



LONDON  
SCHOOL *of*  
BUSINESS



# UNDERGRADUATE PROGRAMMES

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*LSB*

# VICE-PRINCIPAL'S MESSAGE

I am delighted that you are considering applying for one of our programmes at the London School of Business. I hope you will have a great time by joining one of our programmes. We work hard to give the best experience and the necessary knowledge to our students to help them in the future. Our priority is to help our students find their way in life and build a great future.

Our prospectus describes what it is like to be a student at LSB in the words of the people who know it best - our students, past and present, and staff. It also gives you information about what you would expect to see in a prospectus - our courses, services and facilities.

Despite this, a prospectus can only go so far, and the best way to gain an insight into life at LSB is to come, visit and join us. It is your choice. We wish you every success with your studies.

Rabah Kelilba  
Vice-Principal



# WELCOME TO LSB



Hello and welcome to London School of Business. We are delighted that you are considering studying with us.

Education is a great responsibility, and we are dedicated to providing you with the best possible one you can get.

We are confident that you will find what you need with us, and enjoy your studies at our school.

As we are still relatively young, we do not rely on tradition but instead are focusing on continuous improvement and innovation within LSB from which you can profit.



Building Leaders  
For Business

The business world is full of managers but few leaders!  
One of the most amazing things about working on your leadership skills is getting to see yourself transformed as a person overall.

# WHO ARE WE?

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At LSB, we nurture leaders and our motto is “Building Leaders for Business”. We strongly believe that education can cultivate understanding and create harmony in society.

LSB dedicates to provide students with an exceptional educational experience that will equip them with the fundamentals of management required for the best career in business.



# OUR PROGRAMMES

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Whether you have your career path outlined out or are still exploring where your passion lies, LSB is the pass toward your future.

Our programmes are planned to go beyond PowerPoint in a supportive environment, with chances to spend a year abroad or obtain a work placement. We will give you the basis for change and prepare you for your future career. Are you ready to make your sign in the business world? It all starts here.

# WELCOME TO LONDON

London, city, capital of the United Kingdom. It is among the oldest of the world's great cities - its history spanning nearly two millennia - and one of the most cosmopolitan.

By far Britain's largest metropolis, it is also the country's economic, transportation, and cultural centre.

## BENEFITS OF LONDON

- A lot of employment opportunities

London is home to many businesses! It's a global capital with millions of visitors. No matter what level of employment a person is looking at, London will be offering jobs.

- Stunning sights, architecture, and history

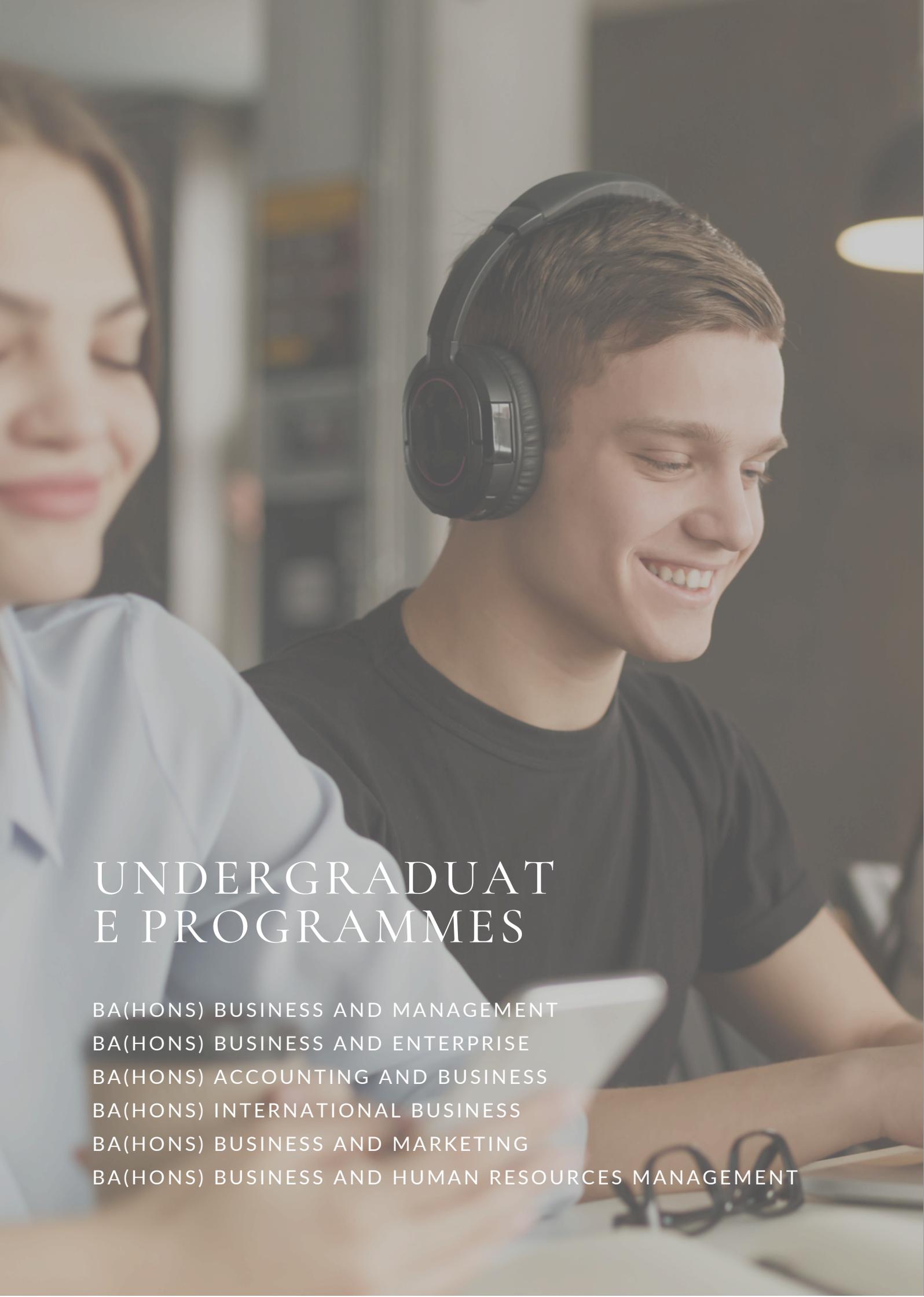
London has endless modern and historical architecture, museums, galleries, and even the picturesque Thames and many parks to enjoy.

