'll be learning from academics who are not only experienced writers/practitioners, but have also acquired Master's degrees and/or doctorates in creative writing or English themselves, and thus are proven in their ability to teach, encourage and support you as you develop your work to Master's and publishable quality. Our academics are supported by prestigious guest tutors from the world of writing and publishing.

 **From developing your fiction writing skills, to getting hands-on publishing experience, this Master's degree offers exciting potential for personal and professional development.** 

Dr Brad Gyori, Course Leader

## Core units

**Interactive Storytelling:** Using a narratological and creative approach, you will study the development and nature of the art of storytelling in the context of digital-interactive media.

**Writing Fiction:** Taking a transmedia approach to storytelling you will develop prose fiction emerging from a storyworld. In a workshop environment, you will develop your skills as a writer of prose fiction by developing your own writing and responding to critical feedback from your peers.

**Narrating Identities:** This unit aims to provide you with a sophisticated knowledge and understanding of cultural and critical influences on a range of texts and literary media, exploring how literary, philosophical, and aesthetic movements have been used to define, construct and represent the self across the 20th and 21st centuries.

**Publishing Cultures & Materialities:** From the eras of Cuneiform to Kindle, you'll study public writing as material objects, which have an economy, history and culture. Publishing as we've known it stems from a specific iteration of those conditions and is now shifting into the online new. To take advantage of the opportunities and challenges this

development affords, you'll therefore look at fiction from this material sociological perspective.

**Marketing & PR for Writers:** This unit will equip you with the knowledge and marketing skills needed by writers and publishers, regardless of the format. You will develop your own author 'brands' online and devise marketing strategies for your projects.

**Design, Editing & Publishing:** The aim of this unit is to enable you to evaluate and practice the significant processes of professional publishing. It seeks to equip you with the knowledge and skills needed by writers, editors and other professionals in the publishing industry by engaging in real publishing projects for Fresher Publishing.

**Dissertation/Major Project:** You may choose between a purely theoretical, academic dissertation or a major creative writing project supported by either a reflective or contextual rationale. By bringing together the skills, craft, theories, knowledge and critical insight you have developed during the course, you will hone your individual strengths and establish lines of enquiry that may take you onto further doctoral study or into future careers.



# Law courses

Our Law courses provide a range of opportunities – whether you are interested in practice or vocational courses, and/or you are drawn to BU for our research excellence and global impact. We work with accreditation boards and appropriate industry professionals, to inform course content, ensuring that our Law courses are current and industry relevant.

**We offer non-law graduates and law graduates the opportunity to develop their interest in Legal Practice through the LLM in Legal Practice, and Diploma in Legal Practice. Our Master's prepares students for their career in Legal Practice and is aligned to the Solicitors' Qualifying Exam. We are committed to developing graduates in Law who are reflective practitioners, with intercultural awareness and understanding of inclusivity and sustainability.**

As well as being one of the UK's leading institutions for postgraduate study in intellectual property, we have extensive expertise in commercial law, legal practice, international tax law and public international law, and offer LLM courses in all of these areas.

The renowned Centre for Intellectual Property Policy and Management (CIPPM) currently pursues research in business law, intellectual property law and internet law and is supported by the Research Centre for the study of Conflict, Emotion and Social Justice.

Our staff produce high-profile research including work with the UK Government, the European Commission and the EU Intellectual Property Office. All our postgraduate students have the opportunity to get involved in our research at BU. In addition, you can take part in the BU Law Review. This is our innovative academic publication based on co-creation between students and academics.

LLM International Commercial Law  
LLM International Tax Law  
LLM Intellectual Property

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PG Dip/LLM in Legal Practice  
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LLM Intellectual Property students can apply for a paid traineeship at the EU Intellectual Property Office or European Patent Office.

## Case study: Mass grave protection

**BU research is ensuring that mass graves are protected so that they can be investigated in order to provide justice for the victims' families and to ensure the truth is heard.**

Following conflict and gross human rights violations, victims have a right to know what happened to their loved ones and a right to justice. Across the world mass graves, often containing a multitude of human remains, are sites of human loss, suffering and unimaginable acts of cruelty.

### Compelling reasons

There are compelling reasons for why mass graves need to be protected. They hold evidence that is important for the criminal investigations needed to bring perpetrators to justice. At the same time, the families of the dead have a need and right to know what happened to their loved ones. This requires identification and repatriation of the bodies.

### Aims of the project

The project is led by Bournemouth University in conjunction with the International Commission on Missing Persons. It is funded by the Arts and Humanities Research Council.

The aim is to develop mass grave protection guidelines to improve practice in relation to safeguarding and investigating mass graves. It fills an important knowledge and practice gap by providing policy makers with reasoned legal principles to implement the effective operationalisation of mass grave protection. To help meet the needs of survivors and enhance the chance of achieving justice, in what are often highly politicised, sensitive and complex contexts, an academic-led approach, transcending institutional mandates, is vital.

### Accompanying commentary

Expert participants will take part in two round-table discussions to collectively develop the guidelines, which can then be used to ensure mass graves are protected in a consistent way that will give authorities the best opportunity of pursuing justice for the victims.

To capture the origins, rationale and purpose of each guideline, they will be referenced by supporting academic commentary ensuring that the cross-disciplinary approaches to issues associated with mass graves and their protection are documented.

# LLM

## International Commercial Law

### Key Information

#### Duration & delivery:

1 year full-time or 2 years part-time (September start), 16 months full-time or 27 months part-time (January start)

#### Start date:

September, January

#### Tuition fees:

UK/Rol: £8,250  
Overseas: £14,500

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

Our LLM in International Commercial Law focuses on legal regulation from the perspective of a common law jurisdiction, and the challenges presented through membership of the regional and international frameworks.

### Course overview

Founded in the ancient silk and spice routes, international trade and commerce has spread to become the most significant activity of any modern economy.

The provision of goods and services in other countries increased dramatically in the second half of the 20th century, and today continues to reveal new markets, products and commercial practices. Many businesses rely on their ability to trade internationally, so a solid understanding of international commercial law is attractive to prospective employers, including specialist forms with international clients.

As you develop your studies, you will be able to make use of our option units to tailor your learning toward the specific areas of international law that you are most interested in, or the direction you would like your career to follow. These include traditional legal areas such as tax law and corporate law, but also feature opportunities in areas of increasing importance for future lawyers, such as cyber and intellectual property law and environmental policy.

Having completed the course, potential career opportunities could include Associate Director, Judge's Assistant, Patent Associate or Senior Lawyer.



**This really is a career-enhancing course, not just within the legal profession but in a variety of industries. Our graduates have gone on to work as Patent Associates, Senior Lawyers and Associate Directors.**



Dr Melanie Klinkner, Associate Professor in Law

## Core units

### Regulation & Policy of International Commerce:

This unit deals with the core of international commercial law: the legal regulation of international commerce from the perspective of transactions relating to the exportation of goods. This allows for in-depth exposure to international supply, sale and carriage contracts, to considerations associated with multiple transactions and to techniques for the international harmonisation of substantive law.

### Law of International Commercial Transactions:

This unit aims to provide a comprehensive scrutiny of the transactional aspects of commercial law such as cross-border trade

and financing of international sale of goods. It provides you with an opportunity to explore how the law on this subject matter regulates the activities of buyers, sellers and banks. Furthermore, it will provide you with a basis for a technical and academic investigation of the issues in the Law of International Trade.

**Dissertation:** This unit will provide you with the opportunity to conduct research on an area of law associated with the knowledge and skills acquired and developed on the course. You will develop critical thinking, evaluate new and existing relevant research and develop your conceptual understanding of law.

## Option units (choose four)

### Principles of International Law & International Organisations:

This unit will provide you with a sound grounding in the principles underpinning international law. You'll be encouraged to understand theory of international law, structures of international legal obligations and the subjects of this international legal order. Secondly, it will examine international organisations and their role, purpose and relationship with states.

**Corporate Law – Theory & Practice:** You will examine key issues in contemporary corporate law. This will enable you to evaluate corporate law issues from key theoretical and practical perspectives.

**International Cyber Law & Governance:** An understanding of the principles of internet law and online policies has become indispensable for professionals aiming for a career in the digital economy. This unit will provide you with a thorough grounding and critical appreciation of online policy, regulatory scope for online activities and strategic impact on business decisions.

**International & Comparative Intellectual Property Law:** An understanding of the international framework of IP law and national IP law in major jurisdictions has become indispensable for professionals working in the context of a modern economy. This unit will provide you with a thorough grounding and critical appreciation of both international and national IP law.

**Regulating Informational Interests:** The unit provides knowledge and understanding of the wider legal context associated with the creation, collation, processing, communication and storage of information. It addresses the disruptive impact of modern technologies on existing legal and regulatory categories and frameworks.

**International Law of the Environment:** This unit will examine the particular sectors of environmental policy that are the subject of international legal regulation and obligations. This will involve an appraisal of how international legal regulation has developed in these areas.

**International Taxation:** Direct taxes at the federal level usually account for between 10% and 30% of pre-tax profits and this unit aims to foster an understanding of the international tax system and the principal tax planning techniques open to multinational firms.

**Contemporary Issues in Intellectual Property Law:** This unit provides an understanding of the general principles of the substantive laws relating to contemporary intellectual property laws and their application within industry.

## International Tax Law

### Key Information

#### Duration & delivery:

1 year full-time or 2 years part-time (September start), 16 months full-time or 27 months part-time (January start)

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £8,250  
Overseas: £14,500

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This course draws on our academic excellence in international taxation. It includes a good range of tax and law units that are focused on comparative, rather than on UK law, so applications from international students are encouraged. Tax issues are relevant in tax and non-tax areas alike, such as competition law and family law, within its remit of marriage, divorce and estates. International business transactions and the management of state entities are both subject to the ramifications of UK and international tax.

### Course overview

This course is aimed at those considering a career in international tax consultancy or within in-house tax departments of multinational companies. It is also highly suitable for staff of foreign government finance ministries and tax authorities who wish to learn more about tax policy.

The units can be used as preparation for an important qualification offered by the Chartered Institute of Tax, the Advanced Diploma in International Tax (Paper I, Principles), while the dissertation can be structured so as to be suitable for submission as a thesis in Paper II or Paper III of the same internationally recognised qualification.

Having completed the course, potential career opportunities could include Associate Director, Judge's Assistant, Patent Associate or Senior Lawyer.



As part of the course, we had to solve many business cases, which prepares you for work in the tax market.

The discussions in class mean you get deeply involved with situations that you could face on a daily basis with future clients.



Ana Carolina Diniz, graduate

## Core units

### Regulation & Policy of International Commerce:

This unit will introduce the key concepts of English commercial law forms, Conflict of Laws, ADR and discuss several developments of the regulatory frameworks that control commercial practices.

### Law of International Commercial Transactions:

This unit aims to provide a comprehensive scrutiny of the transactional aspects of commercial law such as cross-border trade and financing of international sale of goods. It provides you with an opportunity to explore how the law on this subject matter regulates the activities of buyers, sellers and banks. Furthermore, it will provide you with a basis for a technical and academic investigation of the issues in the Law of International Trade.

**International Taxation:** This unit will provide knowledge of the business opportunities and business risk entailed in cross-border trading

and of the measures commonly taken by countries to protect their jurisdiction to tax.

**International Indirect Taxation:** Indirect taxation is now one of the most important forms of taxation for most countries, as it has a major impact on domestic and international businesses. Value-added tax (VAT) in some form has been adopted by nearly every country. This unit will foster your understanding of indirect taxation in domestic and international trade.

**Dissertation:** An opportunity to conduct research in an area of law associated with the knowledge and skills you've gained. You'll develop critical thinking skills, evaluate new and existing research and strengthen your conceptual understanding of law. This unit promotes self-managed learning by asking you to complete a significant piece of work.

## Option units (choose two)

### Principles of International Law & International Organisations:

The aim of the unit is twofold: Firstly, it will provide you with a sound grounding in the principles underpinning international law. You'll be encouraged to understand theory of international law, structures of international legal obligations and the subjects of this international legal order. Secondly, and building upon the knowledge gained on the principles of international law, the unit will examine international organisations and their role, purpose and relationship with states. You'll be able to familiarise yourselves with institutions, their origins and structures as well as challenges faced within the globalised world.

**Corporate Law - Theory & Practice:** Examining key issues in contemporary corporate law, this unit will allow you to evaluate corporate law issues from key theoretical and practical perspectives.

### International Cyber Law & Governance:

Understanding the principles of internet law (including human rights, criminal, international and copyright laws) has become indispensable for professionals aiming for a career in the digital economy. Here you'll gain a thorough

grounding and critical appreciation of online policy, regulatory scope for online activities and strategic impact on business decisions.

**International & Comparative Intellectual Property Law:** An understanding of the international framework of IP law and national IP law in major jurisdictions has become indispensable for professionals working in the context of a modern economy. This unit will provide you with a thorough grounding and critical appreciation of both international and national IP law.

**Regulating Informational Interests:** The unit provides knowledge and understanding of the wider legal context associated with the creation, collation, processing, communication and storage of information. It specifically addresses the disruptive impact of modern technologies on existing legal and regulatory categories and frameworks. It enables students to identify current and future areas of disruption, and to critically evaluate the use, success and appropriateness of law and regulation as a response mechanism to the management of 'informational interests'.

## Intellectual Property

### Key Information

#### Duration & delivery:

1 year full-time or 2 years part-time (September start),  
16 months full-time or  
27 months part-time  
(January start)

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £8,250  
Overseas: £14,500

#### Entry requirements:

A Bachelor Honours Degree with 2:2 in any subject, or equivalent, or appropriate training and/or work experience

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

Intellectual Property Regulation Board (IPReg)



### Why choose this course?

The course is taught by academics from our renowned Centre for Intellectual Property Policy & Management (CIPPM), and the syllabus has been developed with input from intellectual property practitioners from some of the UK's leading companies and practices.

### Course overview

Elements of this course have been developed in collaboration with the Joint Examination Board of The Chartered Institute of Patent Attorneys (CIPA) and The Chartered Institute of Trade Mark Attorneys (CITMA).

Intellectual Property is relevant to a wide range of industries and professions, so there are plenty of opportunities to specialise. This course offers you the chance to tailor your degree to suit your interests or career aspirations. This includes copyright and trademarks, patents and designs, and international and contemporary issues relating to intellectual property.

The course is delivered by the Centre for Intellectual Property Policy & Management (CIPPM), part of the Faculty of Media & Communication at BU. It was established in 2000 and has an international reputation for its innovative policy research and its consultancy projects; in particular, in the fields of creative industries and emerging technologies. The Centre supports postgraduate degree courses in Intellectual Property and International Commercial Law. In 2018, the CIPPM became a Jean Monnet Centre of Excellence, co-funded by the Erasmus+ Programme of the European Commission.

CIPPM is a member of the Pan-European Seal Professional Traineeship Programme. Under this programme, students on this course may apply for a 12-month paid traineeship at the European Union Intellectual Property Office (EUIPO) in Alicante or the European Patent Office (EPO) in Munich.

Having completed the course, potential career opportunities could include Associate Director, Judge's Assistant, Patent or Trade Mark: Associate or Senior Lawyer.



**Our graduates may be selected for a 12-month paid traineeship at the European Intellectual Property Office (EUIPO) or the European Patent Office (EPO).**

**It is these types of opportunities that make this course a great choice.**



Dr Lingling Wei, Senior Lecturer in Business Law

## Core units

**International & Comparative Intellectual Property Law:** An understanding of the international framework of IP law and national IP law in major jurisdictions has become indispensable for professionals working in the context of a modern economy. This unit provides a thorough grounding and critical appreciation of both international and national IP law.

**Dissertation:** An opportunity to conduct research on an area of law associated with the knowledge and skills you have gained. You'll develop critical thinking skills, evaluate new and existing research and strengthen your conceptual understanding of law.

## Option units (choose five)

**Principles of International Law & International Organisations:** This unit covers the theory of international law, structures of international legal obligations and the subjects of this international legal order. You'll also examine international organisations and their role, purpose and relationship with states. You will familiarise yourself with institutions, their origins and structures as well as challenges faced within the globalised world.

**Corporate Law – Theory & Practice:** You will examine key issues in contemporary corporate law. This will enable you to evaluate corporate law issues from key theoretical and practical perspectives.

**Regulating Informational Interests:** The unit provides an understanding of the legal context associated with creating, collating, processing, communicating and storing information. It specifically addresses the disruptive impact of modern technologies on existing legal and regulatory categories and frameworks. You'll identify current and future areas of disruption, and evaluate the use, success and appropriateness of law and regulation to manage informational interests.

**Regulation & Policy of International Commerce International:** This unit will introduce the key concepts of English commercial law forms, Conflict of Laws and ADR and discuss several developments of the regulatory frameworks that control commercial practices.

**Contemporary Issues in Intellectual Property Law:** The advent of the internet, as well as newer technologies such as 3D printing, artificial intelligence, augmented reality and

virtual reality (AR and VR) has given rise to new questions and new challenges. This unit covers the general principles of the substantive laws relating to contemporary intellectual property laws and their application within industry.

**International Cyber Law & Governance:** This unit will provide you with a thorough grounding and critical appreciation of online policy, regulatory scope for online activities and strategic impact on business decisions.

**Patents & Designs:** Understand the legal regimes governing patents and designs. This unit will apply legislation and judicial decisions to situations in the workplace. You will learn to use knowledge of patents and designs law to maximum advantage.

**Copyright & Trademarks:** This unit covers the regimes governing copyright and trademarks. It will update your knowledge of UK, European and international law, allowing you to apply legislation and judicial decisions in a commercial context.

**International Intellectual Property Practice (Patent Attorney Route) OR International Intellectual Property Practice (Trade Mark Attorney Route):** These units share a common syllabus, focusing on national and international procedures for securing and defending patent and trade mark rights. If you choose the patent route, you'll have an additional taught component on patent drafting. For the trade mark route, you'll cover trade mark exploitation and competition-related provisions.

# PG Dip/LLM in Legal Practice

## Key Information

### Duration & delivery:

1 year full-time or  
2 years part-time

### Start date:

September

### Tuition fees:

UK/RoI: £12,000  
Overseas: £12,000

### Entry requirements:

A Bachelor's Honours degree with 2:2 in a required subject, or a pass in the Graduate Diploma in Law/Common Professional Examination (CPE)

### Required subjects:

Qualifying Law Degree qualification or any other qualification approved by the SRA for this purpose

### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 6.0 in writing and 5.5 in all other components, or equivalent

### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Accreditation:

Solicitors Regulation Authority



## Why choose this course?

We offer an LLM in Legal Practice which includes a Legal Practice Course – LPC. If you choose to exit the course after successfully completing the LPC, you will graduate with a PG Diploma in Legal Practice, or you can also obtain the LLM in Legal Practice by completing a further two units. The course has a strong vocational and practice-led research orientation enabling you to develop legal skills and knowledge to the high standard required to succeed in your legal professional career. To this end, you will receive training on building your employability and academic skills, have the opportunity to network with a range of legal professionals, share experiences and work together. Once you have successfully completed either the PG Diploma in Legal Practice or the LLM in Legal Practice, you can confidently start a training contract with a law firm or choose another legal career route.

## Course overview

Your induction begins in September during which you will be introduced to the main concepts, structure and overall contents that you'll encounter throughout the course, including IT, professional and academic skills, and awareness of equality, diversity and inclusivity. These skills are essential both for the successful completion of the course, and for your career more broadly.

Induction is followed by stage one, which encompasses the core topic areas such as Litigation (Civil and Criminal) & Advocacy, Business Law & Practice, Property Law & Practice, and Wills & Administration of Estates. The Solicitors Regulatory Authority (SRA) requires all stage one units to be taken with the same provider.

Following stage one, you'll move onto stage two, which allows you to select three vocational option units. Our current offering includes Commercial Property, Commercial Law & Intellectual Property, Advanced Litigation, Family Law, Employment Law, Private Client and Client in the Community.

## LLM Legal Practice

To complete the LLM in Legal Practice, you will undertake a core preparatory unit, Skills & Research Portfolio. This is intended to advance your employability skills, networking, research and reflection, in preparation for your choice of the final project. Working with a supervisor, you can choose to specialise either in a practical area (Future Lawyer Portfolio & Skills) which helps enhance your skills and futureproof your learning as a Solicitor, or you can focus on developing practice-led research (Legal Practice Research Project) to enhance your standing as a research-led practitioner or a researcher.

## PG Diploma in Legal Practice core units

### **Legal Skills (Writing, Advocacy, Practical Legal Research, Interviewing & Advising, Drafting):**

Learn to produce a coherent piece of writing based on facts, general principles and legal authority; understand the need for thorough investigation of a client's factual and legal issues; appreciate interview techniques; and learn to accurately draft a range of documents assessing legal and factual issues.

**Property Law & Practice:** This unit provides a general foundation for knowledge and skills required in a conveyancing transaction.

**Litigation (Civil & Criminal) & Advocacy:** Gain an understanding of the civil and criminal litigation processes, and the ability to manage these in a professional practice context. Advocacy is embedded in the learning and assessment of this unit, through which you will gain necessary skills when representing a client before the court.

**Business Law & Practice:** Acquire a good understanding of substantive business law and the institutional and transactional features of business law which pervade all areas of practice and are essential for practitioners. Knowledge of business accounts underpins a Solicitor's ability to advise business clients in practice.

**Accounts & Regulation (Professional Conduct & Regulation & Solicitors' Accounts):** Develop a solid grounding in matters of professional conduct, ethics and financial services. You'll also gain an understanding of the Solicitors' Accounts Rules in the context of systems and procedures to which you will be exposed in practice.

**Wills & Administration of Estates:** Acquire knowledge of probate, estate management and related work which is essential to your legal profession. Knowing about revenue law is seen as underpinning much of a Solicitor's working practice in this area of law.

## PG Diploma in Legal Practice option units (choose three)

**Commercial Property:** Gain an insight into the type of work conducted by commercial property departments.

**Commercial Law & Intellectual Property:** Learn to appraise the various legal and regulatory regimes applicable to commercial transactions and intellectual property matters.

**Advanced Litigation:** Develop your tactical and analytical skills and knowledge in a professional litigation context.

**Family Law:** Gain an understanding of the main areas of concern to a family Solicitor and of the tactics and procedures involved in dealing with family matters.

**Employment Law:** Appreciate and understand the rights of, and remedies available to employees and other workers and different methods of dispute resolution in professional and commercial contexts.

**Private Client:** Gain knowledge and skills for matters you will encounter within a private client department.

**Client in the Community:** Develop a working knowledge of law and practice in areas including welfare benefits, homelessness and housing law, children's proceedings and juvenile crime.

## LLM in Legal Practice core unit

**Skills & Research Portfolio:** Undertake a core preparatory unit to advance your employability

skills, networking, research and reflection in preparation for your choice of the final project.

## LLM in Legal Practice option units (choose one)

**Future Lawyer Portfolio & Skills:** This reflective project is practice focused and helps enhance your skills and futureproof your learning as a legal practitioner.

**Legal Practice Research Project:** With guidance, you will undertake a significant piece of self-managed practice-led research in an area of particular interest to you.

