Welcome  Dean of the Royal Docks Business School
Dr Nora Colton

Why choose us?  A brief overview of UEL’s Royal Docks Business School (RDBS)

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Welcome

Welcome to the University of East London’s Royal Docks Business School (RDBS) – a leader in global business education.

At RDBS we pride ourselves on providing an environment in which you can think beyond the boundaries of traditional disciplines, embrace a diverse and innovative learning approach and benefit from programmes that match academic excellence with industry experience.

We are known locally and internationally for our research and excellence in entrepreneurship, finance, and diversity and we support a number of leading research centres in these areas. The school is also recognised for its cutting-edge programmes in finance, sports, hospitality and management.

When it comes to transforming the student experience, we are consistently ranked as a leading business school in London. As an RDBS student you have the opportunity to study abroad and undertake an internship and we make sure that throughout your time with us, you receive the support and experience you will need to make your mark in an ever-evolving world economy.

I hope you enjoy learning more about our international business management programmes and I look forward to welcoming you to the RDBS community.

Nora Ann Colton
Dr Nora Ann Colton
Dean of the Royal Docks Business School
Why choose us?

UEL is one of the UK’s fastest-growing universities and plays an integral role in local, regional and international development. We empower individuals, communities and businesses through diversity, partnership and excellence in teaching and research.

At the Royal Docks Business School we provide a vibrant, international learning environment within our purpose-built site in the heart of London’s historic Royal Docks. UEL boasts a bespoke, modern Docklands campus – the first new university campus to be built in London in over 50 years – which was opened in 2000.

RDBS has created and continues to foster a thriving research environment which naturally feeds into the rigour of our academic programmes. Some of our current research activities include work with twelve international partners on issues surrounding sustainability, work with a host of universities in Europe to develop and disseminate knowledge around transnational entrepreneurship, and collaborations with universities in Thailand to promote entrepreneurship education through the Prime Minister’s Initiative (PMI).
As a UEL student you will be studying in a major business capital and one of the most cosmopolitan cities in the world. And, as one of 400,000 students, 100,000 of whom come to the UK capital from overseas, you will be part of a diverse student body and a cultural melting pot that’s hard to rival.

You will also be joining us at an exciting time of huge geographical transformation. Our location on the doorstep of the entrepreneurial and creative hub that is east London, and within just a few miles of the 2012 London Olympics site, means you will be living and learning within the very heart of the action, able to take advantage of all the latest that east London has to offer, and the socio-cultural dynamism of the wider capital.
Why study international business management with us?

International business management is all about how businesses operate and succeed in a globalised world. Increasingly it is the international aspects of business management that are needed across a diverse range of sectors, from the commercial through to the industrial.

So, if you are interested in how the increasing speed of communications and technology has and continues to impact the global marketplace, and want to develop your understanding of the strategies of multinational corporations, then a programme within the international business management field could be perfect for you.

International business management at the Royal Docks Business School

At UEL’s Royal Docks Business School, you will be learning from an expert team of dedicated lecturers who have on-the-ground experience within this discipline and can ensure you are equipped with the right mix of academic theory and field-based learning.

And, as well as learning from world-class academics, you will have access to the ongoing support of personal tutors and a wealth of academic support services so you have help on hand as you study.

Wherever we can, we build professional accreditation or professional qualifications into our programmes so that you have already started to shape your career by the time you graduate. And, because our programmes are designed to reflect the needs of the international business industry, you will be ready to face the world of work undaunted.
All our undergraduate international business management programmes also give you the opportunity to study abroad and experience your programme from an international perspective – essential if you are looking to work within a global economy.

EFMD
The Royal Docks Business School is a member of the European Foundation for Management Development and the Association to Advance Collegiate Schools of Business (AACSB). To find out more about our memberships and professional body partners visit: uel.ac.uk/rdbspartners
At UEL’s Royal Docks Business School our programmes are designed to get your professional career on track. We specialise in delivering degrees that match academic excellence with industry experience so that you really do benefit from the best of both worlds. Many of our programmes include on-site, field-based experience as well as opportunities to work on placement within industry, giving you an insight into how you can apply your learning in the real world.