- You can never get bored

Whether you fancy rubbing shoulders with Shoreditch darlings on Hoxton Square or want to hit the legendary sounds of Fabric, you can be anywhere you like after dark in London.

- The european transport hub

While London itself has so much to offer, it's also the place to be if you want to get somewhere else. With several major airports, train, and bus hubs, it's the ideal destination for making your way around Europe.



# UNDERGRADUATE PROGRAMMES

BA(HONS) BUSINESS AND MANAGEMENT

BA(HONS) BUSINESS AND ENTERPRISE

BA(HONS) ACCOUNTING AND BUSINESS

BA(HONS) INTERNATIONAL BUSINESS

BA(HONS) BUSINESS AND MARKETING

BA(HONS) BUSINESS AND HUMAN RESOURCES MANAGEMENT





# Business and Management BA(Hons)

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Business and related subjects such as finance, accounting, management and economics are among the most popular fields of study at universities. There is a high demand for business graduates worldwide.

The programme has a strong emphasis on preparing students for the job market. It covers business functions, fundamental theories and issues related to leadership and management, business law and ethics organisational analysis.



Campus (Full time) - 3 years



UK/EU £9,250/yr

International - £14,000/yr



Scholarship - Available

Online (Full / Part-time) - 3 or 6 years

Full time - £4,750/yr

Part-Time-£1,500/yr

Blended - Full Time - 3 Years (4 Years with IFD)

UK - £9,250

International - £10,000

# Modules

## Year 1

- Communication Skills for Business
- Corporate Social Responsibility
- Customer Relationship Management
- Financial Techniques for Managers
- Marketing Mix
- People in Organisations
- Resource Management
- Business Environment

## Year 2

- Business Law
- Business Organisations in Global
- Context Finance for Managers
- Managing Communication
- Marketing Principles and Practice
- People Management
- Planning a New Business Venture
- Research Project

## Year 3

- The Dynamics of Leadership
- Strategic Management
- Marketing Management in Business
- Managing Risk in Business
- Leadership Skills
- Customer Focus for Strategic Advantage
- Advanced Finance for Decision Makers
- Management Information System for Business



# Business and Enterprise BA(Hons)

Our Business Enterprise programme has been developed in close partnership with industry experts to give the business knowledge and work experience that someone needs to advance in management positions in the enterprising service sector or set up an own business.

An essential part of this programme is allowing the person to develop the business plan as an option for the final year research project. Our industry partners contribute to the business development process.