# PG Cert

## Intellectual Property

### Key Information

#### Duration & delivery:

5 months. Attendance required on 3 weekends, supported by online distance learning between weekends and one exam attendance

#### Start date:

January

#### Tuition fees:

UK/RoI: £5,115  
Overseas: £5,115

#### Entry requirements:

A Bachelor Honours Degree with 2:2 in any subject, or equivalent, or appropriate training and/or work experience

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

Intellectual Property Regulation Board (IPReg)



### Why choose this course?

This part-time course provides a development opportunity and will increase your prospects and employability by giving you practical skills and theoretical knowledge that firms and intellectual property departments are demanding. It is designed to give a detailed overview of substantive intellectual property law. On successful completion of this course, you will obtain full exemptions from the foundation level examinations for qualification as a patent attorney or trade mark attorney in the UK (IPReg/CIPA/CITMA).

### Course overview

You can complete this course whilst in full-time employment; more than 80% of our students are sponsored by their employers. If you do not have prior legal knowledge you will be supported by a range of online activities relating to foundational principles of law (such as English legal system, contract law and tort).

The course is delivered over five months, with an extensive programme of online work and three long weekends taught in Bournemouth (from Thursday afternoon to Saturday in February, March and April) followed by an exam in June. The course starts in January, with the first long weekend of attendance at the beginning of February – you will have online work to complete from January. In addition, prior to the long weekends (taught as lectures and workshops, interspersed with specialist classes featuring visiting speakers) you will be expected to undertake preliminary readings and participate in online e-activities.

In between the long weekends of teaching, you will be supported by online work. Successful completion of this work forms part of the IPReg accreditation requirements.

Having completed the course, potential career opportunities could include Commercial Manager, Intellectual Property Consultant, Patent Executive or Patent Attorney.

 **This course benefits from the skills of some of the UK's leading intellectual property practitioners. Their insight and input is invaluable to our students.**   
Professor Maurizio Borghi, Director of CIPPM

## Core units

**Patents & Designs:** This unit will enable you to understand the legal regimes governing patents and designs. It will continue to update your knowledge of the law and apply legislation and judicial decisions to situations that may arise in the workplace. You will learn to use knowledge of prevailing patents and designs law to maximum advantage.

**Copyright & Trade Marks:** During this unit you will develop a systematic understanding of the legal regimes governing copyright and trade marks. The unit will continue to update your knowledge of relevant UK, European and international law and it will also enable you to independently apply legislation and judicial decisions to novel situations that may arise in a commercial context.

## Option units (choose one)

**International Intellectual Property Practice (Patent Attorney Route) OR International Intellectual Property Practice (Trade Mark Attorney Route):** There is a common syllabus over these two units, focusing on national and international procedure in respect of securing and defending patent and trade mark rights.

If you choose the patent route, you'll have an additional taught component on patent drafting. For the trade mark route, you'll cover trade mark exploitation and competition-related provisions. Both units are taught by leading practitioners.



## Public International Law

### Key Information

#### Duration & delivery:

1 year full-time or 2 years part-time (September start), 16 months full-time or 27 months part-time (January start)

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £8,250  
Overseas: £14,500

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

On this course you will be taught by a range of staff with relevant expertise and specialist knowledge. This will include senior academic staff and qualified professional practitioners. The course offers a unique blend of delivery including guest lectures, electronic learning, lectures and seminars.

### Course overview

Public international law has traditionally been concerned with the structure and behaviour of sovereign states and intergovernmental organisations.

In recent decades, however, international law has also progressively affected multinational corporations and individuals. Public international law has increased in use and relevance vastly over the 20th century, due to a globalised world with an upsurge in global trade, environmental concerns, human rights violations, armed conflicts and a boom in global communications.

You will therefore benefit from the study of law in these areas and under the direction of experts in this field.

The course covers a wide range of legal areas, helping you to develop into a generalist international lawyer with the flexibility to go on and decide on an area of specialism from an informed position. You'll look at matters such as international dispute resolution, international human rights law and international criminal law.

Crucially, the course also prepares you for the challenges the legal industry will face in the future. You'll be able to study environmental law, gain a solid understanding in the increasingly important areas of international cyber law and governance, international commercial and corporate law, or undertake interdisciplinary studies by looking at issues around diplomacy and international relations.

Having completed the course, potential career opportunities could include Associate Director, Judge's Assistant, Patent Associate or Senior Lawyer.



As well as completing units in a diverse range of international law, I was able to explore cutting-edge new data laws, which is what I based my dissertation on.



Nancy Sheppard, graduate

## Core units

### Principles of International Law & International Organisations:

This unit has two aims: to give you a sound grounding in the principles underpinning international law and, building upon this knowledge, to examine the World Trade Organisation (WTO) as a prime example of an international organisation.

### International Criminal Law & International Criminal Justice:

Develop a critical understanding of international criminal law and justice, a subject that has evolved rapidly throughout the past 20 years. You'll be encouraged to review the law in light of these developments at international criminal justice institutions, most notably the International Criminal Court, but also within the wider framework of international human rights and humanitarian laws.

### International Human Rights Law:

International human rights law has evolved rapidly since 1945. You'll gain an understanding of the content of international human rights law, and appreciate the relationship between international and regional human rights law with particular reference to the protection of human rights by the Council of Europe's mechanisms.

**Dissertation:** An opportunity to conduct research on an area of law associated with the knowledge and skills you've gained. You will develop critical thinking skills, evaluate new and existing research and strengthen your conceptual understanding of law. This unit promotes self-managed learning by asking you to complete a significant piece of work.

## Option Units (choose three)

**Corporate Law – Theory & Practice:** You will examine key issues in contemporary corporate law. This will enable you to evaluate corporate law issues from key theoretical and practical perspectives.

**Regulation & Policy of International Commerce:** This unit will introduce the key concepts of English commercial law forms, conflict of laws, ADR and discuss several developments of the regulatory frameworks that control commercial practices.

**International Cyber Law & Governance:** Understanding the principles of internet law (including human rights, criminal, international and copyright laws) has become indispensable for professionals aiming for a career in the digital economy. Here you'll gain a thorough grounding and critical appreciation of online policy, regulatory scope for online activities and the strategic impact on business decisions.

**International & Comparative Intellectual Property Law:** An understanding of the international framework of IP law and national IP law in major jurisdictions has become indispensable for professionals

working in the context of a modern economy. This unit will provide you with a thorough grounding and critical appreciation of both international and national IP law.

**Regulating Informational Interests:** The unit provides knowledge and understanding of the wider legal context associated with the creation, collation, processing, communication and storage of information. It specifically addresses the disruptive impact of modern technologies on existing legal and regulatory categories and frameworks.

**International Law of the Environment:** This unit will examine the particular sectors of environmental policy that are the subject of international legal regulation and obligations. This will involve an appraisal of how international legal regulation has developed in these areas.

**Diplomacy & International Relations:** This unit will embed the practice of public diplomacy in the international relations setting and will allow you to situate political communication within the broader context of international politics and policy.

# Life & Environmental Sciences courses

Our fantastic location, combined with our reputation for excellence, makes BU the ideal place to study. Our academics are a multi-disciplinary research team, with interests including the ecology of plants, animals, microorganisms and parasites, in terrestrial, freshwater and marine environments, as well as cross-cutting research in ecosystem services and forensics and medical science.

**Our research supports policy development and implementation, and we have strong links with conservation practitioners and policy makers locally, regionally and internationally.**

Our courses have a socio-political dimension as well as a scientific base to allow our graduates to make a difference in environmental management.

Our courses are supported by a comprehensive range of technical and scientific facilities, including dedicated research and high specification analytical laboratories, survey and geophysical equipment, a GIS and spatial information suite and a dedicated postgraduate student computer laboratory. Field-based teaching capitalises on our location within a biodiversity hotspot.

Our academics have a wide network of links at local and international levels providing opportunities and employment leads with organisations including IUCN, UNEP, UNESCO, FAO, WWF and Conservation International.

“ My career has taken me across the world to support humanitarian efforts in areas affected by conflict and natural disaster. I am pleased to be able to use my BU education for good and I know that there are many other BU graduates who are going out into the world and making a difference. That makes me proud, and I will always be grateful for my time at BU and what it gave me; from a qualification to friends for life. ”

Luke McMillan, Head of Programmes at the Fair Earth Foundation



We're located in a biodiversity hotspot, close to iconic environments such as the New Forest National Park, and the Jurassic Coast World Heritage Site.

## Case study: Of apes and elephants

**BU research investigates the combined effects of forest degradation, human-wildlife interactions, and climate change on survival of forest-dwelling tropical mammals.**

The survival of tropical forest mammals such as primates and Sumatran elephants depends on having access to the habitats that enable them to thrive. However, the rapid degradation and destruction of these forests increases contact between forest mammals and humans and limits their ability to cope with climate change.

### Forest climates

Postgraduate students are at the heart of research at the Department of Life and Environmental Sciences that investigates the effects of environmental change on primates and elephants in Indonesia and primates across Africa. Tropical forests harbour a multitude of environments within them, providing localised climatic conditions (micro-climates) that can offer mammals shelter from high temperatures and safeguard

availability of water. We study how forest modifications alter these micro-climates and the overall structure of the forests, and how those changes influence primate and elephant survival.

### Findings

The research, led by BU's Professor Amanda Korstjens, is a collaboration among scientists and conservation leaders at BU, Liverpool John Moores University, Syiah Kuala University (Indonesia), the Sumatran Orangutan Conservation Programme (SOCP; Indonesia), and Leuser Conservation Forum (FKL, Indonesia). Our postgraduate students showed how temperatures within lowland degraded forests in Indonesia can vary by up to 15°C among different locations depending on height in the tree and incoming solar radiation and shade. At the hottest time of day, arboreal apes need to find shaded locations to avoid overheating. Forest structure also influences density of siamangs and gibbons, who rely on well-connected canopies, a feature that is lost when forests are fragmented or tall trees are selectively removed.

### Acoustics

We are also developing acoustic monitoring methods with interactive arts studio Invisible Flock, sound experts at BU, ZSL, FKL, and Rainforest Connection to monitor elusive forest wildlife and elephant welfare, but also to translate our research into arts installations.

# MSc

## Biodiversity Conservation

### Key Information

#### Duration & delivery:

1 year full-time,  
2 years part-time

#### Start date:

September

#### Tuition fees:

UK/RoI: £8,750  
Overseas: £15,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in a required subject, or equivalent

#### Required subjects:

Biology, Ecology, Environmental Science, Earth & Geographical Sciences, Conservation Biology, Ecology & Wildlife Conservation, Marine Biology or Zoology

#### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

Chartered Institute of Ecology & Environmental Management



### Why choose this course?

Located within a biodiversity hotspot, we are in a prime area for learning about biodiversity conservation. This course offers you the chance to undertake a six-week work placement, and focuses on the latest scientific developments in the field – thanks to the fact that it is delivered by experts who are actively researching biodiversity conservation worldwide, and bring their expertise to every session. The course is accredited by the Chartered Institute of Ecology and Environmental Management, the professional body representing ecologists and environmental managers in the UK and overseas.

### Course overview

On this course you'll learn about the latest developments in conservation science and practice, hone your ability to communicate effectively, and be mentored in identifying flora and fauna.

Situated on the Dorset coast, we are within easy reach of outstanding environments of global importance for conservation, including the Jurassic Coast World Heritage Site, Wessex Downs, Dorset Heaths, Poole Harbour and New Forest – outstanding opportunities for field-based learning. You will also have the chance to undertake a conservation-based work placement, normally in the early summer.

Our staff research conservation issues both nationally and internationally in a wide range of tropical and temperate ecosystems including grassland, heathland, forest, freshwater, coastal, and marine. Their specialisms include plant, animal and community ecology, animal behaviour, environmental statistics, modelling, remote sensing and environmental policy.

This course prepares you for a career in the commercial and statutory environmental sectors and to undertake further academic research. Its strong emphasis on core skills in environmental practice gives students the edge when seeking employment. You will be prepared to undertake roles such as ecological consultant, environmental consultant, environmental conservation manager or academic researcher.



**This course has given me much more confidence and field-related skills to progress into my dream career. The experience gained from the placement opportunity has assisted in my job prospects, and allowed for hands-on experience in the field.**



Mollie Taylor, student and Wellbeing & Engagement Ranger at Hengistbury Head

## Core units

**Conservation in Practice:** Field trips, discussion groups and guest speakers combine to cover the scientific knowledge and principles relating to the structure and function of ecosystems, and how these can be applied to the management, conservation and restoration of biodiversity.

**Field Ecology Skills:** Develop field observation, species identification and survey techniques that will equip you with skills that are relevant to professional biodiversity conservation, monitoring and research. Partly based around a field course, you will develop your skills in a variety of terrestrial, freshwater and marine environments, supported by seminars and demonstrations.

**Frontiers in Biodiversity:** Explore the latest theories and concepts in conservation science, develop in-depth subject specialism as well as advanced literature-based research and reporting skills.

**Quantitative & Spatial Analysis:** Core skills for environmental scientists in data handling, processing, statistical techniques and spatial

analysis (GIS) are taught on this unit. You will learn these techniques through industry standard programmes including the statistical environment of R.

**Research Project:** Develop your expertise in research methods, data collection, analysis, interpretation and synthesis and explore in detail core aspects of your subject area, with a view to generating new practical or theoretical insights. Previous research projects have included reindeer grazing and forest restoration, and habitat use by dolphins around Hong Kong.

**Professional Placement (six weeks):** You may take advantage of our wide network of professional contacts to find placements in the UK and abroad with a range of organisations to suit your individual career development needs. Your placement may be completed in any format that is equivalent to six weeks (30 days) – for example, by working one day a week for 30 weeks.

## Option units (choose two)

**Advanced Quantitative & Spatial Methods:** Giving you advanced data analysis skills, we will ensure you have an understanding of advanced contemporary statistical methods that will allow you to select and apply appropriate techniques when working with complex data sets. A tool kit of analytical methods that may be used in a broad spectrum of research projects will be demonstrated and illustrated using real-world examples.

**Biodiversity & Ecosystem Services:** This unit will examine the scientific principles relating to the provision of ecosystem services, their linkage with ecosystem function, and the relationships with biodiversity. We will examine how the production of ecosystem services and natural capital can be measured and mapped; the distribution of beneficiaries; different approaches to valuation; and potential links with the green economy.

**Conservation Genetics:** This unit covers the genetic principles behind the management of small populations and how to use molecular

techniques to conserve populations and/or species. You will have practical sessions on DNA extraction, PCR and Bioinformatics.

**International Law of the Environment:** This unit will examine the particular sectors of environmental policy that are the subject of international legal regulation and obligations. In particular, it will consider various relatively recent developments in international environmental law that have served to broaden participation beyond the level of the nation state.

**Primate Behaviour & Ecology:** You will gain an understanding of how the behaviour of humans and other primates can be interpreted from an evolutionary viewpoint, and how their behavioural strategies are adapted to the environment (social and ecological) in which they live.

# MSc

## Green Economy

### Key Information

#### Duration & delivery:

1 year full-time,  
2 years part-time

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £5,505  
Overseas: £5,505

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in a required subject, or equivalent

#### Required subjects:

Geography, Ecology, Environmental Science, Economics, Politics, Psychology or Sociology

#### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

Institute of Environmental Management & Assessment (IEMA)

# IEMA

Transforming the world to sustainability

### Why choose this course?

This online course focuses on the skills needed in an environmentally sustainable economy. It is highly interdisciplinary, drawing from ecology, geography, social science, psychology and technology and, in keeping with the ethos of the course, is studied by distance learning. You can combine your studies with employment and undertake a professional work placement as part of the course. It is also possible to take the core units separately as individual continuing professional development units (CPD).

This course is accredited by IEMA. This means as a student on Green Economy you will receive free student membership of IEMA. Once you graduate you will also become a GradIEMA professional member.

### Course overview

The development of a green economy, or an economy that is environmentally sustainable, has become a political and socio-economic imperative. Key drivers include the need to reduce carbon emissions to minimise the risk of climate change, overexploitation of resources, and widespread environmental degradation, which is eroding the natural capital on which human wellbeing depends.

The transition to a green economy represents a substantial challenge to society, particularly in the current era of rapid environmental and socio-economic change. It is now acknowledged that a new environmentally sustainable economy is needed to tackle the climate and biodiversity crises.

This course seeks to provide the scientific understanding on which the transition to a green economy can be based, including the principles of environmental sustainability and the societal responses required to implement them.

Upon completion of this course you will enjoy a wide range of career opportunities, as an increasing number of organisations are taking an active interest in the green economy and environmental sustainability. You will be prepared to undertake roles such as sustainability officer, green economy adviser, carbon management adviser, ecotourism operations adviser or academic researcher.

**It was a long but rewarding two years and I have successfully changed careers. I am project managing for a small company that is a Green Deal provider and we also consult on ESOS. I will be contributing to saving many tonnes of CO2 in the coming years!**

Bronach Johnston, graduate

## Core units

**Biodiversity & Ecosystem Services:** This unit examines the scientific principles for ecosystem services, how they link with ecosystem function and their relationships with biodiversity. Key ecosystem services that will be considered include food and water, regulating flood and disease control, cultural services such as spiritual, recreational, cultural benefits, and nutrient cycling.

**Carbon Management:** Increasing concern about the potential impacts of global climate change, attributable primarily to human activities, has placed the issue of carbon management at the top of the international policy agenda. You'll examine the science underpinning the process of climate change and how this might be addressed through adaptation and mitigation measures, based on an understanding of the global carbon cycle.

**Environmental Law & Social Justice:** Justice in a complex world, environmental policy and law decisions have implications for the environment and the people that live in and rely on it. In this unit we'll explore the legal and policy dynamics and the factors that influence environmental social justice outcomes in environmental policy debates, and identify how social justice considerations can be incorporated more effectively into environmental policy.

**Frontiers of Sustainability Science:** Sustainability science has emerged in recent years as a new scientific discipline, at the

interface between environmental science and sustainable development. Key objectives include understanding the dynamics of human-environment systems; easing the design, execution and evaluation of practical interventions that promote sustainability in particular places and contexts; and improving links between research, innovation, policy and management.

**Green Technology & Renewable Energy:** This unit examines environmental and social impacts of different technologies; to critically evaluate which approaches might truly be considered 'green'. It will consider the main environmental, political and socio-economic drivers for the development of green technology, and examine how these challenges are being met through scientific and technological innovation.

**Sustainable Development in Practice:** You'll consider the international policy for sustainable development, and evaluate the extent to which policy targets and goals have been achieved to identify any lessons that might be learned. The practical execution of sustainable development's principles will then be explored through a series of real-world case studies, relating to a variety of different locations and focusing on different economic sectors.

## Option units (choose one)

**Research Project:** An introduction to a range of academic skills essential for becoming a successful researcher in the modern research environment. You'll learn transferable skills in designing a research project, developing the right methodology, writing a research proposal, collecting and analysing data and presenting your work at conferences and in scientific journals.

**Extended Professional Placement:** The placement offers you a workplace experience for developing your vocational skills and

applying the theory and knowledge gained from other elements of the course. You'll get an opportunity to gain individual professional experience through executing a practical project in a workplace environment. The placement could be with any government, non-government or commercial organisation, and might include NGOs, government bodies, local councils, private companies, consultancies or community or research organisations.

# Marketing courses

Marketing is a fast-moving environment where the only constant is change. Our marketing communications, advertising and marketing management courses are designed to help you stay ahead of the various demands that your industry will throw at you, as well as helping you to develop the skills you will need to keep pace with the changing way in which audiences interact with brands.

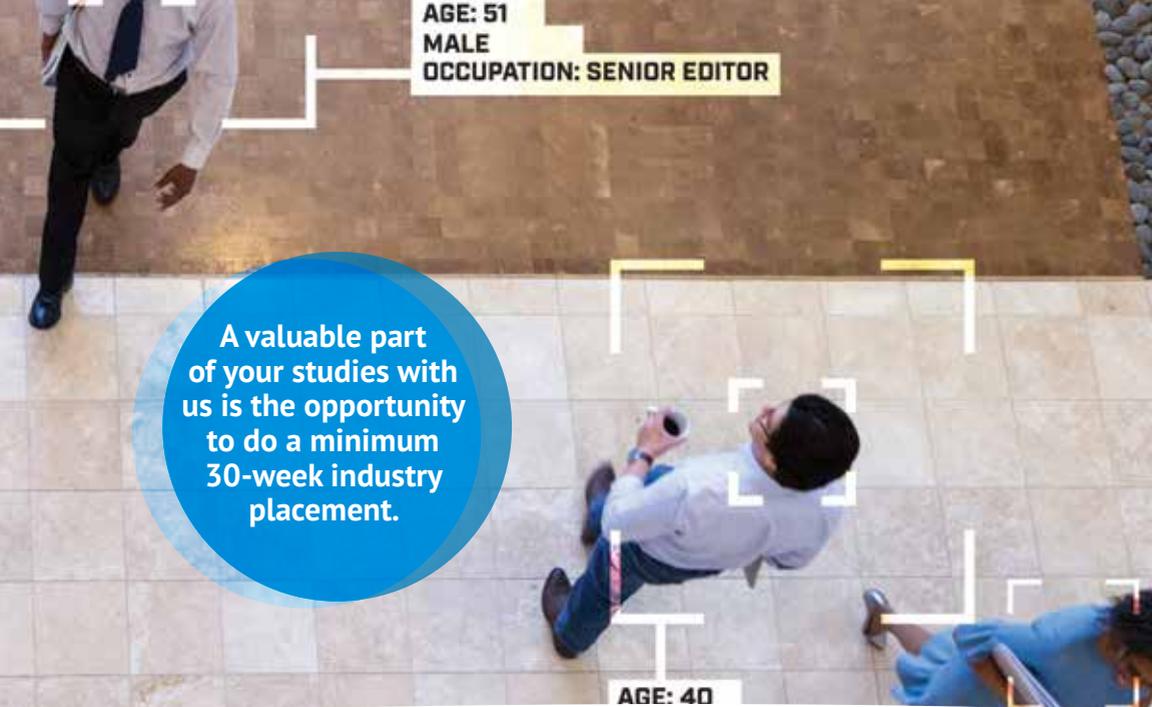


**Our courses in this area cover the full range of marketing disciplines, beginning with strategic marketing as a fundamental part of a business. The delivery of our courses is shared between two faculties, with some being delivered by The Business School, one of fewer than 5% of universities in the world to have AACSB accreditation (Association to Advance Collegiate Schools of Business). Others draw on our vast experience in communications and communication strategy, and are delivered by the Faculty of Media & Communication.**

Whichever area of marketing you want to specialise in, you'll benefit from our strong ties with the marketing industry. As a university, we have links with bodies such as the Chartered Institute of Marketing and the Institute of Data & Marketing. This means our students can benefit from guest lectures, real-life consultancy projects, and placement and networking opportunities that can help kickstart your career.

Our staff have professional and research expertise to complement their academic understanding, and their work is often crucial in developing new policies and approaches for commercial and non-commercial organisations. They are committed, passionate professionals with the skills and experience to help your marketing career get off to the best possible start.

MA Advertising	174	MSc Marketing Management (Digital)	180
MA Marketing Communications	176	MSc Marketing Management (Retail)	182
MSc Marketing Management	178	MSc Marketing & User Experience	184



A valuable part of your studies with us is the opportunity to do a minimum 30-week industry placement.

## Case study: The feel-good factor

For any brand to succeed, it needs to reach its audience in a way that makes people want to engage with them. BU experts have worked with Hearst UK – publishers of titles such as *Cosmopolitan* and *Esquire* to measure interactions with their content across digital, social media and print.

The research measured mood variations across a variety of situations, gathering feedback in real time as people engaged with Hearst UK's content. The app would

ping people at different times of the day so their feelings could be measured when engaging in a variety of activities as well as engaging with content.

### Positive engagement

Over three weeks, the BU team and Hearst UK gathered 36,000 pieces of data, and their findings showed that Hearst UK content was working well. Crucially, the research found that 83% of people who felt more positive after engaging with Hearst UK content would then go on to take further action such as investigating further or talking to others about what they had read.

### Purchasing behaviour

The findings from the research showed that people had a greater interest in brands and advertising when they were in a positive frame of mind, which in turn influenced their purchasing behaviour.

Hearst UK intends to use the research to develop and deliver advertising solutions that will be more effective for their clients, helping increase revenues and engagement.

# MA Advertising

## Key Information

### Duration & delivery:

1 year full-time (September start), 15 months full-time (January start), 2 years full-time with optional 30-week placement

### Start date:

September, January

### Tuition fees:

UK/Rol: £9,500  
Overseas: £15,750

### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

### Required subjects:

None

### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 6.5 in writing and 6.0 in all other components, or equivalent

### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Accreditation:

Accredited by the Institute of Data & Marketing (IDM), aligned to the Institute of Practitioners in Advertising (IPA) and the Advertising Association.

A member of the European Association of Communications Agencies (EACA).

Accredited by



## Why choose this course?

This course was recently redesigned to respond to the urgent social and environmental challenges facing our world – and to the demands by citizens and consumers for brands and organisations to make meaningful changes in their practices.

This dynamic course will prepare you to pursue a career in which you can make a difference in the world by using your ability to devise strategies and craft messages that will help brands and organisations respond to the challenges on which their continued viability now depends.

Whether you graduated from an advertising or marketing programme, or have industry experience in corporate communications – or come to us from a different discipline – this hands-on course will prepare you to offer a valuable contribution to the future of advertising. This course will help you to develop the knowledge, skills, ways of working and the confidence to become an advertising or branding specialist able to make a difference.

## Course overview

Our international teaching team is committed to helping you to develop the conceptual, strategic and practical skills to become a capable professional, an informed and engaged citizen, and a critically reflective, self-aware and self-directed life-long learner.

Our network of industry connections includes leading advertising and branding professionals who work with us to set live briefs that engage students in contemporary industry practices, challenges and opportunities. As a result of these projects, by the time you graduate, you will be able to demonstrate your skills, knowledge and abilities to prospective employers.

The course also offers you the opportunity to achieve additional qualifications such as the IPA (Institute of Practitioners in Advertising) Foundation Certificate and the opportunity to take the accredited IDM (Institute of Data & Marketing) certificate in Digital Marketing.

You will also have the opportunity to undertake an optional 30-week work placement, gaining valuable industry experience and making a network of contacts.

## Core units

**Creative Strategy for Advertising:** This unit will provide you with a new, broader understanding of ‘creativity’ by encouraging you to test (and, where appropriate, to challenge) the conception of ‘the problem’. You will learn to recognise and avoid conceptual ‘traps’ and explore new ways (such as behavioural economics and creative disruption) to apply the tools of advertising, branding, campaign planning – all leading to the development of an effective creative brief. The unit will also prepare you for the IPA Foundation Certificate.

**Consumer Insights:** This unit develops your understanding of consumer culture and behaviour theory as the basis for the development and implementation of effective advertising activities. Working through practical challenges, you will gain a critical appreciation of the role of theory in generating commercially consumer viable insights and in marketing communications practice.

**Digital Media Strategies:** This unit explores emerging digital technologies and media strategies for advertising and promotional purposes. You will learn to develop, assimilate and evaluate new digital trends in a constantly moving arena.

**Creative Direction for Advertising:** This unit will extend your ability to apply a range of creative strategies, tools and techniques in the conception, development and production of effective (and affective) advertising and branding materials leading to the production of a creative graduate portfolio. The unit also includes masterclasses and workshops on key digital skills and the use of industry software.

**Creative Advertising Management:** This unit provides you with the opportunity to gain – and to demonstrate – the knowledge, skills and sensibilities necessary to successfully manage an advertising, branding or corporate communication agency or department in a contemporary global setting. As part of this unit, you will have an opportunity to collaborate with media production and/or animation Master’s students to learn how such materials are created as well as how to manage relationships with media production facilities.

**Research in Action:** This unit draws together your previous research knowledge from your undergraduate studies, challenging your understanding of both academic and applied research within the communications industries. The unit provides you with a broad and secure grounding in social science research methods needed to design, carry out, evaluate and report the results of research to prepare you for your final project.

**Final Project:** The Final Project provides you with an opportunity to explore a particular area of advertising and/or branding based on your interest in depth. You will have a choice between an academic dissertation (traditionally the preferred option of students intending to continue their studies with a PhD) or a consultancy project (traditionally preferred by those intending to return to industry) in which you will be expected to identify a ‘problem’ within an organisation, a sector, a social or cultural phenomenon, the application or implications of a technology and devise a solution for this, and a means to evaluate the efficacy of your proposed solution.



I was very impressed with this course. This is a course designed for an age of purpose and reflects the ‘now’ in marketing – agile and contemporary. I think this course will be an inspiration to others.



Rory Sutherland, Vice Chairman, Ogilvy

# MA

## Marketing Communications

### Key Information

#### Duration & delivery:

1 year full-time or 2 years full-time with optional 30-week placement. 2 years part-time or 30 months part-time with optional 30-week placement (September start). 16 months full-time or 2 years full-time with optional 30-week placement. 2 years part-time or 30 months part-time with optional 30-week placement (January start)

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £9,500

Overseas: £15,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 6.0 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

Accredited by the Branded Content Marketing Association (BCMA), recognised by the Chartered Institute of Public Relations (CIPR) and the Chartered Institute of Marketing (CIM)

### Why choose this course?

Marketing communications professionals increasingly need an integrated knowledge of advertising, public relations, direct marketing, and social and digital media in order to deliver relevant, clear and consistent messages to consumers, the public and stakeholders. This course will offer you the opportunity to develop, implement and critically evaluate marketing communications strategies, from both a theoretical and practical perspective. As such, you will be equipped with cutting-edge knowledge and skills to be agile in industry and to define new industry practice. You will also be exposed to new and emerging forms of marketing communications such as branded content, branded entertainment and digital storytelling.

### Course overview

This flexible course offers both a September and January intake and is open to applications from both students who have not necessarily studied marketing communications at undergraduate level, as well as those who are changing career tracks and require developing their existing knowledge and understanding of the marketing communications discipline.

The course comprises an innovative curriculum that is balanced in terms of academic rigour and practical relevance and will offer you the opportunity to develop insights into the latest techniques of marketing communications research and practice.

An added option to the course is a 30-week professional placement within the UK marketing communications sector, designed to enhance your employability after graduation.

MA Marketing Communications also benefits from strong industry connections with relevant professional bodies in the UK including the Branded Content Marketing Association (BCMA), the Chartered Institute of Public Relations (CIPR) and the Chartered Institute of Marketing (CIM).



Strategic Partner

## Core units

**Marketing Communications:** You will develop a critical understanding of the development of marketing communications as both an academic discipline and in practice. You will also learn how to apply the tools, techniques and theories of marketing communications to develop integrated marketing communications campaigns. This unit will provide you with an opportunity to experience the parameters and constraints of a client brief, where client issues, tight deadlines and the limitations of a budget call for ideas that are practical and realistic, as well as creative and original.

**Consumer Insights:** Through applied work, you will gain a critical appreciation of the role of theory in generating commercially consumer viable insights and in marketing communications practice. Throughout, the importance of understanding consumer culture and behaviour for the effective development and implementation of marketing communications is explored and analysed.

**Digital Media Strategies:** This unit covers the theoretical fundamentals of digital media and communications as well as the specific skills required to deploy efficient and effective strategies on digital platforms. By the end of the unit, you will be able to develop appropriate, effective and measurable digital media strategies within an integrated marketing communications plan. You will also be able to evaluate and assimilate new digital trends in a constantly moving arena.

**Brands & Branding:** This unit aims to consolidate your understanding of why a brand is a strategic asset for an organisation; how the asset is realised, protected and valued

not as a cost but as a source of revenue/ value. You will also be encouraged to critically reflect upon the role and impact of brands and branding in today's contemporary society and appreciate how branding and brand communications need to evolve in the world of 24/7 always-on connected audiences. You will also be exposed to new and emerging forms of brand communication such as branded content, branded entertainment and transmedia storytelling.

**Research in Action:** In preparation for your final project, you will gain a broad grounding in social science research methods and the skills needed to rigorously and reflectively design, conduct, report and evaluate research. You will be exposed to a variety of cutting-edge research practices and will also be introduced to opportunities and challenges of conducting research of your own using some of the more industry-relevant data collection and analytical methods.

**Corporate Communications:** This unit aims to provide you with a critical understanding of the professional communicator's role at a strategic level. It covers the complexities of communicating to internal and external audiences so as to recognise and address challenges in applied communication scenarios.

**Final Project:** You will have the opportunity to critically apply the principles and techniques of systematic research to produce either a piece of scholarly research or to intervene within an organisational setting to solve a practical marketing communications issue. The unit builds upon, and consolidates, knowledge and experience from all the earlier units in the course.



**This is an exciting course designed particularly for those who do not have a background in marketing. You'll be exposed to the latest thinking in marketing communications.**

Tauheed Ramjaun, Course Leader



# MSc

## Marketing Management

### Key Information

#### Duration & delivery:

1 year full-time (September start), 16 months full-time (January start), 2 years full-time with optional 30-week placement

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £9,500  
Overseas: £15,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

The Association to Advance Collegiate Schools of Business (AACSB); Awarded Chartered Institute of Marketing (CIM) Graduate Gateway status

### Why choose this course?

This conversion course is ideal if you're looking for a change of career, as you can study with our expert teaching teams and gain a thorough grounding in the field of marketing management. We work closely with employers and professional bodies to ensure you have appropriate and relevant opportunities to develop professionally and personally.

It is delivered by the AACSB-accredited Bournemouth University Business School, an accreditation attained by fewer than 5% of business schools worldwide. It recognises our focus on excellence in all areas.

Our Marketing Management graduates are now undertaking roles such as Marketing Executive, Account Manager, Brand Manager and Marketing Communications Manager, across a variety of sectors.

### Course overview

In a world where your brand sits among millions, and where it seems your consumers would rather talk about you than to you, it is vital that marketing practitioners stay ahead of the game. Marketing is arguably at the centre of all business activity.

This course incorporates specialist units which explore contemporary issues for today's marketers, and is complemented by broader management units. This will develop your appreciation of the relationship between marketing and the wider sphere of the organisation, and heighten the demand for your insights in the industry. The course will cover omnichannel strategy and supply chain management, marketing communications and brand management, as well as sustainability and social marketing.

There's also the option of undertaking a 30-week work placement giving you a chance to boost your CV while studying and to gain valuable experience.

A variety of teaching, learning and assessment methods will enable you to develop a wide range of skills and knowledge, while the diversity of staff and students on the course will help you to understand and appreciate different approaches and cultures.



Graduate Gateway

## Core units

**Leadership Essentials:** The unit aims to provide a critical understanding of leadership theory and practice through developing your personal leadership skills. You will develop greater self-awareness through reflexivity and working with teams, combined with a theoretical understanding including emotional intelligence, resilience and wellbeing.

**Marketing & Strategy:** You will explore and analyse the premise that in order to be successful, organisations need to gain a good understanding of their customers' requirements and to seek to achieve organisational objectives through the satisfaction of their customers' needs and wants.

**Managing People:** You will develop your knowledge, skills and understanding of the theories and practices of organisational behaviour, especially in the area of people management, and how this can effectively contribute to positive organisational outcomes.

**Omnichannel Strategy & Supply Chain Management:** In this unit you will apply the operational, managerial and strategic uses

of technology and strategic management information systems to a global omnichannel business environment, considering the end-to-end process of product development and marketing/selling business-to-business and business-to-consumer.

**Marketing Communications & Brand Management:** The unit will examine the key issues and challenges in marketing communications and branding. It will cover strategic issues of integration and planning as well as the tactical considerations needed to execute relevant marketing communications campaigns that meet consumers' needs.

**Sustainability & Social Marketing:** This unit examines current trends in marketing theory and practice which are occurring as a result of change in the business environment, technology and organisations.

**Research Project:** An opportunity to undertake a significant piece of self-managed research in an area that interests you.

## Optional work placement

An exciting part of your studies with us is the opportunity to do a minimum 30-week industry placement. The placement is intended to foster personal and professional development and to improve

your employability. It should enable you to consolidate and extend the professional competencies you have developed during the first two semesters of study.



I was looking for a university that could really give me an opportunity to get my hands dirty on live projects and BU did not disappoint. The level of professionalism of the lecturers and the content of the course required high levels of critical thinking, problem solving, teamwork and creativity. I am in heaven.

Ana Paula Teixeira, graduate



# MSc

## Marketing Management (Digital)

### Key Information

#### Duration & delivery:

1 year full-time (September start), 16 months full-time (January start), 2 years full-time with optional 30-week placement

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £9,500

Overseas: £15,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

The Association to Advance Collegiate Schools of Business (AACSB); Institute of Data & Marketing (IDM); Awarded Chartered Institute of Marketing (CIM) Graduate Gateway status

### Why choose this course?

This course is delivered by the Bournemouth University Business School, which has AACSB accreditation in recognition of our focus on excellence in all areas. It's something that fewer than 5% of business schools worldwide have achieved, so you can be sure you're in good hands.

This Master's degree is a conversion course – ideal for graduates who would like to change subjects or career direction to enable them to enter the exciting world of digital marketing.

A great variety of teaching, learning and assessment methods will enable you to develop a wide range of skills and knowledge, while the diversity of staff and students on the course will help you to understand and appreciate different approaches and cultures.

### Course overview

In an increasingly digitalised business environment, there is a growing demand for graduates in managerial roles with the skills to design and manage digital marketing strategies. This course will introduce you to a range of digital marketing concepts and an understanding of the planning, implementation and evaluation of various digital marketing tools.

While specialising in digital marketing, the course is complemented by broader marketing management concepts such as strategy setting, product development, communications and branding. You will also develop your leadership and management skills to become a competent and successful manager.

You will also have the option to complete a 30-week work placement. This will enhance your CV as well as encouraging you to develop personally and professionally. You'll take the placement after you have completed the first two semesters, meaning that you'll be able to apply what you have learned to the workplace before returning to your studies with an enhanced ability to place your learning into a professional context.



## Core units

**Leadership Essentials:** The unit aims to provide a critical understanding of leadership theory and practice through developing your personal leadership skills. You will develop greater self-awareness through reflexivity and working with teams, combined with a theoretical understanding including emotional intelligence, resilience and wellbeing.

**Marketing & Strategy:** You will explore and analyse the premise that in order to be successful, organisations need to gain a good understanding of their customers' requirements and to seek to achieve organisational objectives through the satisfaction of their customers' needs and wants.

**Omnichannel Strategy & Supply Chain Management:** In this unit you will apply the operational, managerial and strategic uses of technology and strategic management information systems to a global omnichannel business environment, considering the end-to-end process of product development and marketing/selling business-to-business and business-to-consumer.

**Marketing Communications & Brand Management:** The unit will examine the key issues and challenges in marketing communications and branding. It will cover strategic issues of integration and planning as well as the tactical considerations needed to execute relevant marketing communications campaigns that meet consumers' needs.

**Sustainability & Social Marketing:** This unit examines current trends in marketing theory and practice which are occurring as a result of change in the business environment, technology and organisations.

**Digital Marketing:** You will be introduced to a range of digital marketing concepts underpinned by the digital marketing planning process including analysis, planning, implementation and control. Emphasis will also be placed on evaluating the effectiveness of various digital marketing tools.

**Research Project:** An opportunity to undertake a significant piece of self-managed research in an area that interests you.

## Optional work placement

An exciting part of your studies with us is the opportunity to do a minimum 30-week industry placement. The placement is intended to foster personal and professional development and to improve

your employability. It should enable you to consolidate and extend the professional competencies you have developed during the first two semesters of study.



**My business is gradually growing and I have a lot of exciting plans to help reach out and help more businesses with their online presence. That's thanks to putting everything I learnt at BU into practice.**

Ahmed Khalifa, graduate and entrepreneur



# MSc

## Marketing Management (Retail)

### Key Information

#### Duration & delivery:

1 year full-time (September start), 16 months full-time (January start), 2 years full-time with optional 30-week placement

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £9,500

Overseas: £15,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

Institute of Data & Marketing (IDM); Awarded Chartered Institute of Marketing (CIM) Graduate Gateway status

### Why choose this course?

Issues in retailing have caught the attention of the general public, especially in light of recent shifts in consumption behaviour and the continuous growth of digital technologies, as well as the overall dynamic and highly competitive nature of the industry. Such interest has created new opportunities in retail management and marketing. As such, the study of retailing at academic level remains critical for potential candidates currently working or hoping to secure employment in sectors relevant to retailing.

This Master's degree is a conversion course which is ideal for graduates who would like to change subjects or career direction. The course deals with the learning and practical application of concepts essential for operating and marketing a retail business. It will help you to understand the contemporary retail environment and examine topical issues related to retail management and marketing, including digital marketing and globalisation.

### Course overview

You will learn from research-active, industry-experienced academics who have published innovative research into retail management and marketing issues. You will develop analytical skills essential for operating and marketing in the international retail environment by critically examining international retail development and activity, with a view to putting this knowledge into practice. The diversity of staff and students on the course will help you to understand and appreciate different approaches and cultures.

The opportunity to undertake a 30-week work placement in the sector will help prepare you for retail and marketing related roles once you graduate and provide you with valuable skills and knowledge to improve your performance as an employee and a manager.

We have been offering courses in this subject since 1989, with over 700 alumni, many of whom who are now in senior managerial positions. Our extensive network of alumni provides us with unrivalled contacts and opportunities in businesses across the retail and marketing sectors. Furthermore, we enjoy a long and well-established reputation for teaching and research excellence.

Accredited by



Graduate Gateway

## Core units

**Marketing & Strategy:** The unit aims to explore and analyse the premise that in order to be successful, organisations need to gain a good understanding of their customers' requirements and to seek to achieve organisational objectives through the satisfaction of their customers' needs and wants. The unit will also look at marketing against the backdrop of corporate strategy development, and establish the linkage between the two activities.

**Retail Principles & Practice:** This unit will introduce you to the structure and dynamic nature of retailing throughout the world. It examines the forces that are at work shaping the industry and the changes it makes in order to survive.

**Digital Marketing:** You will be introduced to a range of digital marketing concepts underpinned by the digital marketing planning process including analysis, planning, implementation and control. Emphasis will also be placed on evaluating the effectiveness of various digital marketing tools.

**Omnichannel Strategy & Supply Chain Management:** In this unit you will apply the operational, managerial and strategic uses of technology and strategic management information systems to a global omnichannel

business environment, considering the end-to-end process of product development and marketing/selling business-to-business and business-to-consumer.

**Sustainability & Social Marketing:** This unit examines current trends in marketing theory and practice which are occurring as a result of change in the business environment, technology and organisations. This unit develops students' critical understanding of the theoretical and practical application of sustainability and social marketing, and draws upon the contemporary cross-disciplinary research to provide students with knowledge of the important developments in various areas of sustainable and social marketing thought and practice.

**Leadership Essentials:** The unit aims to provide a critical understanding of leadership theory and practice through developing your personal leadership skills. You will develop greater self-awareness through reflexivity and working with teams, combined with a theoretical understanding including emotional intelligence, resilience and wellbeing.

**Research Project:** An opportunity to undertake a significant piece of self-managed research in an area that interests you.

## Optional work placement

An exciting part of your studies with us is the opportunity to do a minimum 30-week industry placement. The placement is intended to foster personal and professional development and to improve

your employability. It should enable you to consolidate and extend the professional competencies you have developed during the first two semesters of study.

 **My time at BU and at my work placement has given me a multi-cultural understanding that has improved me as a professional and as a person. It has been a very exciting and challenging venture.** 

Andreia Daemon, graduate

# MSc

## Marketing & User Experience

### Key Information

#### Duration & delivery:

1 year full-time (September start), 16 months full-time (January start), 2 years full-time with optional 30-week placement

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £9,500

Overseas: £15,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS 6.0 (Academic) with a minimum of 5.5 in each component, or equivalent.

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

The Association to Advance Collegiate Schools of Business (AACSB); Institute of Data & Marketing (IDM)

### Why choose this course?

This course is delivered by the AACSB-accredited Bournemouth University Business School, an accreditation attained by fewer than 5% of business schools worldwide. It recognises our focus on excellence in all areas.

Digital and technical skills are highly sought after by a wide range of professionals. User experience designers are increasingly being asked to demonstrate social science skills and business acumen, as well as technical knowledge.

Delivered in conjunction with The Faculty of Science & Technology, this course will enable you to reap the benefits of accessing cross-faculty expertise, while the diversity of staff and students on the course will help you to understand and appreciate different approaches and cultures.

This course is also accredited by the Institute of Data & Marketing (IDM). Upon successful completion, you will be awarded the IDM Certificate in Digital and Data Driven Marketing.

### Course overview

This conversion course aims to provide you with a deeper knowledge of marketing combined with the technical skills to design and manage the user experience – the combination of which will make you highly employable.

You'll be introduced to a range of digital marketing concepts and integrated marketing communication campaigns, as well as learning how to design and develop digital products, services and solutions by applying human-centred design principles and techniques. You will also explore the psychological theories of decision-making and behaviour change and design methods for persuasive technology.

You will have the option to complete a 30-week work placement. This will enhance your CV as well as encouraging you to develop personally and professionally. You'll take the placement after you have completed the first two semesters and your research project, meaning that you'll be able to apply what you have learned to the workplace.



## Core units

**Digital Marketing:** You will be introduced to a range of digital marketing concepts underpinned by the digital marketing planning process including analysis, planning, implementation and control. Emphasis will also be placed on evaluating the effectiveness of various digital marketing tools.

**Human-Centred Design:** Computer-based interactive systems refers to a spectrum of digital products, services and solutions that interact with human users in business, social and global contexts. This unit will help you learn how to design and develop systems by applying human-centred design principles and techniques and carrying out relevant activities in the planning and management to satisfy both business needs and user requirements.

**Integrated Marketing Communication:** Integrated marketing communications aim to create a seamless customer experience when interacting with the brand/organisation. You will develop the practical skills to plan and implement an integrated marketing communication campaign - the conceptual framework for planning, determining marketing communication options, developing realistic digital marketing objectives, budgeting and allocating resources, and evaluating the effectiveness and the strategic use of media channels.

**Omnichannel Strategy & Supply Chain Management:** In this unit you will apply the operational, managerial and strategic uses of technology and strategic management information systems to a global omnichannel business environment, considering the end-to-end process of product development and marketing/selling business-to-business and business-to-consumer.

**Persuasive Technology & Behaviour Change:** The unit will cover the mainstream psychological theories of persuasion, influence, decision-making and behaviour change besides their application on a wide range of domains including health, business and e-learning. Analysis and design methods for persuasive technology solutions will also be studied.

**Research Methods & Professional Issues:** This unit will develop your research skills in areas such as planning, literature review, qualitative research, quantitative research, mixed methods, design science research, critical analysis of research findings, academic writing, and dissemination.

**Research Project:** An opportunity to undertake a significant piece of self-managed research in an area that interests you.

## Optional work placement

An exciting part of your studies with us is the opportunity to do a minimum 30-week industry placement. The placement is intended to foster personal and professional development and to improve

your employability. It should enable you to consolidate and extend the professional competencies you have developed during the first two semesters of study.