 Campus (Full time) - 3 years

Online (Full / Part-time) - 3 or 6 years

 UK/EU £9,250/yr  
International -  
£15,000/yr

Full time- £4,750/yr  
Part-Time- £1,500/yr

 Scholarship - Available

Blended - Full Time - 3 Years (4  
Years with IFD)

UK - £9,250  
International - £10,000

# Modules

## Year 1

- Communication Skills for Business
- Corporate Social Responsibility
- Customer Relationship Management
- Financial Techniques for Managers
- Marketing Mix
- People in Organisations
- Resource Management
- Business Environment

## Year 2

- Business Law
- Business Organisations in Global
- Context Finance for Managers
- Managing Communication
- Marketing Principles and Practice
- People Management
- Planning a New Business Venture
- Research Project

## Year 3

- Business & Management
- Strategy Business Development
- Project Management
- Entrepreneurship and Creativity
- e-Business and e-Marketing
- Contemporary Cultural Issues



# Accounting and Business BA(Hons)

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The programme explores the basis of accounting activities while providing insights into management and business functions. You will learn how to develop your ability to run a business considering all the financial aspects.

It allows you to apply theory to practice by undertaking live projects for local industry partners. Students have the opportunity to develop a personal business plan as an option for the final year research project, with our industry partners contributing to your business development process.



Campus (Full time) - 3 years



UK/EU £9,250/yr  
International -  
£15,000/yr



Scholarship - Available

Online (Full / Part-time) - 3 or 6 years

Full time - £4,750/yr  
Part-Time- £1,500/yr

Blended - Full Time - 3 Years (4  
Years with IFD)

UK - £9,250  
International - £10,000

# Modules

## Year 1

- Communication Skills for Business
- Corporate Social Responsibility
- Customer Relationship Management
- Financial Techniques for Managers
- Marketing Mix
- People in Organisations
- Resource Management
- Business Environment

## Year 2

- Business Law
- Business Organisations in Global
- Context Finance for Managers
- Managing Communication
- Marketing Principles and Practice
- People Management
- Planning a New Business Venture
- Research Project

## Year 3

- Audit & Assurance
- e-Business and e-Marketing
- Business and Management Strategy
- Financial Reporting
- Professional Learning through
- Work Project Management
- Entrepreneurship and Creativity
- International Marketing



# International Business BA(Hons)

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Go global and prepare yourself for a career in international business through this specialist degree which combines the theoretical tools and analytical skills required by successful international companies worldwide.

The course will equip you with the knowledge, understanding and academic skills to pursue a career in international business. You will also develop the specialist knowledge, skills and capabilities you require to respond proactively and creatively to contemporary business issues and the challenges of the global business environment.



Campus (Full time) - 3 years



UK/EU £9,250/yr  
International -  
£15,000/yr



Scholarship - Available

Online (Full / Part-time) - 3 or 6 years

Full time - £4,750/yr  
Part-Time- £1,500/yr

Blended – Full Time - 3 Years (4  
Years with IFD)

UK - £9,250  
International - £10,000

# Modules

## Year 1

- Communication Skills for Business
- Corporate Social Responsibility
- Customer Relationship Management
- Financial Techniques for Managers
- Marketing Mix
- People in Organisations
- Resource Management
- Business Environment

## Year 2

- Business Law
- Business Organisations in Global
- Context Finance for Managers
- Managing Communication
- Marketing Principles and Practice
- People Management
- Planning a New Business Venture
- Research Project

## Year 3

- e-Business and e-Marketing
- Business & Management Strategy
- International Marketing
- International Management
- Professional Learning through Work
- Entrepreneurship and Creativity
- Financial Reporting
- Project Management



# Business and Marketing BA(Hons)

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A business can't succeed without its customers. This course is designed to help you understand business principles and develop your creativity and strategic thinking skills as a marketer. Marketing connects brands with their audience. Combining an understanding of business principles with creativity and strategic thinking can help any organisation succeed.

If you plan to start your own company, the business enterprise units will give you the grounding you need to get started. The underlying principles of business ventures are a focal point of your degree.



Campus (Full time) - 3 years

Online (Full / Part-time) - 3 or 6 years



UK/EU £9,250/yr  
International -  
£15,000/yr

Full time - £4,750/yr  
Part-Time- £1,500/yr



Scholarship - Available

Blended - Full Time - 3 Years (4  
Years with IFD)

UK - £9,250  
International - £10,000

# Modules

## Year 1

- Communication Skills for Business
- Corporate Social Responsibility
- Customer Relationship Management
- Financial Techniques for Managers
- Marketing Mix
- People in Organisations
- Resource Management
- Business Environment

## Year 2

- Business Law
- Business Organisations in Global
- Context Finance for Managers
- Managing Communication
- Marketing Principles and Practice
- People Management
- Planning a New Business Venture
- Research Project

## Year 3

- Marketing Strategy and Planning
- Business and Management Strategy
- e-Business and e-Marketing
- Professional Learning through Work
- Entrepreneurship and Creativity
- Project Management
- International Marketing
- Financial Reporting



# Business & HR Management BA(Hons)

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Our programme was developed to help you gain your essential business and management skills, which will help you identify and respond to any business opportunity. It focuses on enhancing your ability to motivate and manage employees effectively and efficiently.