 **This course will address the need for graduates with the knowledge, understanding and experience to take up marketing roles that require designing and managing user experience.** 

Dr Elvira Bolat, Principal Academic in Marketing



# Media Production courses

We combine high academic standards with professional-level creative work to create a stimulating environment for study, research and practice. With a great industry reputation for producing highly employable graduates and researchers, BU helps to prepare its students for entry into this dynamic industry.

**We're recognised as the largest centre of professionally-based higher education for the media and communications industries in the UK, offering courses that set you apart from the crowd. We're also one of very few full UK members of the International Association of Film and Television Schools (CILECT) and all our courses are accredited by the International Moving Image Society (IMIS) in recognition of our industry-standard teaching.**

Professional media production, across film, television and beyond, relies on the close collaboration of specialist practitioners. Here at Bournemouth University we offer an industry-replicating collaborative framework so that you can specialise and develop higher-level skills and responsibilities in your own chosen craft, while working with other advanced learners across the production disciplines.

We operate, in effect, like a large production studio. Writers, directors and producers pitch ideas and scripts to the whole group and production teams are formed through negotiation. The staff team are, in effect, the executive

producers, greenlighting and supervising projects through production.

Students and graduates from our courses have gone on to work on award-winning films and programmes, as well as winning awards themselves. Recent graduates have gone on to establish themselves in the industry with roles such as The Director of European Originals for Amazon Studios and have worked on productions such as *Nomadland*, *Waiting for Anya*, *Star Wars: The Last Jedi*, *Eastenders*, *Dr. Who*, *Peterloo*, *Son of Saul*, *The Night Manager*, *Troy: Fall of a City*, *Masterchef*, *Iron Man*, *Gravity* and *The Death of Stalin*.

MA Cinematography for Film & Television  
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MA Producing Film & Television

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MA Post Production Editing  
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MA Sound Design for Screen

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Our facilities include a film sound stage, TV studios, green screen studio, cinema, and edit and sound production suites.

## Case study: Picture perfect

**At BU, there are always opportunities for students to get involved in the research their academics are undertaking – picking up valuable experience into the process.**

Senior Lecturer Mark Bond is the Course Leader for MA Cinematography for Film & Television and, when it came to a subject for his PhD, he didn't have to look far for inspiration. "I made two films for my PhD, both specifically relating to research questions," says Mark. "Both projects were led by me, with students involved in crewing the events and working on the post production."

The two films in question were titled *The Garden* and *Dance Syndrome*. "*The Garden* draws on childhood memories of imagined worlds; a place to escape rooted in many elements of our culture - stories, myths and legends," says Mark. "The images explore the destructive processes in trees felled

through catastrophic natural phenomena, juxtaposed with images of organic decay and decomposition."

### Filmic representations

Mark's other film, *Dance Syndrome*, follows a group of young dancers with Down's Syndrome as they train and present a performance of *The Rite of Spring* at the Royal Opera House. "It explores filmic representations and the relationships of the dancers with their parents and family members," he explains. "It's primarily concerned with diversity, voice and filmic representations, and seeks new ways to tell those stories."

### Great experience

Working with students on the films was a great experience for both Mark and the students involved. "It was a true example of how staff and students work well together," says Mark. "They got to learn in a professional environment, filming challenging subject materials, and they were great to work with."

"They were always asking questions about what I was doing and why I was doing it. That not only helped them to learn and understand, but it also helped me to clarify my ideas – that level of reflection brought a real vitality to the filming process."

# MA

## Cinematography for Film & Television

### Key Information

#### Duration & delivery:

1 year full-time

#### Start date:

September

#### Tuition fees:

UK/RoI: £8,250

Overseas: £14,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 6.0 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

International Moving Image Society (IMIS)



### Why choose this course?

Cinematography is at the heart of film and television production, orchestrating camera, lens, light and motion to create the visual aesthetic of the film. This course provides high-level industry staff expertise and image capture technologies, which will enable you to flourish in the continually evolving arena of imaging for film and television. You'll use industry-standard technology, and learn from academic experts whose research and industry expertise will equip you to make the most of the evolving digital marketplace.

### Course overview

The course will help you develop key intellectual and practical skills that meet, or challenge and exceed, current industry practice and expectations. It seeks to develop in parallel; your artistic eye, your technical skills, your team-working skills as part of camera crews, and your collaborative skills working with directors.

The specialist production units provide an environment in which to develop creative skills, technical proficiency in digital camera and lighting, narrative storytelling and collaborative working. The cross-framework units develop critical analysis, research methods and perspectives on the changing media industry and your role within it.

This course is best suited to those who have some previous experience in filmmaking or photography, have a good aesthetic sense and critical eye and wish to develop these further. We would also welcome those who come with professional experience and wish to further develop their creative skills and showreel, while undertaking an immersive learning experience in the theory and practice of cinematography.

Through collaborative and individual production you will build up a strong and distinctive showreel, which will prepare you for entry into the industry. Future career roles could be as diverse as natural history cinematographers, television camera operators, or feature film directors of photography.

**BU hasn't just helped me to achieve a Master's degree, it has elevated the standard of my work. I'd entirely credit BU for making my career success possible.**

Augustus Alfred, graduate now working as a Cinematographer for Tinta Film Yard

## Core units

**Camera: Image, Style & Motion:** Develop skills for employment in the field of digital camera operation and lighting. You'll become familiar with a range of camera, grip and lighting equipment and use these for completing projects through independent work and collaboration.

**Storytelling:** You'll establish a social, cultural and intellectual context for production work. In combination with the other practical and professional skills taught, this unit offers a critical foundation for the effective completion of production work. You'll collectively engage with narrative theory in a critical and analytical forum.

**Exploring Creative Camera & Lighting Techniques:** This unit looks at the skills, knowledge and professional competence for employment in the field of digital camera operation and lighting design. You'll learn how to use a range of camera, grip and lighting equipment on a variety of productions including documentaries, factual, drama and commercials, spending most of your time in a production environment. Projects are filmed in collaboration with other media production Master's framework students.

**Professional Practice:** You'll be provided with an introduction to key concepts, skills and knowledge you'll need for employment in the media industries.

## Option units (choose one)

**Master's Production Project:** This is where you can create a calling card for the industry. Working with your cinematography tutor, you'll take advantage of the Faculty of Media & Communication's collaborative environment to work with writers, producers and directors to create shorts, dramas and documentaries, or even a low-budget feature film for you to light and shoot using professional equipment.

**Master's Research Project:** You can produce a practice-based research artefact supported by a written analysis, or an individual or collaboratively-written paper. The latter consists of a written investigation into an aspect of practice, supported by media artefacts.



# MA

## Directing Film & Television

### Key Information

**Duration & delivery:**  
1 year full-time

**Start date:**  
September

**Tuition fees:**  
UK/RoI: £8,250  
Overseas: £14,750

**Entry requirements:**  
A Bachelor's Honours degree with 2:2 in any subject, or equivalent

**Required subjects:**  
None

**If English is not your first language:**  
IELTS (Academic) 6.5 with a minimum of 6.0 in each component, or equivalent

**Bournemouth University International College:**  
Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

**Accreditation:**  
International Moving Image Society (IMIS)



### Why choose this course?

The director is central to the creative process in media production. This course is designed to build and develop your knowledge in that field, enabling you step up to the challenge of delivering award-winning productions. It is a hands-on course, which provides opportunities for practical productions across different platforms and genres in both factual and fictional filmmaking. It will enhance your storytelling skills, in addition to your technical understanding of film, television and transmedia production. You will also develop advanced skills as a director, in line with current industry practice and the traditions of independent filmmaking.

### Course overview

This comprehensive course will equip you with the skills to understand and manage the entire production process, from effective planning and pre-visualisation, through efficient work on location to overseeing creative post-production work.

Working with producing, scriptwriting, cinematography, sound and editing students you will make films, which will showcase your skills as a visual, creative storyteller. Many of these collaborations have continued beyond the course as students set up their own production companies.

Under the guidance of experienced media professionals, you will develop your own directorial craft, and gain a sound theoretical grounding in the social, cultural and intellectual context of media production work. You will also have the opportunity to acquire other related skills that increase your employability, for instance crafting and positioning your skills as a director.

The final production project will allow you to use the technical and directorial skills you have developed, and to work with students on other courses to create a film, which will demonstrate what you are capable of, and serve as your calling card for the industry on which you have set your sights. As an alternative, you can choose a research-based option to undertake a detailed study of an aspect of directing.

**Every day I realised that I was there to learn, to take risks, to challenge myself, to respect others, and to listen to advice from my lecturers and my fellow students.**

James Tu, graduate

## Core units

**Directing Across Genres:** Working mainly with the other directing students, but also with MA Cinematography for Film & Television and MA Post Production Editing students, you will develop practical and critical skills for creative directing in a variety of genres, formats and media, and build competence and understanding through seminars and practical workshops. You will have the opportunity to acquire additional skills, which will inform and support your directing work.

**Storytelling:** This unit aims to examine concepts of storytelling across audio visual formats, cultures and production industries. Students will immerse themselves within practice research methodologies to critically engage with a diverse range of narrative forms and approaches.

**Professional Practice:** You'll be provided with an introduction to key concepts, skills and knowledge you will need for employment in the media industries.

**Directing & Developing Story:** During this unit you will direct a drama, or possibly a documentary, which will help you develop skills in short form storytelling. To this end, scriptwriters and producers will have developed drama scripts prior to your input. Documentaries will be developed with producers. Once again you will have the opportunity to work with scriptwriting, cinematography and editing students and now, additionally, sound students to make your film.

## Option units (choose one)

**Master's Production Project:** This project gives you the opportunity to develop and direct a production of your choice, which gives you a calling card in the field in which you want to work. In negotiation with, and mentored by your tutor you will plan, shoot and post-produce your project. Taking advantage of the collaborative environment in the Faculty of Media & Communication, you can work with scriptwriting students to make exciting drama scripts, as well as producers and, once again, cinematography, editing and sound students.

**Master's Research Project:** You can produce a practice-based research artefact supported by a written analysis, or an individual or collaboratively written paper. The latter consists of a written investigation into an aspect of practice, supported by media artefacts.



# MA

## Producing Film & Television

### Key Information

**Duration & delivery:**  
1 year full-time

**Start date:**  
September

**Tuition fees:**  
UK/RoI: £8,250  
Overseas: £14,750

**Entry requirements:**  
A Bachelor's Honours degree with 2:2 in any subject, or equivalent

**Required subjects:**  
None

**If English is not your first language:**  
IELTS (Academic) 6.5 with a minimum of 6.0 in each component, or equivalent

**Bournemouth University International College:**  
Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

**Accreditation:**  
International Moving Image Society (IMIS)



### Why choose this course?

This course is for those who want to learn how to turn their ideas and aspirations into reality. Whether you plan to manage the next generation of film and television programmes, shape a career as a development executive or production manager, or even run your own independent production company, the course will give you the practical training and theoretical grounding to achieve your ambitions in the dynamic world of media production.

The course has been awarded accreditation by the International Moving Image Society (IMIS), which is awarded to practice-based courses that best prepare students for a career in the industry. It's also one of the selected courses recognised by BAFTA UK as an eligible course in its BAFTA UK Scholarship programme.

### Course overview

You will learn how to develop your ideas as viable projects and sell them in a highly competitive marketplace. Thanks to expert tuition from professionals with experience from across the industry, you will become accomplished in managing productions as a producer and production manager.

You'll be working from a base room which provides a production office environment for planning your projects. You will also have the opportunity to attend additional lectures in related topics such as distribution, and intellectual property in media.

Working with other students in related subjects, you'll plan and produce your own projects and learn how to work collaboratively within a creative environment.

Your final production project will serve as evidence of your abilities, allowing you to focus either on project or business development or in the management of a project from concept to screen. There is also an option to develop an alternative research-focused project if you prefer.

“My time at BU was so important for my personal and professional development. From the first day of the course we were all immersed in projects across varying platforms and engaging in real-world production situations.”

Michael Scarcella, graduate, now Head of Operations at Framestore, Los Angeles

## Core units

**Developing & Selling Ideas:** This unit is designed to equip you with the entrepreneurial competencies required for selling creative projects in a highly competitive marketplace. Working alongside MA Scriptwriting students, you'll identify a project to research and develop. You'll consider how best to achieve a balance between creative and business needs in devising and selling your work. You'll look at how to generate ideas, write proposals, create treatments and pitch to commissioning editors and investors.

**Storytelling:** In combination with the other practical and professional skills taught across your degree, this unit offers a foundation for the effective completion of production work. You'll collectively engage with narrative theory in a critical and analytical forum, and establish a social, cultural and intellectual context for your production work.

**Production Management:** The Production Management unit is designed to develop the critical, conceptual, managerial and professional skills you will need for managing production artefacts. You'll work alongside students from across the Master's media production framework to plan and produce film projects following industry standard production management processes. You will also learn how to use industry standard production software Movie Magic Budgeting and Scheduling.

**Professional Practice:** This unit provides an introduction to the key concepts, skills and knowledge you'll need for employment and how to manage your life in the media industries.

## Option units (choose one)

**Master's Production Project:** This is a practical assignment chosen by you and negotiated with your tutor. Whether you choose to make a film, write a business plan for a feature film or create a TV series proposal and pilot, your final project will demonstrate your abilities as a producer, and be your calling card for the industry.

**Master's Research Project:** If your focus is on research, you may produce a practice-based research artefact supported by a written analysis, or an individually written paper. The latter consists of a written investigation into an aspect of practice, supported by media artefacts.



# MA

## Post Production Editing

### Key Information

**Duration & delivery:**  
1 year full-time

**Start date:**  
September

**Tuition fees:**  
UK/RoI: £8,250  
Overseas: £14,750

**Entry requirements:**  
A Bachelor's Honours degree with 2:2 in any subject, or equivalent

**Required subjects:**  
None

**If English is not your first language:**  
IELTS (Academic) 6.5 with a minimum of 6.0 in each component, or equivalent

**Bournemouth University International College:**  
Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

**Accreditation:**  
International Moving Image Society (IMIS)



### Why choose this course?

This course provides practical and theoretical opportunities for you to develop your narrative, technical and collaborative skills as an editor. You will receive industry-standard training in state-of-the-art facilities which will allow you to turn your ideas into reality.

### Course overview

Typically editing six or more short films through the year, the course builds towards a final production portfolio, which will be your calling card for the industry; it will allow you to explore and develop ideas beyond industry expectations, and produce evidence of your editorial approach, style and storytelling. As an alternative, you can choose a research-based option.

You will work in your own postgraduate base room and our dedicated edit suites, meaning that you'll have cutting-edge technology at your fingertips.

You're required to have your own Macintosh or Windows laptop with Avid Media Composer. The Faculty of Media & Communication provides further technical tools to aid your development, including extensive network support and on-campus edit suites, where you'll build your real-world skills through mirroring industry practice.

Our Learning Partnership with AVID ensures graduates of this course carry even greater relevance and credibility when it comes to finding employment, including the option of gaining AVID Certified User status.

Having completed this course, potential career opportunities could include editor, production executive, assistant editor or video editor to name a few.

“Of the many great aspects of the course, the best one that stood out for me was how the course was structured in a collaborative way with other disciplines that mirrors industry practice. This proved to be invaluable as it helped me understand the film making process, thus prepping me for real-life situations and boosting my confidence to go out there.”

Nicola Matiwone, graduate now Editor and Freelancer

## Core units

**Approaches to Editing:** Gain professional, industry-standard skills in planning and completing edits under different conditions and time restraints. By working on individual projects and collaborating with students on the MA Directing Film & Television course, you'll develop creative skills.

**Storytelling:** Establishing a social, cultural and intellectual context for production work on the course, in combination with the other practical and professional skills taught, this unit offers a critical foundation for the effective realisation of production work. You'll collectively engage with narrative theory in a critical and analytical forum.

**Developing Editing Principles & Practice:** Develop industry-level thinking and practice as an editor through collaborative projects and a programme of negotiated independent practice-based research and experimentation. This unit is where you'll find your voice as an editor and explore, challenge and extend the language of montage and the professional practice of creative collaboration. There will be group discussions, critiques, workshops and screenings. You'll also complete the AVID Media Composer MC101 Editing Fundamentals I qualification, with the option of progressing to MC110 Fundamentals II.

**Professional Practice:** This unit provides an introduction to key concepts, skills and knowledge you'll need for employment in the media industries.

## Option units (choose one)

**Master's Production Project:** You'll develop a brief through negotiation with a tutor, and research and produce edited material. This is where you can create a calling card for the industry, showing your editorial approach, style and storytelling ability. Collaborating with other Master's media production framework students is recommended as these courses, along with editing, form a group of collaborative disciplines mirroring industry practice.

**Master's Research Project:** You can produce a practice-based research artefact supported by a written analysis, or an individually or collaboratively-written paper. The latter consists of a written investigation into an aspect of practice, supported by media artefacts.



# MA

## Scriptwriting

### Key Information

#### Duration & delivery:

1 year full-time, on campus or online

#### Start date:

September

#### Tuition fees:

UK/Rol: £8,250

Overseas: £14,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 6.0 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

International Moving Image Society (IMIS)



### Why choose this course?

MA Scriptwriting not only develops your creative and critical skills as a scriptwriter, it offers an equally strong focus on your professional development as a writer and script editor through collaborative work with MA Directing Film & Television and MA Producing Film & Television students. This equips you with the skills and attitudes required for successful script development processes in the industry and you'll also get the chance to have some of your writing produced for the screen. The course is busy, intensive and involves much teamwork alongside individual writing practice. This course is for you if you want to take scriptwriting to another level, but will also help you get ready for the highly collaborative profession of scriptwriting in the film and television industries.

### Course overview

Throughout the course, you'll develop your ideas from concept to industry standard final draft, with a development process that includes research, pitching, presentations, script reading and networking events, workshop groups, tutorials, script editing, and rewriting for production.

Active participation will enable you to emerge from the course as a writer with a distinctive authorial voice, an industry standard portfolio of scripts, experience of writing in formats and genres, and a robust attitude to collaboration and development.

The course is taught by scriptwriting professionals and theorists, alongside an exciting programme of industry guest speakers. The course is suitable for students who have previously developed their own creative writing projects within humanities or media production courses or with relevant professional experience. You may have an undergraduate qualification in a related subject or may be able to show your suitability for this course through associated work-experience or evidence of other related activities.

 **I had the chance to collaborate with talented people on this course. Editors, sound designers, directors and producers really brought my script to life.** 

Luke Akroyd, graduate

## Core units

### Scriptwriting Across Platforms & Genres:

You'll develop narratives for short film. The unit's scriptwriting fundamentals strand will develop your skills and knowledge of creative and dramatic storytelling elements. You'll also experiment with generic conventions, by producing ideas in key genres. You'll participate as the writer on collaborative projects with MA Directing Film & Television and MA Producing Film & Television students.

**Storytelling:** You'll establish a social, cultural and intellectual context for scriptwriting issues. Combined with other practical and professional actions, this unit offers a strong critical foundation for effective script realisation. Teaching will help you collectively engage with narrative theory in a critical and analytical forum.

### Creative Story Development:

The scriptwriting development process, in terms of the writer's role, and the skills required for creative collaboration are the feature of this unit. You'll choose a feature film or television/web series/serials for the writing element of this unit, and research your project in depth, enabling you to produce developed outlines and treatments. You'll work as a script editor on another project, and learn to give constructive development notes to industry standard.

**Professional Practice:** This unit provides an introduction to key skills and knowledge you'll need for employment in the media industries.

## Option units (choose one)

**The Master's Production Project:** This unit allows you to show the scriptwriting skills, knowledge and professional competence you've gained on this course by producing a major scriptwriting project that is original and emerges from a development process involving workshop groups and tutorials. You'll be supported to develop career plans as a writer beyond the course.

**Master's Research Project:** You can produce a practice-based research artefact supported by a written analysis, or an individually written paper. The latter consists of a written investigation into an aspect of practice, supported by media artefacts.



# MA

## Sound Design for Screen

### Key Information

#### Duration & delivery:

1 year full-time

#### Start date:

September

#### Tuition fees:

UK/RoI: £8,250

Overseas: £14,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 6.0 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

International Moving Image Society (IMIS)



### Why choose this course?

This degree will advance your knowledge of sound in a variety of different genres, ranging from documentary to drama and animation. We're among the first universities to offer a Master's degree in post-production sound design, and we continue to develop opportunities for enhancing your sound skills within the Faculty of Media & Communication's vibrant production environment. You'll have the advantage of working in a range of specialist facilities, including purpose-built post-production sound suites for editorial and tracklay, a Foley/ADR studio, an AVID S6-equipped 7.1 dubbing theatre and Dolby Atmos mix facility.

### Course overview

We offer you the opportunity to develop your understanding of how sound design is used in image-based narrative formats such as film, television or the game sector. You'll develop a better understanding of the considerable emotive and narrative potential of sound design. While developing your own practice-based understanding of the subject, you'll advance your competence as a sound designer further through the study of relevant theory and research in this field. You have the opportunity to develop effective communication methods in relation to your subject area.

You'll learn how to work more effectively with sound in both location and post-production environments through collaborative projects involving students from the other disciplines of the Master's media production framework.

You'll also have the opportunity to develop collaborative projects with computer-generated material through Bournemouth University's National Centre for Computer Animation (NCCA) or via other creative ventures.

As part of the AVID Learning Partnership, this course has relevance and credibility within the industry and is accredited by The International Moving Image Society (IMIS). In addition, the MA Sound Design for Screen at BU is one of the few sound design courses recognised by BAFTA UK as an eligible course in its BAFTA UK Scholarship Programme.



**The chance to work with the rest of the Media Production Framework students was integral to my development, along with the teaching, both practical and theoretical.**



Ella Walker, graduate, now working at SNK Studios

## Core units

**Sound Design & Theory:** An introduction to specific sound design techniques. You'll develop a critical understanding of theoretical concepts alongside your production work, and gain an understanding of industry-standard technology for sound production and post-production environments.

**Storytelling:** You'll establish a social, cultural and intellectual context for production work. In combination with the other practical and professional skills taught, this unit offers a foundation for the effective realisation of production work. You'll collectively engage with narrative theory in a critical and analytical forum.

**Extended Sound Design Project:** This unit aims to develop a deeper understanding of a range of film and television genres. You will engage in the development, planning and execution of a more demanding production project, requiring you to build on skills and knowledge gained via the Sound Design & Theory unit.

**Professional Practice:** This unit provides an introduction to key concepts, skills and knowledge you'll need for employment in the media industries.

## Option units (choose one)

**Master's Production Project:** You'll develop a more complex practice-based project. The specific nature and duration of this will be negotiated with your supervising tutor. You'll participate in a range of learning and teaching methods, including individual tutorials with a member of the course team as well as group seminars to share approaches and project concepts.

**Master's Research Project:** You can produce a practice-based research artefact supported by a written analysis, or an individual written paper. The latter consists of a written investigation into an aspect of practice, supported by media artefacts.





# Politics courses

Our courses are delivered by academics with extensive research experience and are focused on the politics of today and how the discipline is evolving.

**Politics is about the ways people living in groups make decisions. It's ultimately about people, power and the processes – and institutions – that govern us. The focus of our courses in this area is very much on understanding contemporary politics and how and why we make the political decisions we do.**

Our academic team has wide-ranging expertise, grounded in years of research within fields such as political psychology, voter behaviour, international relations and political campaigning. We have cultivated links with research institutions and universities across the globe, from Massachusetts and Prague to Bogota and Auckland.

The team also enjoys extensive connections with a range of political organisations, including the UK House of Lords, the European Parliament, the Thai Chamber of Commerce, and local, national and international pressure groups, charities and communication consultancies.

The academic team delivering these courses is as knowledgeable as it is well-connected. Their cutting-edge research includes the publication

of numerous books on political matters. They are passionate about politics research and are looking forward to working with you collaboratively to foster your academic voice.

**“ My career contacts have helped me offer great benefits to students, securing guest lectures and challenging live briefs, as well as associations with top agencies. ”**

Cliff Van Wyk, Senior Lecturer



Our courses  
are delivered  
by experienced,  
research-active  
academics.

## Case study: The post-truth era

**Why are some people highly engaged by political communication, while others are not? What are the pathways that lead from communication to participation, and how do we understand patterns of participatory behaviour?**

BU research is looking at these issues in a post-truth era – the phenomenon where beliefs formed through exposure to media or campaigns' use of cherry-picked data seems more important than informed testimony.

### Vital importance

A workshop held at BU posed a number of questions about whether this is a new issue or not, and what post-truth politics might look like – as well as what it can tell us about the current and future state of democratic engagement and of democracy itself. Of vital importance was identifying the possible consequences taken based on misinformation or disinformation.

### Provided foundations

The ideas that were raised and discussed at the event have provided the foundations that further research into post-truth and political engagement have been based on. For example, data-driven campaigns can be designed to manipulate public understanding of how things are and how they should be. People then seek confirmation bias instead of interrogating the claims and counter-claims of different campaigns.

### Distorted perceptions

Further academic research at BU has considered how the concept of fake news, and the way in which multiple versions are represented as being 'the truth' means that people find themselves relying on their emotions rather than facts. This can lead to multiple distorted perceptions of reality that result in increased marginalisation through stereotyping and segmenting people for reasons that are not accurate or representative.

# International Political Communication

## Key Information

### Duration & delivery:

1 year full-time,  
2 years part-time

### Start date:

September

### Tuition fees:

UK/Rol: £7,750  
Overseas: £15,000

### Entry requirements:

A Bachelor's Honours degree with 2:2 in a required subject, or equivalent

### Required subjects:

Media & Communication, Politics, Public Relations, Journalism, Sociology, Social Policy or Social & Political Science

### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 6.5 in writing and 6.0 in all other components, or equivalent

### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

## Why choose this course?

Our academic team have wide ranging expertise, grounded in years of research within fields such as political psychology, voter behaviour, international relations and political campaigning. The team have cultivated links with research institutions and universities across the globe, from Massachusetts and Prague to Bogota and Auckland. The team also enjoys extensive connections with a range of political organisations, including the UK House of Lords, the European Parliament, the Thai Chamber of Commerce, and local, national and international pressure groups, charities and communication consultancies.

## Course overview

This course is designed to provide an advanced understanding of the issues and debates surrounding political communication in the 21st century. The units are conceptually led, combining discussions of theory with an exploration of current and best practice in society. All units will offer an international perspective and provide insights into the latest developments in political communication research and practice and the impact of recent technological innovations.

Students who graduate from this course will:

- Be equipped with the critical and analytical skills to pursue research within the field of political communication and related disciplines
- Be well-versed in a number of pervasive issues that shape and set the parameters for contemporary international political communications scholarship and practice.

Potential career opportunities can be found in various fields such as national and local government, political parties, unions, charities and NGOs, public affairs, journalism, PR/lobbying and teaching/academia.



**All of my lecturers have been knowledgeable and passionate, which has really helped me find my way through the course, and they have supported me in exploring my own interests and specialisms.**



Evelina Gibson, graduate

## Core units

### Social Theory & Political Communication:

A contextual grounding for political communication in social, communication and media theory. There will be discussions about globalisation, neoliberalism and democratic theory, considering issues of power, gender, economics, social equality and the environment. You'll also discuss the role of communication within and between societies, the role of mass (online and offline), alternative and 'new' media, and new forms of social, corporate and political communication in online and digital environments.

### The Psychodynamics of Political Culture & Society:

This unit offers a new interdisciplinary perspective on the psychodynamics of contemporary political culture. It applies a psychosocial, interdisciplinary approach that draws on theories and methods in psychoanalysis, cultural and media studies and political sociology to explore the cultural and emotional processes that shape our relationship to politics in the late modern, media age.

**Research Imagination:** Drawing on your research knowledge and experience from undergraduate level, this unit challenges your understanding of academic research and applied research in the communications industries. You'll be exposed to cutting-edge research practices and introduced to the opportunities and challenges of conducting applied research using industry data collection and analysis techniques.

**Political Journalism:** Engaging with debates around the role of journalism and media with practical studies of the media's role, mass media effects and citizen journalism. Alongside understanding the nature of political journalism, you'll be introduced to its forms and practices to develop your skills-base for underpinning your vocational aspirations.

**Political Marketing & Campaigning:** You'll undertake analysis of the marketisation of political discourse and permanent campaigning, exploring the behaviour and communication of political parties, governments, not-for-profit organisations, lobby groups and guerrilla activists.

**Diplomacy & International Relations:** This unit explores the contexts, processes and psychology underpinning interactions between nations and the relationships they have with supranational bodies. The unit will draw on historical perspectives of international relations, theoretical models of power distribution and political economy perspectives for a rich understanding of how the world functions and malfunctions.

**Final Project:** You can choose to write an academic dissertation of 15,000 words or a journal article of 10,000 words. The latter will be presented to peers and academic colleagues in an end-of-project symposium.



I would recommend this course to anyone looking to grasp political movements and wishes to be challenged – but come with questions and be prepared to be engaged in politics.

Humayun Qureshi, graduate



# MA

## Political Psychology

### Key Information

#### Duration & delivery:

1 year full-time or 2 years part-time (September start); 15 months full-time or 27 months part-time (January start)

#### Start date:

September, January

#### Tuition fees:

UK/Rol: £7,750

Overseas: £15,000

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 6.0 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit

[www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This course offers a unique opportunity to study how psychological insights can throw light on politics. What are the roots of political violence? Why do people not always vote or act in accordance to their interests? What drives shifts in public opinion? Why do some people become activists, while others never get involved? How does propaganda work? What is the appeal of the political ideologies to which some devote their lives? What makes for effective political leadership? Is the future democratic?

Psychology can make a vital contribution to developing answers to these and many other questions of importance to all those interested in the future of their societies. Political psychology is a well-established branch of psychology, yet this is one of very few Master's degrees available in the discipline.

### Course overview

If you are considering postgraduate research on a topic that involves looking psychologically at politics, or are intending to work in the political field itself (whether as activist, consultant, researcher or in some other role), this course offers a highly relevant, challenging and rich encounter with leading-edge theory and research at the complex intersections of psychology and politics.

The course provides a suitable basis for entry to, or professional development within careers in political and policy research, strategic work for campaign groups and political journalism, as well as offering insights and support for those engaged in democratic participation as professional or local politicians.



**The classes are riveting. I have learned about aspects of the world that have reshaped my understanding and deepened my awareness of the world beyond anything I could have hoped for.**



Sadie Fulton, graduate

## Core units

### Issues & Debates in Political Psychology:

This unit combines the study of classical texts and topics in political psychology with presentations of current research by members of staff. It places the psychology of politics in the context of major political issues, and links it to other disciplinary approaches.

### The Psychodynamics of Political Culture & Society:

This unit offers a new interdisciplinary perspective on the psychodynamics of contemporary political culture. The unit applies a psychosocial, interdisciplinary approach that draws on theories and methods in psychoanalysis, cultural and media studies and political sociology to explore the cultural and emotional processes that shape our relationship to politics in the late modern, media age.

**The Psychology of Democracy:** This unit provides an in-depth examination of the origins and factors that shape feelings and attitudes towards the institutions and processes within a democratic state. Covering the influence that political campaigns and media play, the unit analyses how our psychologies help to shape different forms

and levels of participation in democratic life, from simple thinking about the news through to street activism.

### The Psychology of Fundamentalism & Political Violence:

This unit uses a psychosocial understanding of fundamentalism in the analysis of a wide range of extremist movements and ideologies. It examines the social and political contexts that define different extremist ideologies, and outlines common patterns in fundamentalist states of mind.

**Research Imagination:** This unit prepares you for the Final Project, through an overview of the methods and processes of social science research and workshops in which you will consider the application of methods to your topics of interest.

**Final Project:** You'll choose your topic in consultation with academic staff, and will be guided to study that topic of research findings and theoretical concepts from all the taught units. The project can be either a 15,000-word dissertation or a 10,000-word journal paper plus presentation.

## Option units (choose one)

**Political Marketing & Campaigning:** You will explore the historical development of political marketing, its impact on how politics is positioned, 'sold' and understood by the electorate, its theoretical foundations, and the major critiques of it.

**Diplomacy & International Relations:** This unit will draw on historical perspectives of international relations, theoretical models of power distribution and political economy perspectives for a rich understanding of how the world functions and malfunctions.

**Political Journalism:** Engage with debates around the role of journalism and media with practical studies of the media's role, mass media effects and citizen journalism. Alongside understanding the nature of

political journalism, you'll be introduced to its forms and practices to develop your skills-base for underpinning your vocational aspirations.

**Media & Global Challenges:** This unit explores the function and role of the media in the context of shared global challenges, and specifically those defined by the UN's Sustainable Development Goals 2030 Agenda. It will also examine the role of media and journalism to empower communities to respond to and reduce the risks posed by the challenges defined in the SDGs.

**Youth Culture & Media:** You'll investigate the media platforms and practices that make youth culture move, exploring how cultural forms travel, catch on and spread from city to city and nation to nation.

# Psychology courses

A commitment to the delivery of high-quality teaching by leading researchers and practising professionals means that studying psychology at BU can help you to make the most of your career opportunities. Studying with us will give you the chance to gain a detailed knowledge of psychological theories and how these relate to practice.

**You will be taught by experienced researchers and practitioners of clinical psychology, health psychology, neuropsychology and forensic psychology ensuring that taught content is backed up by up-to-date research.**

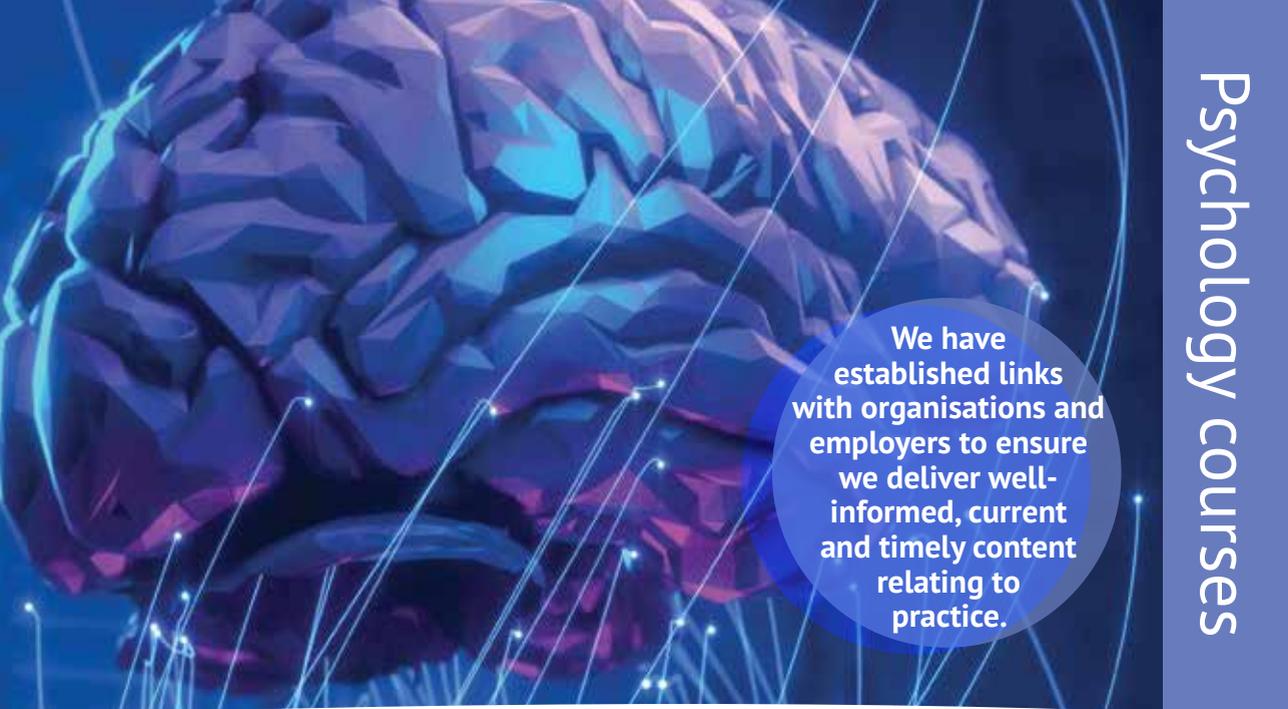
With our leading academics and practising professionals, you will explore a variety of different approaches to psychology from social psychology to cognitive psychology and neuroscience. You will be taught how theory links directly to the treatment of various psychological conditions, investigative procedures by police and in organisational practice. We have established links with organisations and employers, such as the National Health Service, Dorset Police, the Shelley Park Neurocare Centre and charities, to ensure we deliver well-informed, current and timely content relating to the applications of psychology. Learning is focused around how psychology can be used to help practice, based on a detailed understanding of theory.

We have a large team of researchers working in a wide variety of areas. These teams are a collaborative and supportive mix of academic staff,

PhD students, MSc students and undergraduate research apprentices. As a Master's student your own research interests can also be pursued within your taught course, working closely with a member of academic staff. Career opportunities in research are available.

We have a wide range of laboratories for use by all our students and academics, including a virtual reality suite, mobile and static eye-tracking facilities, mobile and static EEG equipment, brain stimulation techniques (transcranial direct current stimulation, transcranial magnetic stimulation), crime scene training centre, new cognitive testing laboratories, and an observation suite.

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We have established links with organisations and employers to ensure we deliver well-informed, current and timely content relating to practice.

## Case study: Facing facts

### How BU research is helping combat terrorism and international crime.

Groundbreaking research from Bournemouth University's Centre for Face Processing Disorders (CFPD) has discovered that 2% of the population have enhanced facial recognition abilities. These so-called 'super-recognisers' have superior skills in both distinguishing between faces and also recognising those that they may not have seen in decades, even those they have only fleetingly encountered.

Professor Sarah Bate and her team began studying super-recognisers following years of working with people with prosopagnosia or 'face blindness'. They began research in this area to try to understand whether prosopagnosia was a developmental disorder or a sliding scale of ability.

#### Super-recognisers

"The idea was that if we have people who are at the bottom end of a normal range when it comes to facial recognition, then there must be people who are at the top range too," Professor Bate explains.

"The identification of super-recognisers offers an alternative way in which we can improve national security using human resources. If we can also identify the processing strategies used by super-recognisers it is possible we can teach these techniques to people with typical face recognition skills."

Several police forces are already working with the team to screen their officers for super recognition. This is far from a straightforward process, as Professor Bate's research shows that different people are better at different aspects of facial recognition. The screening process isn't just about identifying the best people; it's about identifying the best people for the task in hand. This is why it is particularly important for the team to have rigorous research to back their theories.

#### Practical implications

The research has practical implications for national and international security. One of the team's tests mimicked the challenges faced by border control officials and showed super-recognisers outperformed control participants by up to 18%.

"We have seen many examples where terrorists and criminals have been able to freely move between borders without being spotted," says Professor Bate. "Our research means we could see people with identified super recognition skills deployed at borders known to be at risk of terrorist or criminal movement."

## Foundations of Clinical Psychology

### Key Information

#### Duration & delivery:

1 year full-time,  
2 years part-time

#### Start date:

September, January

#### Tuition fees:

UK/Rol: £8,750  
Overseas: £14,750

#### Entry requirements:

A Bachelor's Honours degree with 2:1 in a required subject, or equivalent

#### Required subjects:

Psychology

#### If English is not your first language:

IELTS (Academic) 7.0 with a minimum of 6.5 in writing and 5.5 in all other components, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This course delivers an extensive and detailed study of key aspects of clinical psychology. Teaching and assessment focuses on both academic understanding and practical skills, and takes a patient-centred approach including the exploration of case material. Many teaching sessions are provided by local and national clinical experts. This includes several clinician-researchers who conduct cutting-edge mental health and psychotherapy research.

### Course overview

This course is aimed at people who wish to acquire an in-depth knowledge of clinical psychology and so enhance their applications for a range of clinically-relevant employment. For UK-based students, this includes applying for UK clinical psychology doctoral training programmes. Other graduates of this course pursue academic careers by going on to enrol for clinically-relevant PhDs.

The course content typically comprises a mix of lectures, workshops, individual and group-based development activities and discussions. The emphasis is on the application of theory to practical issues, with an aim of helping students understand how theory and empirical research findings relate to the experiences of individual patients with mental health problems.

Each unit is assessed either by coursework alone or via a combination of coursework and examination. All assessments are on an individual basis although there may be group activities and role-plays involved.

Delivery of the course typically involves two to three days per week on campus between mid-September and May each year, with supervision arrangements for the dissertation and associated assignments extending into the summer months. This delivery pattern allows you to plan and build a clinical experience portfolio more effectively, if appropriate to your future career.

In addition, you will typically have the chance to apply for a Department of Psychology Research Apprenticeship Scheme. These voluntary posts provide students with experience of being part of academic-led research teams and thus students contribute to world-class psychological research. As such, these posts can provide a valuable addition to your skill portfolio and can help make you an attractive candidate for a range of clinical and research roles.

## Core units

### Roots & Range of Psychological Disorders:

The unit introduces the key origins of mainstream psychological disorders and provides a context for the teaching of the subject in the remainder of the course. It enables you to acquire an in-depth understanding of clinical psychological disorders including diagnostic issues, clinical features, and causal models.

**Psychological Therapies:** The aim of this unit is to provide an overview of the major therapeutic approaches used in clinical psychology. The unit will introduce empirically-supported psychological therapies such as cognitive behaviour therapy, cognitive analytic therapy, and acceptance and commitment therapy. It will also include sessions on modifying therapeutic approaches for particular client groups or clinical settings. Attention is also paid to issues that affect clinical psychologists and other clinicians, such as working with stressful clients and the importance of developing psychological resilience.

**Advanced Research Methods:** This unit covers a range of research methods and tools used for conducting advanced level research, and describes the intricacies of experiment design in such contexts.

**Advanced Statistics:** This unit covers the performance and interpretation of a range of statistical techniques intended for analysing data from psychological research. The understanding of these techniques and the inferences that can be drawn from them surpass that covered at undergraduate level.

**Research Project:** This unit supports you to produce an academically-rigorous postgraduate project, based on a literature review in a topic that aligns to areas within the remit of clinical psychology and is conducted under the supervision of a member of academic staff. You will integrate knowledge gained from various aspects of the course (e.g., research methods and statistical analysis of data, understanding of clinical models and therapies) to produce an evidence-based, critically evaluative literature review and/or a research project that makes a contribution to knowledge appropriate for the award of MSc in Psychology.



“ Lecturers who are also practicing clinicians provide the insight you want into real-world psychological work. ”

Dearbhaile Ní Mhaoileoin, graduate, Trainee Clinical Psychologist

# MSc

## Clinical & Developmental Neuropsychology

### Key Information

#### Duration & delivery:

1 year full-time,  
2 years part-time

#### Start date:

September

#### Tuition fees:

UK/RoI: £8,750  
Overseas: £14,750

#### Entry requirements:

A Bachelor's Honours degree with 2:1 in a required subject, or equivalent. Applicants with a 2.2 will be considered if they have achieved a 2.1 in their dissertation

#### Required subjects:

Psychology, Biology, Physics, Chemistry, Mathematics or Statistics

#### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University

##### International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements?

To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This course focuses on the normal and abnormal changes that occur in the human brain from childhood through to adulthood through to old age.

Key topics include rare cognitive neuropsychological disorders and relatively common clinical and neurodegenerative disorders. The course is taught by staff members who conduct cutting-edge research in these fields and by professionals in educational psychology, clinical psychology and neuropsychology.

### Course overview

Through the study of normal and abnormal patterns of development across the lifespan, this course provides a fascinating programme of study if you're wishing to become a researcher in this area and/or are seeking further professional development by gaining a unique and relevant qualification in an increasingly difficult job market.

As a graduate, you will be prepared to undertake further training for a variety of roles, working in contexts such as the NHS (hospital and community), the private/independent health care sector (nursing homes and private hospitals), education, and academic research.

You'll have the opportunity to apply for a highly-competitive placement. These placements, which can take place in either specialist education or clinical settings, give you the opportunity to gain valuable experience and learn from professionals working in these fields. If you're more interested in research, internal placements working with a member of staff in the Psychology Research Group will be offered as part of the course. Research placements offer invaluable experience for those wanting to go on to do PhD-level research.

Potential career pathways include mental health assessor, clinical psychologist, or a therapist providing psychological therapies (IAPT), educational psychologist, lecturer or academic researcher.

 **I undertook my placement at the stroke unit in Poole Hospital. I got real-life experience administering neuropsychological assessments as well as the opportunity to shadow a clinical neuropsychologist. This experience was extremely helpful when applying for jobs after graduation.** 

Milla Rasanen, Psychometric Facilitator,  
Royal College of Surgeons of Edinburgh

## Core units

### Ageing & Neurodegenerative Disorders:

Cognitive abilities rise steeply from infancy to young adulthood and then are either maintained or decline in old age, depending on ability. This unit will focus on the mechanisms that underpin these changes, and will explore illnesses that usually develop in later life (e.g. dementia, Parkinson's disease and Huntington's disease).

**Advanced Research Methods:** The unit covers a range of research methods and a tool used for conducting advanced level research, and describes the intricacies of experimental design in such contexts. The unit aims to prepare you for undertaking independent research using advanced research techniques.

**Clinical & Cognitive Neuropsychology:** This unit explores the diagnostic assessment and treatment of patients with brain injury or neurocognitive deficits. You will gain an in-depth understanding of neurological injury, the use of neuropsychological tests to accurately assess cognitive deficits and the management, treatment and rehabilitation of brain injured and cognitively impaired patients. At the end of the unit, you'll have an advanced knowledge of how our understanding of cognition can be informed by patient studies.

**Neurodevelopmental Diversity:** This unit explores typical neural and cognitive development in childhood, and takes an

in-depth look at several cases of atypical development (e.g. dyslexia, ADHD and autism). You will learn more about how to adapt environments for people with developmental conditions, and will learn about related careers from professionals working in this field.

**Advanced Statistics:** You will learn and apply a range of statistical techniques intended for analysing data from psychological research. These are advanced techniques which are not covered at undergraduate level, but they build on statistical knowledge that you should have acquired in your undergraduate course.

**Key Transferable Skills – Presentation & Scientific Writing:** In this unit, you'll gain key skills for interpreting, presenting and writing research. Topics will include writing research and grant proposals, presentation skills and the development of advanced writing skills.

**Research Project:** You'll get to choose from a set of research projects provided by our teaching staff. You will then be responsible for providing an in-depth literature review and designing an experiment to address the research question. You will be expected to collect and analyse data and will be asked to provide a submission-ready write-up of the project. Supervision for the research project will be provided in weekly meetings.