Human Capital has a huge role in every business, and it is essential to have in-depth knowledge of rewarding, resourcing and motivating people. After completing this degree, your employability prospects will enhance as you will develop the ability to manage cross-cultural forces and meet strategic business goals by improving the commitment, trust, and communication between employees.



Campus (Full time) - 3 years



UK/EU £9,250/yr  
International -  
£15,000/yr



Scholarship - Available

Online (Full / Part-time) - 3 or 6 years

Full time - £4,750/yr  
Part-Time- £1,500/yr

Blended - Full Time - 3 Years (4  
Years with IFD)

UK - £9,250  
International - £10,000

# Modules

## Year 1

- Strategic Human Resources
- Management Managing Ethically
- Culture and the Organisation
- Working in Teams
- Organisational Structures
- Recruitment in CPD
- Measuring and Rewarding Performance
- Managing People in Organisations
- Interpersonal Skills
- Motivating and Influencing People

## Year 2

- Business Law
- Business Organisations in Global
- Context Finance for Managers
- Managing Communication
- Marketing Principles and Practice
- People Management
- Planning a New Business Venture
- Research Project

## Year 3

- Strategic Leadership and Collaboration
- Managing Business Continuity and Resilience
- Business Consultancy Project
- Professional Human Resources Skills

# Entry requirements

We accept candidates who have achieved a wide range of credentials, including any post-16 qualification in the UK.

Functional, vocational and other essential skills are recognised and accepted from all around the world.

## UK and EU students

- 112 – New UCAS points
- We normally expect you to have Grade 4/C in GCSE English and Maths. Must include passes at A2 in at least two subjects.
- Diploma with 25 points, including a least of 15 points at Higher Level.

## International

- Access to HE Diploma (QAA approved) with 60 credits overall and 45 credits at Level 3
  - Level 2 equivalences such as Level 2 Functional Skills in English / Maths, Level 2 Key Skills in Communication / Application of Number and Level
  - 2 Adult Literacy / Adult Numeracy
- Overall IELTS 6.0 with a minimum of 6.0 in Writing and Speaking; minimum of 5.5 in Reading and Listening (or recognised equivalent).

## Language requirements

We accept a range of English language qualifications. English language requirements vary slightly from course to course – Please see our website or contact us for further information.

Please get in touch with us to discuss the specific requirements for your country.

# Scholarship

We offer funding support to suitable candidates through scholarships that can be applied during the application or when an offer for a place has been made by us and accepted by you. There is no need to submit an additional application. The scholarship assessment will be made using the online application and during your interview.

## LSB Scholarship of Excellence

We are delighted to offer a scholarship covering student's fees. Eligible applicants must be nominated by an educational, professional or any other organisation of which they are part. This scholarship is available to both UK, EU and other international students. Potential candidates will be judged on academic, professional and extracurricular performance. An academic board will make final decisions.

## Global Ambassador Scholarship

Scholarships are available for candidates under the Global Ambassador Scholarship scheme. The total value awarded will be determined by your academic and professional achievements.

## Income Based Scholarship

Applicants must provide recent financial information.

We will consider any circumstances, and please contact us for more information.

The up to date amount of the scholarship offered is mentioned on our website. In case you are not suitable for a scholarship, you can make use of

our payment plans to help you finance your studies. We give you something to smile about!

Please contact us for more information on +44 (0) 20 3305 8124 or [info@lsbuk.com](mailto:info@lsbuk.com)



# Application Process

## 1. Submit Your Interest

To study with us, you need to let us know what you are interested in. You can fill out our online application form at [www.lsbuk.com/apply/](http://www.lsbuk.com/apply/) or call our officers to provide you with one application.

You do not have to provide any documents at this point. Our staff works fast and efficiently to get back to you within a few days.

## 2. Application Consultation

To assess your motivation and start to study at LSB, we will conduct a telephone interview or a face to face interview in our office. During this, we will discuss your suitability for the programme, and your enrollment advisor will guide you through the next steps of the application process.

## 3. Complete Your Application

You will be asked to submit a range of documents, including a CV (Curriculum Vitae), a Personal Statement (250 words), valid proof of previous studies/qualifications, evidence of your English proficiency, applications for scholarships (if applicable).

## 4. Personal Assessment Interview

During your interview, we will ensure that you have the necessary skills and abilities to succeed in your future studies. We, therefore, will assess your profile, ambitions and overall fit during an in-person or Skype interview, as well as your English proficiency.

## 5. Admissions Decision

If any documents still need to be submitted or checked, you might receive a conditional offer until the outstanding documentation is submitted. Within two weeks, you will receive a response to your application from us.



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