# MSc

## Cognitive Neuroscience

### Key Information

#### Duration & delivery:

1 year full-time,  
2 years part-time

#### Start date:

September

#### Tuition fees:

UK/RoI: £8,750  
Overseas: £14,750

#### Entry requirements:

A Bachelor's Honours degree with 2:1 in a required subject, or equivalent. Applicants with a 2.2 will be considered with a strong academic or professional background

#### Required subjects:

Psychology, Biomedical Science, Biological Science, Physical Science (such as Chemistry, Physics, Engineering, Geography) or a related discipline

#### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This research-inspired course will equip you for a career in cognitive neuroscience. With a focus on neuroimaging, electrophysiology, and brain stimulation, this course delivers theoretical understanding and practical applications preparing you for your career or your progression onto further study.

Specifically, this qualification will prepare you for employability across a range of disciplines within cognitive neuroscience and related fields, including psychology, computing, neuroscience, medicine and computer science - as research associates/officers, teachers, lecturers, as well as staff in the business sector and administration.

### Course overview

On this course you will develop the skills for a career in cognitive neuroscience through theoretical understanding and practical applications; particularly neuroimaging, EEG, and brain stimulation.

The course is designed for you to acquire experience and expertise in experimental design, advanced statistical analysis, and evaluation of research in different disciplines within psychology and cognitive neuroscience, as well as enhance your knowledge and understanding of the brain.

You will develop critical evaluation skills in relation to the key issues in the field of cognitive neuroscience, as well as your investigative strategies and empirical findings. In addition, you will learn strategies of cross-disciplinary research in theory and application development, which will help you integrate the different approaches of cognitive neuroscience and assess how the brain supports cognitive processing and behaviour.

## Core units

**Brain Structure & Function:** This unit provides an overview of basic human functional neuroanatomy. You will learn about the principles underlying the anatomical organisation and functional segregation of the human brain, as well as the necessary neuroanatomical background to develop relevant research questions in cognitive neuroscience.

**Experimental Design in Cognitive Neuroscience:** The theoretical component of the unit covers a range of approaches to experimental design in cognitive neuroscience and critical evaluation of current practices in designing experiments. The practical component of the unit illustrates principles of experimental design by using relevant examples from published studies focusing on technique-specific design, limitation, and advantages, ways to control unwanted variables, common pitfalls, and neuroethics. The unit aims to prepare students for undertaking an independent research project in cognitive neuroscience.

**Critical Issues in Cognitive Neuroscience:** The unit provides a comprehensive overview of the critical issues in cognitive neuroscience, the scientific study of the underlying biological processes of cognition. Current research issues (e.g., modularity vs. brain connectivity) will be discussed and supplemented with recent peer-reviewed journal articles.

**Advanced Research Methods:** The unit covers a range of research methods and a tool used for conducting advanced level research, and describes the intricacies of experimental design in such contexts. The unit aims to prepare students for undertaking independent research using advanced research techniques.

**Advanced Statistics:** You will learn and apply a range of statistical techniques intended for analysing data from psychological research. These are advanced techniques which are not covered at undergraduate level, but they build on statistical knowledge that you should have acquired in your undergraduate course.

**Key Transferable Skills - Presentation & Scientific Writing:** In this unit, you'll gain key skills for interpreting, presenting and writing research. Topics will include writing research and grant proposals, presentation skills and the development of advanced writing skills.

**Research Project:** You will work closely with a member of staff engaging in discussions in order to choose an appropriate research project based around a particular topic that interests you, or expanding an element from the course that you want to pursue further, perhaps linked to your future career aspirations.



## Investigative Forensic Psychology

### Key Information

#### Duration & delivery:

1 year full-time,  
2 years part-time

#### Start date:

September

#### Tuition fees:

UK/Rol: £8,750  
Overseas: £14,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

Unlike other courses that focus on offender assessment and rehabilitation, this degree will examine the theoretical and investigative aspects of forensic psychology.

You'll benefit from using our superb facilities, all designed to mimic the situations you will encounter in your career. These include our on-campus Crime Scene Training Centre, mock courtrooms and psychology testing suites with the latest eye-tracking and face-processing equipment.

### Course overview

This course considers all aspects of forensic psychology, preparing you for every step of the criminal justice process from the crime scene to the courtroom. As well as the underlying theories regarding the psychology of investigations and considering areas such as how face-processing can assist identification of individuals, you will explore different offence types – sexual offending, murder and violent crime, group offending, and different forms of cyber-crime.

You'll be expected to investigate and scrutinise violent mocked-up crime scenes to provide investigative evidence, learning how to present expert witness testimony in a mock court.

You will evaluate victims, witnesses, suspects and offenders, environment, geography and time, working with practitioners who create fieldwork, case studies and exercises based on their real experiences.

Guest speakers sharing their knowledge will be an integral feature of the course. Course Leader Dr Terri Cole will also share her own experiences as a behavioural investigative adviser and serious crime analyst. Dr Cole worked for a number of years with police forces providing offender profiling, crime scene assessment and offence linkage advice in relation to serious sexual offences and murder. She brings her expertise and experience together to focus on crime scene behaviour and how psychology can assist investigations on the course.

Graduates from this course have gone on to a rich variety of job roles, including researcher/analyst for the Office of National Statistics, police constable, civilian investigator, serious crime analyst at the National Crime Agency, some specialist policing roles (for example in County Lines Team), taking 999 calls, and Ministry of Justice (HM Courts & Tribunals Service).

## Core units

**Investigative Psychology:** The theoretical and practical understanding of investigative psychology, focusing on serious crime investigations. You will initially explore the roles psychologists can play and general theories regarding why people commit crime, and subsequently specific theories as applied to different crime types including murder and violent crime, serial and sexual offending, group offending and cyber-crime.

**Forensic Perspectives in Face-Processing:** Focuses on the individual differences in face-processing, with an emphasis on the forensic implications of this work. As well as examining cognitive and personality factors that may influence our face recognition ability, you'll consider social biases that affect our ability to process faces.

**Professional Practice in Forensic Science:** Providing you with an understanding of, and initial training in expert witness and courtroom skills, legal and practical aspects of evidence. We will demonstrate pre-trial duties, courtroom procedures, lawyers' requirements, and the preparation and structure of the expert witness' report.

**Professional Practice & Court Skills:** Providing you with an understanding of, and initial training in expert witness and courtroom skills, legal and practical aspects of evidence. We will demonstrate pre-trial duties,

courtroom procedures, lawyers' requirements, and the preparation and structure of the expert witness' report.

**Advanced Research Methods:** You will explore a range of qualitative and quantitative research methods and tools used for conducting advanced level research. It evaluates the intricacies of experimental design in different contexts. The unit will prepare you to undertake independent research using advanced research techniques.

**Advanced Statistics:** This unit covers appropriate selection and use of a range of statistical techniques intended for analysing data from psychological research.

**Key Transferable Skills - Presentation & Scientific Writing:** Here the key skills for interpreting, presenting, writing and publishing research are taught. Topics include writing research and grant proposals, presentation skills and developing advanced writing skills.

**Research Project:** You'll work closely with a member of staff engaging in discussions in order to choose an appropriate research project based around a particular topic that interests you, or expanding an element from the course that you want to pursue further, perhaps linked to your future career aspirations.



The different styles of teaching involving real-life application methods was an innovative and truly wonderful way of learning.



Ellie Blackford, graduate, Police Enquiry Officer for Surrey Police

# MSc

## Health Psychology

### Key Information

#### Duration & delivery:

1 year full-time,  
2 years part-time

#### Start date:

September

#### Tuition fees:

UK/Rol: £8,750  
Overseas: £14,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 accredited by the British Psychological Society (BPS)

#### Required subjects:

Psychology

#### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 6.5 in writing and speaking and 6.0 in all other components, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

The British Psychological Society (BPS) as Stage 1 Professional Training in Health Psychology

### Why choose this course?

Our MSc Health Psychology course is accredited by the British Psychological Society (BPS), providing the first stage of training for becoming a health psychologist, and equipping you with the necessary qualification to undertake Stage 2 training in Health Psychology accredited by the Health and Care Professions Council (HCPC) for those wishing to pursue a career as a Practitioner Psychologist in Health.

### Course overview

This course is designed to give you an advanced knowledge and understanding of health psychology theory and practice, and of the application of health psychology across all aspects of health, illness and disability. We also offer expertise in the area of stress and resilience across the lifespan.

As part of the course, you will undertake a work placement of the equivalent of at least one week of full-time work experience (35 hours) in a health psychology-related context. We are well-placed to offer a variety of placements, having good links with external placement providers such as NHS Trusts and clinicians, schools, and public health domains, and we also offer the opportunity for our students to gain experience as research assistants, working on academically led research.

The course also provides a sound, broad training in health and psychology-related skills suitable for entering a number of professional avenues across academic, healthcare, and public health settings including research psychologist positions, postdoctoral research in health psychology, and in a variety of medical settings.

It also provides a potential route to undertake a PhD or Doctoral level study in Health Psychology or related areas and is a good grounding for increasing success in obtaining a place on a Doctorate Training Programme in Clinical Psychology.



The British  
Psychological Society  
Accredited Health Psychology

## Core units

### Stress & Developmental Influences On Health & Illness:

You will examine the effects of stress on physical health and well-being and on the role of developmental influences on health. This unit links these two aspects together to examine the effects of experience across the lifespan on physical health and wellbeing. This will include an emphasis on child health and development. You will examine these effects from different methodological perspectives including biological processes and epidemiological evidence, and learn specifically about biopsychosocial theory and the underpinning of this theory across health psychology.

### Health-Related Cognitions, Behaviours & Beliefs:

You will gain an advanced understanding of the factors, motivations and theories underlying a number of health behaviours and conditions, and discovering how this understanding can aid changes in attitudes, perceptions and behaviours to improve lifestyles and practices. Cognitions, behaviours and beliefs at different stages across the lifespan will be considered and evaluated. General theories, models, interventions and methods for assessing intervention success will be covered, and applied to a number of common health behaviours, conditions, and populations.

### Experience Of Chronic Illness & Delivery Of Healthcare:

On this unit, you will cover the psychosocial aspects of a range of physical illnesses, with reference to theoretical models. You will explore the role of health psychologists in primary and secondary care, primarily with visiting speakers who are working across different areas of health psychology practice.

**Advanced Research Methods:** The unit covers a range of research methods and tools used for conducting advanced-level research, and describes the intricacies of experimental design in such contexts. The unit aims to prepare students for undertaking independent research using advanced research techniques.

**Advanced Statistics:** You will learn and apply a range of statistical techniques intended for analysing data from psychological research. These are advanced techniques which are not covered at undergraduate level, but they build on statistical knowledge that you should have acquired in your undergraduate course.

**Key Transferable Skills – Presentation & Scientific Writing:** In this unit, you'll gain key skills for interpreting, presenting and writing research. Topics will include writing research and grant proposals, presentation skills and the development of advanced writing skills.

**Research Project:** You'll get to choose from a set of health psychology research projects provided by our core team of health psychology teaching staff. You will then be responsible for providing an in-depth literature review and designing an empirical research project to address the research question. You will be expected to collect and analyse data and will be asked to provide a write-up of the project as a dissertation in the format of a journal article. Supervision for the research project will be provided throughout and you will attend project-related seminars on relevant topics.

“The content is consistently applied to real-life scenarios, which makes it easier to understand how our learning will be used in our future careers. The teaching team are extremely welcoming and encourage discussions, something that I find helps me to learn. I feel that the community among students and staff is strong, creating a friendly and warm environment to learn in.”

Phoebe Stratford-Evans, current student

# MSc

## Psychology

### Key Information

#### Duration & delivery:

1 year full-time,  
2 years part-time

#### Start date:

September

#### Tuition fees:

UK/RoI: £8,750  
Overseas: £14,750

#### Entry requirements:

A Bachelor's Honours degree with 2:2 or equivalent in any subject

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This conversion course encompasses all areas of psychology identified by the British Psychological Society (BPS). It provides you with the knowledge and experience to enable you to begin a career in professional or academic psychology (e.g. clinical, educational, occupational, sports, forensic and health psychology). It will also equip you for a range of other careers including teaching, management consultancy, advertising, health promotion and personnel work.

### Course overview

This new psychology conversion course provides a great opportunity to gain the theoretical knowledge and practical skills necessary to develop your career in this and related fields.

During this course you will acquire a high level of understanding and insight into empirical and theoretical psychology issues, such as memory, brain function, mental health, developmental change across the lifespan, personality, and intelligence. You will graduate with a well-founded knowledge and critical understanding of the mind and behaviour through learning about all areas of psychology.

On this course you will also acquire a range of sought-after research skills and methods to investigate human behaviour and you will learn to conduct research independently and apply your knowledge in a variety of contexts, such as healthcare, education, forensics, and occupational settings.

This course is currently undergoing the accreditation process to achieve the Graduate Basis of Chartership (GBC) from the British Psychological Society (BPS).

## Core units

**Statistics & Research Methods:** Develops experimental and non-experimental research skills, statistical analysis, interpretation and reporting of research findings.

**Personality, Intelligence & Social Psychology:** Explores the measurement of differences in personality and intelligence, identity and self-perception, attitudes, social cognition, and group processes.

**Biological Psychology:** Explores the neural correlates of various core brain functions and impairment associated with brain damages. Develops your analytical thinking, synthetic thinking and your ability to search for, recognise and critically evaluate information.

**Qualitative Research Methods:** Develops your ability to plan, design, and conduct qualitative research, and explores the history of qualitative research in psychology. Core

qualitative methodologies, data collection methods, and data analysis methods will be covered.

**Cognition & Language:** Examines the psychology of attention, memory, and problem-solving. Also explores the effects of brain damage (e.g. aphasia, spatial neglect).

**Developmental & Applied Psychology:** Exploring developmental change across the lifespan and the ways in which psychological knowledge and theory is applied in real-world contexts.

**Research Project:** You'll work closely with a member of staff engaging in discussions in order to choose an appropriate research project based around a particular topic that interests you, or expanding an element from the course that you want to pursue further, perhaps linked to your future career aspirations.



# Social Work courses

The academic team responsible for our social work courses conducts varied research and works closely with frontline partners to inform the development of social work best practice. Their input will help you become a well-rounded and supportive practitioner, whatever field of social work you move into.

**As the first Teaching Partnership in the south west of England with Dorset Council, Bournemouth, Christchurch & Poole Council and Wiltshire Council, and from our cooperation with many health and social care employers across England to run their Continuous Professional Development (CPD), we have close working relationships with many partners in public, private and voluntary services, ensuring that your studies are relevant for practice and your chosen career.**

You'll be supported by our committed, creative and professional staff who add a positive dimension to your learning, bringing a range of experience to your studies and inspiring you with their enthusiasm.

Once students have qualified, we offer post-qualifying awards that are delivered by our nationally recognised National Centre for Post-Qualifying Social Work and Professional Practice. The Centre is working closely with Local Authorities to deliver CPD to their social workers.

We also offer a Master's by Research and PhDs in social care and social sciences, for students to explore a research area of their choice under the guidance of an experienced supervisory team.

**Our courses provide preparation for future social workers as well as ensuring those currently engaged in social work and social care continue to develop and enable excellent practice.**

Professor Sam Porter, Head of Department of Social Sciences & Social Work.

PGDip/MA Social Work  
PGDip/MA Social Work (Children & Families)

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MA Leading & Developing Services  
MA Advanced Mental Health Practice

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BU is the home of the National Centre for Post-Qualifying Social Work & Professional Practice.

## Case study: Stopping scammers

**During the UK's coronavirus lockdown, scammers were busy trying to take advantage of vulnerable people. BU research played an important part in keeping them safe.**

The National Centre for Post-Qualifying Social Work and Professional Practice (NCPQSWPP) at BU has worked in partnership with government and trade bodies to raise awareness of the scale of scamming, and to gain a greater understanding of the reasons why people are drawn into a scam. To date, their work has bridged the research gap into the scale of the problem, highlighted the impact of scams on the lives of victims and the wider UK economy, and is informing best practice nationally.

### Harnessing expertise

The NCPQSWPP team helped the NHS Covid-19 Emergency Response, harnessing the considerable expertise of the team to produce weekly videos to help NHS and community workers to identify people at risk of being scammed. With older people isolated at home, they were far more at risk of being targeted by things like false coronavirus tests, phishing emails and people taking money or card details when offering to buy food and essential supplies.

The training resources were added to an online portal for NHS and community workers, and the advice this was able to pass on helped frontline workers to keep people safe during a very difficult time.

### Helping to stop scamming

It was another success for the NCPQSWPP which, in collaboration with its partners, has contributed to a significant increase in national awareness of the scale of financial scamming. Through their ongoing efforts, we are now seeing a national reduction in mail and telephone fraud, preventing thousands of citizens from being defrauded by scams and saving hundreds of thousands of pounds from being lost through fraud in the process.

# PG Dip/MA Social Work

## Key Information

### Duration & delivery:

2 years full-time with statutory placements

### Start date:

September

### Tuition fees:

UK/Rol: £7,750

Overseas: £14,750

### Entry requirements:

A Bachelor's Honours degree with 2:1 in any subject, or equivalent. Relevant experience in social work and/or social care is required. Applicants with a 2:2 may be considered if they have strong relevant work experience

### Required subjects:

None

### If English is not your first language:

IELTS (Academic) 7.0 with a minimum of 6.5 in each component, or equivalent

### Accreditation:

Social Work England

## Why choose this course?

Ranked first in its subject area according to the 2021 *Guardian* League Tables, this course is taught over two academic years and provides an approved route to qualified social worker status for those who want to pursue a role in this profession. The profession demands the application of reflective, critical thinking skills, the ability to deal with uncertainty and ambiguity, and the ability to use and create best evidence in assisting people and society in a complex world. This course responds to these initiatives providing an approved qualification that meets government, professional body and disciplinary requirements.

Our course is approved by the social work regulator, which means you will be eligible to apply to register with Social Work England as a social worker when you graduate.

## Course overview

Social workers practice in areas including child protection, youth justice, fostering and adoption, adult safeguarding, mental health, substance use, hospital discharge and disability.

This practical degree blends a powerful combination of academic study with essential practical experience. As this is a Master's course, you'll be required to develop a sound understanding of the research underpinning social work practice and attendant areas. You'll develop your capacity to act as a research-minded, aware and capable practitioner, undertaking a dissertation or final project and creating knowledge for social work.

As a result, you will leave us equipped with specialist knowledge and practical skills needed to deal with a broad range of issues such as social exclusion and discrimination, law and social policy, psycho-social development, models and methods of intervention and research methods.

Thanks to our close ties with local employers, as well as our service user and carer partnership, you will have the opportunity to undertake two substantive placements during your course where you will develop strong working relationships with those already in the profession. You will gain meaningful, hands-on experience during your placements, in a variety of different real-world social work settings and develop a broad range of practical skills.

## Year one

**Law for Social Work:** You will develop an understanding of law and relevant social policy.

**Applying Social Work Models & Methods:** You'll develop an understanding of the complex and multi-layered nature of social work with a strong focus on the practical applications.

**Developing Professional Relationships (Readiness for Direct Practice):** Develop personal and interpersonal communication skills, as well as explore and understand theory that will aid the application of these skills in professional practice.

**Psychosocial Perspectives of the Life Course:** You'll develop an understanding of human growth, development and behaviour across the lifespan, and different sociological and psychological explanations for this.

**Professional Practice with Children & Their Families:** Underpinned by research and evidence-based judgements, you'll develop your understanding and competence in assessment and intervention with children and their families.

**Professional Practice With Adults:** You'll be prepared for practice with adults in a variety of settings; making reference to contemporary social work practice issues. This includes approaches to intervention, the legislative framework which mandates practice, professional accountability, applying critical thinking, working with risk and complexity, and the importance of evidence-informed practice.

**First Substantive Placement:** A practice-based unit providing the essential practice experiences that you require in working toward meeting the regulations of the professional body.

## Year two

**Final Substantive Placement:** A work-based unit offering the essential practice experiences in a statutory social work team you'll need for meeting professional body regulations.

At this point, at the end of Semester 1, students can choose to finish their studies and accept the award of PG Dip Social Work; this is an approved social work qualification.

To achieve the MA Social Work, students must choose one of the following two options.

**Option 1: Dissertation:** This will show your autonomous ability, within a complex professional context, to create, expand or redefine knowledge by synthesising research literature.

**Option 2: Team Working for Service Improvement:** You'll develop the skills of working in small inter-professional teams to design and develop a service improvement or product to enhance the experiences of people who use services and/or their carers.

and

**Critical Literature Review:** This will show your autonomous ability to create, expand or redefine knowledge by synthesising research literature which underpins your service improvement project.

“ The lecturers on the social work Master's course have a wealth of knowledge and are passionate about what they are teaching. They all have lots of experience in the field and relate this to what they are teaching. ”

Bekie McElwee - MA Social Work student

# PG Dip/MA

## Social Work (Children & Families)

### Key Information

#### Duration & delivery:

**PG Dip:** 14 months full-time, **MA:** 17 months full-time, both with statutory placements

#### Start date:

Next available intake is January 2024

#### Tuition fees:

UK/RoI: £7,750  
Overseas: £14,750

#### Entry requirements:

A Bachelor's Honours degree with 2:1 in any subject, or equivalent. A minimum of 6 months full-time (or equivalent) direct experience of working with vulnerable children, young people and/or families/carers or adults, either in a paid or voluntary capacity

#### Required subjects:

None

#### If English is not your first language:

IELTS (academic) 7.0 overall with a minimum of 6.5 in each component, or equivalent

#### Accreditation:

Social Work England

### Why choose this course?

This social work course – focusing on children, young people and their families – will enable trainee social workers to build upon their existing knowledge and skills, and develop the expertise required for social work practice. The Department for Education (DFE) funds this course through a cluster of local authorities that includes Bournemouth, Christchurch & Poole Council, Dorset Council and Wiltshire Council, with all applications being made directly through the DFE application website. You'll have the option to continue your studies from a Postgraduate Diploma (14-month course) to a Master's degree by completing a dissertation and an option of one or two set units running alongside this, that will be self-funded.

### Course overview

This course gives you the opportunity to study in a high-profile and nationally recognised department and benefit from direct access to research active and internationally linked academic staff. If you already hold an undergraduate degree and are interested in specialising in work with children and young people, this is the ideal social work course option.

As part of the course, you'll undertake two separate work placements of a combined total of 170 days. This will help you gain invaluable hands-on experience of social work, but it is also essential to meet the regulatory requirements of the professional body.

This course is an intensive full-time training programme that could see you start a career as a social worker in just 14 months, whilst receiving a Department of Education bursary in addition to course fees. Although this qualification is in children and families social work, it qualifies as a generic social work qualification which makes you eligible for applying for the registration as a social worker with Social Work England. Applications for this course should be made directly to the Department for Education via their website.

“ This course was perfect for me because I could complete it within 14 months and the financial support took a great weight off my mind. I loved every second of the course and found the knowledge and experience of my teachers and my cohort invaluable. ”  
Lou Oliver, graduate

## Core units

**Developing Professional Relationships in Social Work (Readiness for Direct Practice) for Social Work with Children & Families:** You will develop knowledge and understanding of the essential personal and interpersonal skills needed to develop effective relationships with the diverse range of people in our society. The unit will also provide the essential preparation you require to develop and demonstrate your readiness and safety to undertake practice learning in line with the national regulatory requirements.

**The Child's Journey:** You'll advance your knowledge and understanding of child development and behaviour and different sociological and psychological explanations for this. You will be encouraged to consider the interplay of psycho-social factors on the lives of children and young people, exploring a range of influences on human development including the impact of gender, ethnicity, sexuality and disability.

**Law & Social Policy for Social Work with Children & Families:** You will develop a critical understanding of law and social policy, social work values and ethics and considerations relevant to child and family social work. You will explore the implications of social work values and ethics and how they apply to the promotion of the best interests of children and young people.

**Applying Social Work Models & Methods for Social Work with Children & Families:** You'll gain essential knowledge of models and methods used in social work practice, with

a focus on how they can be applied when working with service users. The unit equips you with an understanding of the complex, multi-layered nature of social work, including the challenges of practicing professional social work with a diverse range of social work service users and carers. The aim is to offer you insight into a range of models and methods used in current social work practice using a problem-based learning approach. This includes case studies and simulations to help you translate theoretical knowledge into practical applications.

**Parenting Capacity for Social Work with Children & Families:** This unit will help you develop an understanding of the factors that contribute to parental mental health, substance-related and domestic violence-related problems and, crucially, the impact upon the child, including child development.

**Working with Children & Their Families:** You will develop knowledge and understanding of social work in the context of professional practice with children and their families; including responsibilities, analytical skills and knowledge, practical skills and professional accountability. You will be expected to examine your own beliefs and values in relation to protection work and to build on previous learning.

**Two Statutory Placements (70 & 100 days):** You will gain essential practice experiences required in meeting the regulations of the professional body.

## Master's degree units

**Dissertation:** The dissertation is the keystone of all Master's degree pathways and draws on conceptual, theoretical and practical knowledge, developed in other units of the course. You will undertake a synthesis of research literature, demonstrating a systematic understanding and critical awareness of current social work issues.

and

**Critical Literature Review:** You'll gain skills and knowledge for undertaking a critical literature review in an aspect of social work. You'll also acquire and apply well-grounded

research, research mindedness and research literacy skills in social science to undertake an intellectually challenging and in-depth literature review exploring a topic relevant to contemporary social work practice.

or

**Team Working for Service Improvement:** You will develop the skills of working in small inter-professional teams to design and develop a service improvement or product to enhance the experiences of people who use services and/or their carers.

# Leading & Developing Services

## Key Information

### Duration & delivery:

Maximum 5 years part-time

### Start date:

See website for details

### Tuition fees:

See website for details

### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent. Applicants should be a registered social work or healthcare professional

### Required subjects:

None

### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 6.0 in each component, or equivalent

### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

## Why choose this course?

This pathway of units within the part-time Health & Social Care Continuing Professional Development (CPD) Framework has been designed to allow you to focus on your own leadership and management practice and have a positive and direct impact on service outcomes. All assessments demand the application of theory to organisational situations. You will be able to gauge the development of your own skills and knowledge, and your organisation will be aware of your increasing effectiveness.

The course is designed to fit in with the busy schedules of leaders and managers, so it is part-time and delivered online to offer flexibility.

## Course overview

This course is primarily designed to meet the development needs of leaders or managers already in post. This includes supervisors, team leaders, first line managers, middle and senior managers. However, experienced professionals who aspire to a management career may also access the course as long as they have particular responsibilities that allow them to complete the unit assessments, e.g. a supervisory responsibility. As this course offers a good grounding in strategic management, it is suitable for managers currently in first line and middle manager positions who may be seeking promotion to a senior position.

The pathway provides experienced health and social care professionals with the opportunity to develop and extend their knowledge of management and leadership theory and enhance their practice. It will prepare you to take on first line, middle and senior management positions and supports organisation leadership and management strategies.

Leadership and management in health and social care requires a range of skills to lead through change and challenge. This pathway allows for critical thinking and exploration of relevant research in a practice context. Leaders have told us that it enabled them to develop more flexible leadership styles and a holistic view of organisational performance.

Tilia Lenz, Senior Lecturer in Continuous Professional Development

## Postgraduate Certificate in Leading & Developing Services

Choose two 20-credit units from the following options plus the core unit Leading for Change

## Postgraduate Diploma in Leading & Developing Services

Choose five 20-credit units from the following options plus the core unit Leading for Change

**Leading for Change:** This unit aims to provide an opportunity for you to critically consider your role in leading yourself and others in a change environment, develop skills and knowledge which will support you to be effective within your role, and critically reflect on how you can contribute to the development and maintenance of an effective learning culture.

**Evidencing Professional Learning (EPL) 1,2 & 3:** Learn to evaluate yourself as a lifelong learner and to apply learning outcomes in the complex and unpredictable professional context.

**Self Leadership:** Increase self-leadership capability and capacity to better manage self and others under the multiple pressures of the health and social care work environment.

**Strategic Leadership:** Address the needs of managers/leaders in health and social care who are working in a culture of constant change and service development.

**Leading Integrated Services:** In this unit you will explore 'leadership' in the context of integrated care and service provision.

**Professional Reasoning & Judgement in Health and Social Care:** Develop sound professional reasoning and judgement by making use of a wide range of knowledge, research and practice-based experience to inform complex decision-making when working at an advanced level of professional practice.

**Practice Observation:** Learn to identify and meet learning needs, and then also apply the acquired learning outcomes in practice.

**Professional Supervision in Health & Social Care:** Through exploration and application of theory and research evidence you will develop a critical knowledge base of the nature and context of supervision in your current environment.

**Improving Personal & Organisational Performance (IPOP):** This unit provides you with the opportunity to develop critical reflection on your existing competence in leadership skills.

## MA in Leading & Developing Services

Once you've completed the stages above, you'll study the following units (however they may be undertaken earlier if required):

**Preparing for Your Service Improvement Project (PSIP):** In this unit you will learn about an appropriate, systematic and justified service improvement methodology, undertake a short literature review, and design an original, intellectually challenging and in-depth SIP action plan for your professional context.

**Service Improvement Project (SIP):** You'll show your autonomous and independent ability in a complex professional context by implementing your PSIP action plan in this self-managed unit and then evaluating your SIP's impact. Throughout the unit you'll be supported by a university tutor via phone calls, emails and face-to-face meetings.

# MA

## Advanced Mental Health Practice

### Key Information

#### Duration & delivery:

Maximum 5 years part-time

#### Start date:

See website for details

#### Tuition fees:

See website for details

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent. Applicants are normally expected to have at least one year of professional or management experience. Applicants must also meet the professional requirements set out in Schedule 1 of the Mental Health (AMHP) Regulations 2008 and hold a professional qualification in social work, nursing, occupational therapy or psychology and be currently registered to that profession as laid out in Schedule 1. Applicants must also follow their local employer's preparation pathway

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.5 with a minimum of 6.0 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

Social Work England

### Why choose this course?

This course is designed to prepare practitioners who will be considered for appointment as Approved Mental Health Professionals under the Mental Health Act 1983 (Amended 2007). After completing this course, you will also be able to take on the role of Best Interest Assessor under the Mental Health Capacity Act 2005 if required by your employer (subject to amendment by the LPS framework).

### Course overview

This is a part-time course, arranged in blocks of taught days and placement days. Learning includes a mix of interactive workshops, teaching sessions and facilitated group discussions. Service user and carer input will be central to your learning methods. This is combined with individualised self-directed learning with flexibility in units to tailor learning to meet your individual needs.

As part of your Master's you'll deliver a Service Improvement Project, which will involve you improving an existing approach to service improvement or developing a new one.

Opportunities for experiential learning are provided in a supervised practice placement as required by the professional body. Assessment for the course will require a portfolio including a report by a practice assessor, based on observation of how you apply learning and competence in showing the requirements. A range of reflective assignments and an in-class test will also be included.



**This course is fast-paced and challenging, but I have really enjoyed the structure of the law and ethics taught sessions, mixed with practice placement learning experiences. I have learned so much and feel confident and ready to work as an enhanced mental health professional.**



Seth Rowles, graduate

## Core units

### Ethics, Values & Perspectives in Mental Health:

Approved mental health professionals bring knowledge, skills and values to their role. In this unit you'll consider models of mental distress and approaches to care and treatment for people who use mental health services. This will help you identify elements of socially inclusive practice.

**Mental Health & The Law:** Mental health professionals play a key role in the care and protection of people with mental disorders, and have responsibilities under mental health legislation. You'll examine and apply the laws, codes and social welfare legislation surrounding the field in the context of professionally ethical practice.

**AMHP Role in Practice:** The role of mental health professionals includes preventing the need for admission to care which currently takes place in the context of mental health policy initiatives. You'll consider the impact of social policy on current and potential service users and carers, and on professional practice across mental health disciplines.

**Evidencing Professional Learning (Practice Assessment):** A feature of professional practice is developing and showing occupational competencies and needs. This unit offers a flexible work-based

approach for you to show your competencies and standards that meet the needs of professional and statutory regulatory authorities.

**Evidencing Professional Practice & Decision-making:** During this unit, you'll evaluate complex decision-making and professional judgement, and apply your knowledge and skills to solve problems in the unpredictable professional context.

**Preparing for Your Service Improvement Project:** A Service Improvement Project (SIP) aims to better a service or services. You'll learn about an appropriate, systematic and justified methodology in a complex professional area, to design an original, intellectually challenging and in-depth SIP action plan for your professional context.

**Service Improvement Project:** You'll show your autonomous and independent ability in a complex professional context to expand or redefine existing knowledge or develop new approaches to service improvement, and then evaluate your SIP's impact. Throughout the unit you'll be supported by a university tutor via phone calls, emails and face-to-face meetings. Your tutor will direct you towards helpful resources. This may include electronic resources, workshops, seminars and masterclasses.





# Tourism, Hospitality, Events & Sport courses

Our graduates are ready for a world where tourism, hospitality, events and sport services are a catalyst for economic growth and prosperity.

**Our well-established portfolio of courses focuses on the consumer experience, developing your management, research and analytical skills. As a result, our graduates have the skills that are required by the professional managers and executives not just of today, but of tomorrow too.**

We are recognised as a United Nations World Tourism Organisation (UNWTO.TedQual), accredited by the Tourism Management Institute, The Association for Project Management, The Institute of Hospitality and recognised as an Institute of Travel & Tourism Centre of Excellence that places BU amongst top industry-leading universities.

BU is second in the UK for hospitality and tourism management according to the Shanghai Rankings of Academic Subjects 2021. We are 10th in the UK for hospitality, event management and tourism in the *Guardian* League Table 2021. We also have been consistently ranked among the top courses in the world for Hospitality and Leisure Management in the QS World University Rankings.

“ My time at BU was something I will look back on for the rest of my life. The experience of completing an international Master’s degree (I’m originally from the US) has not only prepared me professionally but personally as well. I will forever be grateful for my time there and appreciate all of the people that helped me through the entire process. ”

Kevin Baker, Ticket Operations Manager for the LA Dodgers, MSc Sport Management graduate

MSc Events Management

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MSc Tourism Management

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MSc Hotel & Food Services Management

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MSc Tourism Marketing Management

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MSc International Hospitality  
& Tourism Management

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MSc Sport Management

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The courses are delivered by a team of internationally recognised experts with a wide range of industry and academic experience.

## Case study: Belonging through sport

**Refugees face many challenges when they arrive in a new country to seek asylum. They are often considered a problem that needs to be solved or managed, a threat to the nation or traumatised victims.**

As a result, it can be very difficult for local communities where they settle to see the people beyond these narratives.

BU's Dr Nicola De Martini Ugolotti's research focuses on finding ways that can support refugees and asylum seekers as they construct a sense of belonging to both their own community and the new areas in which they settle.

### Complicated process

"It is a lot more complicated than simply throwing a football at someone and encouraging them to have fun," he says of his work. "There is a view that sport is good to take people's minds off their problems or helping to learn language and social skills. While this can be true in some cases, the ways in which people experience or gain access to sport can be very different. Furthermore, an asylum application can take years, so it is important that we understand how sport contributes to everyday experiences of belonging within this process.

### Taking control

Dr Ugolotti has worked with international agencies to monitor the role that sport and dance can play in the lives of asylum seekers. "Well-thought out projects can enable people whose lives are characterised by waiting, destitution and precariousness to gain back control over something – the ability to socialise and move during a period of their lives marked by marginality and uncertainty over the future. It can also give refugees the opportunity to shape apparently mundane spaces according to their needs and preferences of socialisation and well-being with knock-on positive implications beyond sporting contexts."

# MSc

## Events Management

### Key Information

#### Duration & delivery:

1 year full-time or 16 months full-time with optional study exchange (September start), 16 months full-time or 18 months full-time with optional study exchange (January start), 2 years full-time with optional 30-week work placement, 2 years part-time

#### Start date:

September, January

#### Tuition fees:

UK/Rol: £8,500  
Overseas: £14,250

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent or substantial industrial experience at senior management level

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

Association for Project Management (APM); Institute of Travel & Tourism Centre of Excellence



### Why choose this course?

Teaching event management at Master's level for over a decade we are proud to be 10th in the UK for hospitality, event management and tourism (*Guardian* League Table, 2021). We invite applications from a diverse background as this course is ideal for anyone looking for a career in events. You'll receive professional training from research-active and industry-experienced staff in a truly international environment. This will enhance your knowledge of diversity and awareness of the cultural differences associated with managerial work. These are vital skills for working as part of a global workforce.

### Course overview

From this course you will gain academic knowledge and skills essential for working in the events industry, including the theories and processes of project and operational management. You will learn about the contemporary issues in events, whilst critically evaluating a range of theories and models relevant to events management. Key subjects such as planning, sustainability, bidding, and design will be embedded throughout this course to enable you to deliver an innovative and creative live event. Overall, the course is at the forefront of an ever-changing events industry.

An optional 30-week work placement in the UK or overseas will provide you with transferable skills that enable you to work in a variety of industry-related roles such as event manager, conference/exhibition manager, marketing and events coordinator, account manager or project manager.

Graduates are now working in organisations all over the world, such as the National Convention and Exhibition Center, Tainjin; Resorts World Sentosa, Singapore; Disneyland Shanghai; Marriott Hotels India; Tencent Bangkok; Mehr Entertainment in Germany; GC Events, Switzerland; Capital Club East Africa Business Center, Kenya and American Express UK, in roles such as exhibition manager, account executive, event project director, events manager, area fundraising manager, deputy general manager and events co-ordinator.

**The course helped me learn about management and has given me more confidence dealing with different people and different kinds of events.**

Cynthia Hong, graduate and Guest Liaison at Disney Shanghai Resort

## Core units

### Contemporary Issues in Events Management:

You'll gain an understanding of the contemporary issues affecting the events management industry, understand the role of sustainability and develop the skills and knowledge to critically evaluate a range of current management issues.

**Organisations Strategy & Finance:** You will learn about the foundations of strategic analysis and choices that tie into an organisation's business decisions. You'll study the corporate finance sources of organisations, reporting and interpreting financial data.

### Live Event Development & Delivery:

This unit encompasses the key components of event planning, using theories and processes of project and operational management. As part of this unit, you will cover all elements of planning, designing, implementing and evaluating a variety of events.

### Sustainable Project Management for

**Events:** Since events are increasing in scale and complexity, programme and project management are important. You'll develop these skills by designing a themed event programme.

### Bidding for & Managing International Events:

You will learn to critically evaluate and apply management theories and techniques to the effective organisation of and bidding for international events. In this way, the unit facilitates preparation for, and supports careers operating in, international events and markets.

**Dissertation:** The 15,000-word dissertation is the conclusion of your learning experience, where you'll carry out a research project using appropriate research methodology to collect and analyse data and present your findings. Study skills will be taught as an unassessed unit to underpin your research project.

## Option units (choose one)

**Conference Tourism:** You'll reflect on the conference sector's growth, and examine it by identifying the size, value, trends and growth of major conference destinations.

**Crisis & Disaster Management:** You'll complete a number of strategic and tactical planning exercises aimed at addressing the need to integrate tourism and events within risk reduction, response and recovery strategies.

**Design for Tourism & Hospitality:** You'll learn about the design of tangible and intangible objects in tourism and hospitality, such as buildings (inside and out), maps and guides, souvenirs, live events, corporate identities, business processes, and servicescapes.

**International Sport Event Management:** You will learn to think critically about global contexts for sport events and how management practices may consequently vary according to international context.

**Carnivals & Festivals:** This unit seeks to provide you with an understanding of the rituals of traditional carnivals as well as facilitate reflection on contemporary festival practices.

**Community, Events, Sports & the Third Sector:** You'll analyse contemporary societal challenges – from the local to the global and from corporate social responsibility to bringing awareness to 'taboo' societal issues – by allowing critical inquiry and independent research.

**Entrepreneurship:** This unit has a focus on identifying and evaluating entrepreneurial opportunities. Entrepreneurial development may cover a single entity, a further investment by a portfolio entrepreneur, a management buy-out, a spin-out or a venture in an existing organisation.

**Global Food & Drink:** The unit will provide an in-depth analysis of the role of food and drink in the international hospitality, tourism, retail and events business environment.

## Optional work placement

An exciting part of your studies with us is the opportunity to do a minimum 30-week industry placement. The placement is

intended to foster personal and professional development and to improve your employability.

# MSc

## Hotel & Food Services Management

### Key Information

#### Duration & delivery:

1 year full-time or 16 months full-time with optional study exchange (September start), 16 months full-time or 18 months full-time with optional study exchange (January start), 2 years full-time with optional 30-week work placement, 2 years part-time

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £8,500  
Overseas: £14,250

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

United Nations World Tourism Organisation (UNWTO); Institute of Travel & Tourism Centre of Excellence

### Why choose this course?

This course is the ideal choice if you want to enter the hotel and food service sectors or start your own business. It's delivered by expert staff who have written key texts in these fields. We also work closely with a number of major organisations and international research centres to ensure the relevance of our teaching.

Our graduates have taken on positions in international hotel groups and food service organisations in places such as the UK, the USA and in their home countries (such as Thailand, China and India).

### Course overview

This degree will give you an advanced understanding of the hotel and food services industries, providing a managerial perspective on running such organisations. After completing this course, you'll have a better understanding of the analytical, developmental and strategic sides of these industries and have developed insights into the issues affecting them. With the opportunity to undertake an optional work placement, you can develop transferable skills to improve your performance in your future career.

The emphasis is on food and drink and the food service sector, with an operational management focus. You can also identify and engage with selected areas of specialism within these industries, such as product development, revenue management, accommodation and human resource management.

You'll be invited to attend our annual hospitality student conference which presents a fantastic networking opportunity. You can further enhance your CV by undertaking added-value courses such as the Wine and Spirits Trust Award; participating in the HOTS Hotel Simulation Package; visiting the World Travel Market in London; and attending lectures by our visiting speakers from organisations such as Hilton International, Le Manoir aux Quat Saisons and Fairmont Hotels.

**The course is enjoyable and has a good mix of theory and practical elements which really brings the learning to life. The content is fun and really useful to further career and study.**

Namrata Das, student



## Core units

**Food Operations Management:** This unit seeks to address the issues which distinguish food operations from those in other fields.

**Food Production & Innovation Management:** This unit aims to develop your product development and innovation skills and broaden your appreciation of the food service sector, which is becoming sustainable, resilient, competitive, diverse and responsible.

**The Tourism & Hospitality Industries:** Delivered by a series of guest speakers from industry, this unit will provide you with a comprehensive appreciation of the tourism and hospitality business ecosystem.

**Business Strategy & Finance:** The foundations of strategic analysis and choices that tie into an organisation's business decisions. This includes private, public and third sector. You'll study the corporate finance sources of organisations, reporting and interpreting financial data.

**Global Food & Drink:** The unit will provide an in-depth analysis of the role of food and drink in the international hospitality, tourism, retail and events business environment.

**Dissertation:** An opportunity to study a subject in depth, showing your understanding of it. The 15,000-word dissertation is the conclusion of your learning experience, where you'll carry out a research project.

## Option units (choose one)

**Air Transport & Tourism:** The aim of the unit is to develop your awareness of the role of aviation management in the successful planning and development of international tourism.

**Conference Tourism:** Here, you'll reflect on the conference sector's growth, and examine its present state by identifying the size, value, trends and growth of major conference destinations throughout the world.

**Crisis & Disaster Management:** You'll develop a systematic understanding of the unique needs and critical resources that exist within key sectors and activities of tourism, hospitality and events.

**Design for Tourism & Hospitality:** This unit addresses the role and significance of design in and for the tourism and hospitality industries.

**Entrepreneurship:** You'll understand the process of creating a new entrepreneurial venture along with the funding available.

**Food Design & Marketing:** This unit focuses on food in terms of its aesthetics, the processes and tools used, and the spaces where food is prepared, distributed and consumed, and how these are promoted and communicated to the consumers.

## Optional work placement

An exciting part of your studies with us is the opportunity to do a minimum 30-week industry placement. The placement is

intended to foster personal and professional development and to improve your employability.

# MSc

## International Hospitality & Tourism Management

### Key Information

#### Duration & delivery:

1 year full-time or 16 months full-time with optional study exchange (September start), 16 months full-time or 18 months full-time with optional study exchange (January start), 2 years full-time with optional 30-week work placement, 2 years part-time

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £8,500  
Overseas: £14,250

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS (Academic) 6.0 with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

United Nations World Tourism Organisation (UNWTO); Institute of Hospitality (IHO); Institute of Travel & Tourism Centre of Excellence

### Why choose this course?

Bournemouth University has been named in the top ten universities in the world for Hospitality & Leisure Management courses for three consecutive years (QS World University Rankings, 2020).

This course is ideal whether you want to enhance your skills in international hospitality and tourism management or change your career direction.

As it's delivered by expert academic staff who are leading hospitality and tourism researchers, you'll gain an in-depth understanding of the industry. Our close ties with major organisations in the hospitality and tourism sectors ensure you'll graduate with the skills and knowledge you need to excel.

### Course overview

After completing this course, you'll have a better understanding of the analytical, developmental and strategic sides of the hospitality and tourism industries and will have developed insights into the issues affecting them.

You will be able to identify and engage with specialisms such as consumer behaviour, marketing, digital technologies, international human resource management, revenue management and international market trends.

You will attend industry visits and participate in trade shows and international conferences, and undertake an optional 30-week work placement – all ways in which you can enhance your employability while studying. The work placement can be undertaken after you complete the taught units of your course, but before you write your dissertation. You can work for a hotel, tour operator, event company, finance or marketing department, among others.

“ To study this course was one of the best decisions of my life. The facilities, the staff, the learning material and the help that everyone offer is remarkable. In addition, we have an opportunity to take a part in numerous field trips and enjoy the conferences and lectures given by industry professionals. ”

Giwrgos Vagianderis, student



## Core units

**Hospitality Operations Management:** This unit addresses the issues that distinguish hospitality and tourism operations from those in other fields. The unit explores the wider relationships between operations, marketing and accounting.

**Innovations in Hospitality:** The unit will address the current issues and innovations, which transform and shape the international hospitality and tourism context and its organisations, with a focus on how these may be effectively managed.

**Business Strategy & Finance:** The foundations of strategic analysis and choices that tie into an organisation's business decisions. This includes private, public and third sector. You'll study the corporate finance sources of organisations, reporting and interpreting financial data.

**The Tourism & Hospitality Industries:** This unit will provide you with a comprehensive overview of the operations of the tourism and hospitality industries. It includes many guest speakers from industry.

**Destinations: Contexts for Tourism & Hospitality:** This unit explores the physical, conceptual and administrative spaces in which tourism and hospitality activities occur. The unit will be international in nature, drawing on examples and practices from developed and developing nations.

**Dissertation:** An opportunity to study a subject in depth, showing your understanding of it. The 15,000-word dissertation is the conclusion of your learning experience, where you'll carry out a research project.

## Option units (choose one)

**Air Transport & Tourism:** The aim of the unit is to develop your awareness of the role of aviation management in the successful planning and development of international tourism.

**Conference Tourism:** Here, you'll reflect on the conference sector's growth, and examine its present state by identifying the size, value, trends and growth of major conference destinations throughout the world.

**Crisis & Disaster Management:** You'll develop a systematic understanding of the unique needs and critical resources that exist within key sectors and activities of tourism, hospitality and events.

**Design for Tourism & Hospitality:** This unit addresses the role and significance of design in and for the tourism and hospitality industries.

**Entrepreneurship:** You'll understand the process of creating a new entrepreneurial venture along with the funding available.

**Tourism Management & the Natural Environment:** You'll critically reflect upon the significance and impact of tourism on a variety of ecosystems.

**Food Design & Marketing:** This unit focuses on food in terms of its aesthetics, the processes and tools used, and the spaces where food is prepared, distributed and consumed, and how these are promoted and communicated to the consumers.

**Global Food & Drink:** The unit will provide an in-depth analysis of the role of food and drink in the international hospitality, tourism, retail and events business environment.

**Tourism & the Media:** This unit will develop your ability to critique and apply media theories, practices and discourses in relation to tourism.

**Tourism Culture & Society:** The unit explores the principles, concepts and practices of tourism from the perspective of social science and cultural studies theories.

## Optional work placement

An exciting part of your studies with us is the opportunity to do a minimum 30-week industry placement. The placement is

intended to foster personal and professional development and to improve your employability.

# MSc

## Tourism Management

### Key Information

#### Duration & delivery:

1 year full-time or 16 months full-time with optional study exchange (September start), 16 months full-time or 18 months full-time with optional study exchange (January start), 2 years full-time with optional 30-week work placement, 2 years part-time

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £8,500

Overseas: £14,250

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS 6.0 (Academic) with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

United Nations World Tourism Organisation (UNWTO); Institute of Hospitality (IHO); Institute of Travel & Tourism Centre of Excellence; The Tourism Management Institute (TMI)

### Why choose this course?

This conversion course is accredited by the United Nations World Tourism Organisation (UNWTO). We are internationally known for the quality of our tourism courses and research activities – in the Research Excellence Framework 2014, tourism at BU was rated as joint first in the UK, based on its internationally recognised research – and are home to three of the world's top ten tourism journals.

Among our graduates are a hospitality manager for a 4-star hotel in Qatar, a government official in the Peruvian Tourism Ministry, and the Head of Tourism for the Azores Islands.

### Course overview

This course reviews a range of key issues, challenges and developments in tourism management, with a particular focus on the relationships between tourism and the wider economic, environmental and socio-cultural context. You'll study as part of a diverse cultural group, giving you the chance to improve your inter-cultural competence – a vital skill in the increasingly globalised field of tourism management. You'll be prepared to undertake roles in tourism management, policy planning and development, and research within government and non-governmental organisations.

You'll develop your management, research and analytical skills to allow you to operate at a high level within this dynamic industry. During your studies, you'll meet industry experts, network and share knowledge and experience while learning in a structured environment. You also have the option to take a 30-week placement working with a tourism employer or undertake a semester abroad as part of your course.

Some of our graduates now hold senior management positions in private and public sectors, such as tour operators, the aviation and cruise industries, hotel chains, and government tourism ministries and development agencies.

 **Lecturers were so friendly, knowledgeable and willing to listen and help. For me, it was the most amazing and wonderful studying experience in my life.** 

Chen Hua Yang, graduate



## Core units

**Managing Visitor Attractions:** You'll look at the principles and practice of managing a range of visitor attractions, including issues of presentation, interpretation, visitor flows, managing capacity, and a range of case studies of management issues at different types of attractions.

**Tourism Planning & Development:** This unit demonstrates how planning theories are converted into policies and, in turn, help shape destination development in the tourism industry in both the developing and developed world.

**The Tourism & Hospitality Industries:** This unit will provide you with a comprehensive overview of the operations of the tourism and hospitality industries. It includes many guest speakers from industry.

**Destinations: Contexts for Tourism & Hospitality:** This unit explores the physical, conceptual and administrative spaces in which tourism and hospitality activities occur. The unit will be international in nature, drawing on examples and practices from developed and developing nations.

**Business Strategy & Finance:** This looks at the foundations of strategic analysis and choices that tie into an organisation's business decisions. This includes private, public and third sector. You'll study the corporate finance sources of organisations, reporting and interpreting financial data.

**Dissertation:** This unit is the conclusion of your learning experience. It is an opportunity to undertake a detailed research project into any aspect of tourism management.

## Option units (choose one)

**Air Transport & Tourism:** This unit will develop your awareness of the role of aviation management in the successful planning and development of international tourism.

**Conference Tourism:** Here, you'll reflect on the conference sector's growth, and examine its present state by identifying the size, value, trends and growth of major conference destinations throughout the world.

**Crisis & Disaster Management:** You'll develop a systematic understanding of the unique needs and critical resources that exist within key sectors and activities of tourism, hospitality and events.

**Design for Tourism & Hospitality:** This unit addresses the role and significance of design in and for the tourism and hospitality industries, in a wide range of contexts.

**Entrepreneurship:** You'll understand the process of creating a new entrepreneurial venture along with the funding available.

**Food Design & Marketing:** This unit focuses on food in terms of its aesthetics, the processes and tools used, and the spaces where food is prepared, distributed and consumed, and how these are promoted and communicated to the consumers.

**Global Food & Drink:** The unit provides an in-depth analysis of the role of food and drink in the international hospitality, tourism, retail and events business environment.

**Tourism Management & the Natural Environment:** This unit focuses on the complex relationships between the tourism industry and the natural environment, and the ways in which tourism can be managed to ensure that it contributes to biodiversity and conservation.

## Optional work placement

An exciting part of your studies with us is the opportunity to do a minimum 30-week industry placement. The placement is

intended to foster personal and professional development and to improve your employability.

## Tourism Marketing Management

### Key Information

#### Duration & delivery:

1 year full-time or 16 months full-time with optional study exchange (September start), 16 months full-time or 18 months full-time with optional study exchange (January start), 2 years full-time with optional 30-week work placement, 2 years part-time

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £8,500  
Overseas: £14,250

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS 6.0 (Academic) with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

#### Accreditation:

United Nations World Tourism Organisation (UNWTO); Tourism Management Institute (TMI); Institute of Travel & Tourism Centre of Excellence



### Why choose this course?

This conversion course is accredited by the United Nations World Tourism Organisation (UNWTO), demonstrating the quality of this degree. The international nature of this course will ensure you're well prepared for work in multinational tourism, marketing or hospitality organisations around the world, where you can take on roles within areas such as senior management, marketing, destination management, international airlines or tour operators.

### Course overview

We are known internationally for the quality of our tourism courses and research – in the Research Excellence Framework (2014), tourism at BU was rated as joint first in the UK – and we are home to three of the world's top ten tourism journals, as well as some of the leading international textbooks.

The course aims to establish your understanding of the principles of tourism marketing management, providing you with a framework to understand business development and marketing planning. Specifically, it examines the relationships between the customer experience and marketing organisations, research planning, budgeting, marketing strategies and communication. The course also explores how eTourism and Digital Marketing is used in the tourism, travel and hospitality sectors for destinations and organisations.

The course is delivered by a team of internationally recognised experts with a wide range of industry and academic experience. You will also meet, network and share knowledge with leading industry figures and experts.

You also have the option to take a 30-week placement working with a tourism employer or undertake a semester abroad as part of your course. You can study in a range of countries worldwide at the end of the taught component of your Master's degree.

“ Being able to discuss topics with lecturers who are leading experts in the field, really helps you understand what is important in the industry and how to apply this knowledge and expertise. ”

Ramona Wagner, graduate

## Core units

**Tourism Marketing Innovation:** This unit will provide you with the academic knowledge and professional skills to not only study marketing innovations but also apply them in an industry context, thanks to the professional practice networks of our lecturers.

**eTourism & Digital Marketing:** This unit explores how information technology is used in the tourism, travel and hospitality sectors for destinations and organisations. You'll look at technology's contributions to strategic competitive advantage from a marketing perspective.

**The Tourism & Hospitality Industries:** This unit will provide you with a comprehensive overview of the operations of the tourism and hospitality industries. It includes many guest speakers from industry.

**Business Strategy & Finance:** This unit looks at the foundations of strategic analysis and choices that tie into an organisation's business decisions. This includes private, public and third sectors. You'll study the corporate finance sources of organisations, reporting and interpreting financial data.

**Destinations: Contexts for Tourism & Hospitality:** This unit explores the physical, conceptual and administrative spaces in which tourism and hospitality activities occur. The unit will be international in nature, drawing on examples and practices from developed and developing nations.

**Dissertation:** The 15,000-word dissertation is the conclusion of your learning experience, where you'll carry out a detailed research project into any aspect of tourism marketing of your choice.

## Option units (choose one)

**Air Transport & Tourism:** This unit will develop your awareness of the role of aviation management in the successful planning and development of international tourism.

**Conference Tourism:** Here, you'll reflect on the conference sector's growth, and examine its present state by identifying the size, value, trends and growth of major conference destinations throughout the world.

**Crisis & Disaster Management:** You'll develop a systematic understanding of the unique needs and critical resources that exist within key sectors and activities of tourism, hospitality and events.

**Design for Tourism & Hospitality:** This unit addresses the role and significance of design in and for the tourism and hospitality industries, in a wide range of contexts.

**Entrepreneurship:** You'll understand the process of creating a new entrepreneurial venture along with the funding available.

**Food Design & Marketing:** This unit focuses on food in terms of its aesthetics, the processes and tools used, and the spaces where food is prepared, distributed and consumed, and how these are promoted and communicated to the consumers.

**Global Food & Drink:** The unit provides an in-depth analysis of the role of food and drink in the international hospitality, tourism, retail and events business environment.

**Tourism Management & the Natural Environment:** This unit focuses on the complex relationships between the tourism industry and the natural environment, and the ways in which tourism can be managed to ensure that it contributes to biodiversity and conservation.

## Optional work placement

An exciting part of your studies with us is the opportunity to do a minimum 30-week industry placement. The placement is

intended to foster personal and professional development and to improve your employability.

# MSc

## Sport Management

### Key Information

#### Duration & delivery:

1 year full-time or 16 months full-time with optional study exchange (September start), 16 months full-time or 18 months full-time with optional study exchange (January start), 2 years full-time with optional 30-week work placement, 2 years part-time

#### Start date:

September, January

#### Tuition fees:

UK/RoI: £8,500

Overseas: £15,000

#### Entry requirements:

A Bachelor's Honours degree with 2:2 in any subject, or equivalent

#### Required subjects:

None

#### If English is not your first language:

IELTS 6.0 (Academic) with a minimum of 5.5 in each component, or equivalent

#### Bournemouth University International College:

Have you considered Pre-Sessional English or a Pre-Master's to help meet your entry requirements? To find out more, visit [www.bournemouth.ac.uk/international-college](http://www.bournemouth.ac.uk/international-college)

### Why choose this course?

This course is taught by our team of research-active and passionate academics, who actively engage with organisations in the sport management sector. Inclusivity, diversity and commitment to social responsibility are core values that are integrated in academic research and teaching on this course. You will develop the knowledge, skills and attributes necessary for a professional career in sport. The course will enable you to engage with industry leaders to benefit from their sport management knowledge, experience and insights.

As a graduate, you will be prepared to undertake roles within sport development, sport business and marketing management, sport facility management, international sport event management or in applied sport policy.

### Course overview

Sport is growing as a global industry. The global sports market is estimated to be worth between \$600-700 billion a year to the global economy. Our course will help you to acquire the skills and attributes needed to become a leader in this dynamic and growing sector.

This course is ideal for those wanting to pursue a career working for sport business and marketing organisations, national sporting governing bodies, sports consultancy enterprises, community groups and charitable sporting organisations. It is suitable for those already working in sport management, or those who want to change career direction.

You'll develop an in-depth understanding of business and management principles and their application to the sport industry. This will allow you to understand and apply sound management practice in sport contexts across public, private and voluntary sectors of international economies. Many tensions have emerged as sport has become more internationally relevant, and this course will enable you to assess and act on the implications for the future development and management of sport.

You can also choose to go on a 30-week work placement as part of your course to gain valuable experience and improve your performance as a manager. You'll undertake your placement after you have completed the taught units of your course. Alternatively, you can boost your international and intercultural competence by studying at one of our international partner universities.

## Core units

### Contemporary Issues in Sport Management:

This unit will introduce you to the nature, structure, environment and context of sport. It will also develop your critical understanding of contemporary controversies in sport management which will enable you to explore the problematic aspects of understanding and applying management practice to sport.

**Sport Business Analytics:** In this unit you will apply sport management theories to real-world problems that can be addressed and/or better understood through the collation of various forms of qualitative and quantitative data from a range of digital environments.

### Managing Operations, People & Leadership:

You will develop an understanding of how different types of sports operations analyse, plan, manage and evaluate operational resources necessary for the delivery of sports opportunities. You will also develop a critical awareness of the complexities of human resource management and leadership theory as applied to sports organisations.

**Strategic Sport Management:** You will develop the ability to undertake strategic analysis, develop strategic plans and understand the key issues in terms of strategic implementation relevant to public, private and voluntary sector organisations using a broad range of strategic tools, models and theories.

**International Sport Marketing:** You will develop the ability to undertake marketing analysis, develop strategic marketing plans and understand the key issues in terms of strategic implementation relevant to a wide range of international organisations using a broad range of strategic tools, including models and theories.

**International Sport Event Management:** This unit will encourage you to think critically about global contexts for sport events and how management practices may vary accordingly. In doing so, the unit will focus on the management of sports organisations, the role and importance of stakeholders, collaborators and delivery organisations in the organisation, provision and outcomes of sports events.

**Dissertation:** You will have the opportunity to demonstrate breadth of knowledge and analytical techniques through the preparation and presentation of a rigorous and analytically sound dissertation concerning a particular sport issue. The dissertation is the conclusion of your learning experience, where you'll carry out a research project. You'll use and present your chosen research methodology before application within and through your research design. The final written element of the dissertation will demonstrate your ability to collect and analyse data and present your findings, as well as your understanding of ethical issues associated with sound research.

## Optional work placement

An exciting part of your studies with us is the opportunity to do a minimum 30-week industry placement. The placement is

intended to foster personal and professional development and to improve your employability.



After graduating from BU, I returned to Canada and was chosen to be a capacity support officer with Commonwealth Games Canada – first in the Falkland Islands then in Botswana, assisting in the preparation for the London Olympics.

Natalie Brett, graduate



# Important information



**This prospectus describes the courses currently offered by Bournemouth University (“BU”). We have made every effort to ensure that this information is accurate at the time of printing, but details may have changed since this prospectus went to press. Current information is available on our website ([www.bournemouth.ac.uk/courses](http://www.bournemouth.ac.uk/courses)) and we will indicate if significant changes have been made.**

## **Changes to courses**

The course information on our website ([www.bournemouth.ac.uk/courses](http://www.bournemouth.ac.uk/courses)) includes a list of the units that may be available for your course, including core and optional units. We do not guarantee that an optional unit will run or be available to all students. Your choice of units may be restricted by limits on timetabling, staffing, facilities, the number of places on the unit, or external circumstances such as any general public health measures in place.

It is important that we can update or amend courses. We do this to ensure that the curriculum, teaching and learning methods and forms of assessment are up to date, to maintain academic standards and enhance the quality of learning opportunities for students. We will normally make changes only if the overall effect of the changes is not significant and is either neutral or advantageous to potential students. Negative changes may sometimes be unavoidable because of unforeseen issues such as staff availability, student numbers or other resources. BU will seek to minimise the impact of the changes on offer holders and any negative impact on student experience. If you have applied for a course, we will contact you if we make significant changes that affect the course information in this prospectus or on our website.

## **Courses subject to validation**

As part of BU's rigorous quality control procedures, every proposed new course, or change to any existing course, undergoes a process of scrutiny and validation to ensure that those changes meet the high standard required for approval by the Academic Standards Committee. We will flag on our website ([www.bournemouth.ac.uk/courses](http://www.bournemouth.ac.uk/courses)) courses that are under review and will highlight if significant changes are made as part of this process.

## **Student agreement**

When you accept an offer from BU, you are agreeing to our student agreement. When you register for your course online you will be asked to read the student agreement and confirm that you agree to be bound by it, including the rules and policies that it refers to. The student agreement forms the basis of the contractual relationship between you and us. All of our policies, procedures and other important information that is covered by the student agreement can be found at: [www.bournemouth.ac.uk/important-information](http://www.bournemouth.ac.uk/important-information).

Some of the information may not seem important now but it is best you know where it is so you can find it should you need it later. For example, we explain what happens if we change something about your course and what will happen if something goes wrong. We explain how you can complain, how you pay your fees or apply for refunds and what your cancellation rights are.

## **Tuition and other fees**

Details of course and other fees are available on our website and will be confirmed at the time of offer. Information about how to pay tuition and other fees, what happens if you do not pay them, refunds and other important information about fees and charges, and how they may be changed is set out in our fees policy (see: [www.bournemouth.ac.uk/important-information](http://www.bournemouth.ac.uk/important-information), under Finance).

You need to contact us if an employer or other person will be paying your fees. You will remain liable for the payment of course fees if the employer or other person does not pay on time. Registration for courses is online. During your registration process, you can pay online or be given details of how to pay by cheque.

## **Students' Union code of practice**

Under the provisions of the Education Act 1994, the BU Board has approved a Code of Practice for the Students' Union at Bournemouth University. This is published at [www.bournemouth.ac.uk/important-information](http://www.bournemouth.ac.uk/important-information).

## **Data protection**

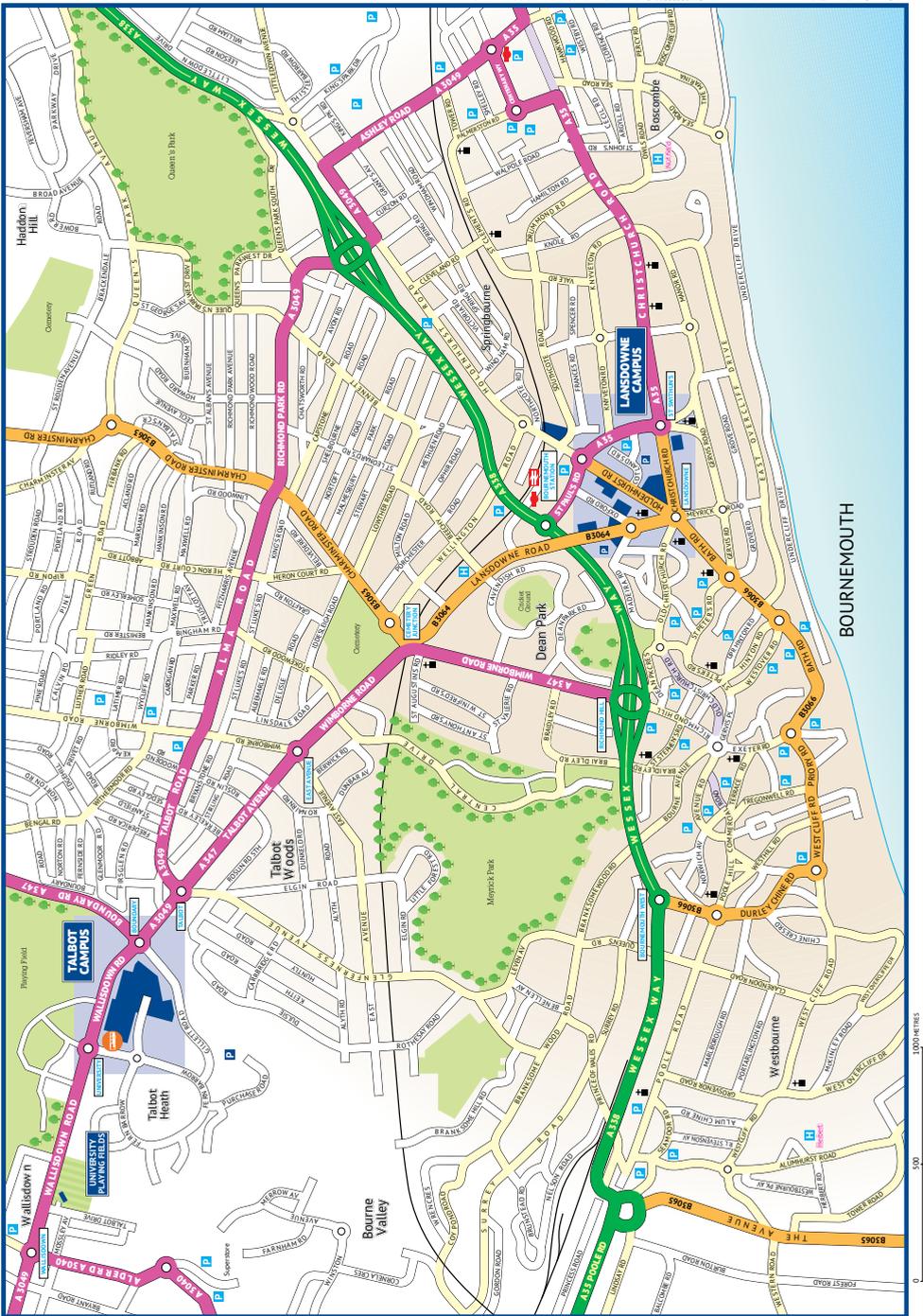
BU collects and retains personal information, in various formats, about our current, past and potential future students for a variety of purposes as set out in BU's privacy notices, which are accessible on the BU website: [www.bournemouth.ac.uk/data-protection](http://www.bournemouth.ac.uk/data-protection). BU holds this personal information securely, both in hard copy format and electronically, under the requirements of data protection legislation. The website and privacy notices provide further information for individuals about how to exercise their rights in relation to their personal data, including how to request a copy of the information BU holds about them.

For up-to-date information on Bournemouth University, go to [www.bournemouth.ac.uk](http://www.bournemouth.ac.uk).

Bournemouth University Fern Barrow, Poole, Dorset, BH12 5BB, UK

# Where we are





**1.** Many of our Halls of Residence are based around the Lansdowne Campus, close to the town, beach and the rail and coach station.

**2.** Unilet shared houses are based around the local area.

**3.** Our Student Village is based on Talbot Campus – lively day and night with many on-campus facilities.

**4.** Corfe House offers a halls option in Poole, close to the local town centre and the local rail and coach station.

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# Join us at an Open Day

Join us for an in-depth discussion about your options with our academic staff or support teams. Please visit the website to find out more:

[www.bournemouth.ac.uk/pg-visit](http://www.bournemouth.ac.uk/pg-visit)

Wednesday 13 October 2021

Wednesday 17 November 2021

Wednesday 9 March 2022

Wednesday 29 June 2022

## Contact us

+44 (0)1202 961916

[futurestudents@bournemouth.ac.uk](mailto:futurestudents@bournemouth.ac.uk)

[www.bournemouth.ac.uk/postgraduate](http://www.bournemouth.ac.uk/postgraduate)

**Courses  
coming  
soon**

While the information in this prospectus is correct at the time of going to press, you should always check our website for the most up-to-date information, and to find out about exciting new courses we currently have in development.

[www.bournemouth.ac.uk/courses](http://www.bournemouth.ac.uk/courses)



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