We also host a series of guest speaker programmes where you can learn first-hand from the industry’s elite and have a range of services to support you. Our dedicated Employability Centre is your one-stop-shop for planning your career from scratch while The Petchey Centre for Entrepreneurship offers advice and support to students starting their own business.
So, whether you want to work at the top of one of the world’s largest firms, start your own enterprise or simply get ahead, we can help you achieve your ambitions. Here’s a round-up of the services our Employability Centre offers:

- **Internships**
  Every year we help all RDBS students find post-programme internships.

- **One-to-one careers sessions**
  Our in-house careers team can help you find the role that’s right for you and offer advice on applications and assessments.

- **Employability workshops**
  These customised workshops focus on planning your job search, improving your CV, maximising your employability and marketing your skills.

- **Employer networking events**
  Designed to connect you with prospective employers, these events help you find out about future opportunities first.

- **Getting Down to Business Week**
  RDBS runs this event every year, giving you an invaluable insight into a range of employment sectors and what recruiters are looking for.

- **Interview skills sessions**
  These simulated sessions provide feedback from employers and the Employability Team in developing strong interview skills.

- **RDBS Leadership Award**
  Designed to enhance your career opportunities with potential employers, the Leadership Award is given to students who engage in events and activities beyond their programme of study. To qualify, you must create a portfolio showcasing your personal development and achievement.
• **RDBS Elite Programme**
  This recently launched programme gives you the chance to develop your networking skills, build upon your CV, meet the School’s key stakeholders and attend high-profile events such as conferences with UEL staff.

• **Business Mentoring**
  Matching UEL students with professional, corporate and business mentors, this programme gives you support, guidance and help towards your career. The Employability Centre works in partnership with a number of organisations to give you mentors who can offer an invaluable insight into the world of work over a minimum of four months.

• **Ongoing graduate support**
  You can continue to benefit from the Employability Centre after you graduate.
The benefits of studying international business management

• benefit from professionally aligned programmes tailored towards industry
• learn from a dedicated team of lecturers and the industry elite
• fast-track your professional career with our dedicated employability centre
• add an international dimension to your degree with our study abroad programmes
• apply your knowledge in practice through on-site industry field trips
• take part in a work-based module and earn credits towards your degree
• engage in a learning programme that’s truly transformational, giving you the knowledge and opportunities to succeed in a global industry
• study your programme intensively, part-time or through distance learning
• experiential / work-based learning in the form of one-hour interactive workshops with every module.
The programmes we offer

Our programmes are designed to maximise your employability and blend the knowledge base you would expect from leading academics with real-world practice from professionals working within the field. Within the international business management field we offer:

BA (Hons) International Business
BA (Hons) International Business and Leadership
BA (Hons) Business Management
MBA Programmes
MSc Project Management
MSc International Business Management
MA International Fashion Management.
BA (Hons) International Business

The programme focuses on the way businesses work across the world and gives those considering a career in a multinational or internationally active business a solid foundation. You will examine every aspect of international business from the factors that drive firms to become international, to the challenges of managing people and supply chains across the world. You will also learn how to critically explain and comment on the techniques used in multidisciplinary business and become adept at applying tools to solve business problems. Discover how to analyse and evaluate the structures, processes and contexts of international business and be ready to apply these skills in a real world setting. Modules include Global Business Environment, Globalisation, and Current Topics in International Business.

Find out more at: uel.ac.uk/internationalbusiness
BA (Hons) Business Management

The programme spans the major operations and theories of business. You will explore how to produce a product or service, manage resources and understand the impact of external environments and market situations. You will also explore contemporary business issues such as globalisation and be able to develop the tools you will need to start your own business. And, because this programme has been professionally accredited, you can become an affiliate member of the Chartered Management Institute of (CMI) while you study. Modules include Strategic Management, Leadership in Organisations and Ethics in Practice.

Find out more at: uel.ac.uk/businessmanagement
BA (Hons) International Business and Leadership

The programme will develop your management skills so that you can successfully lead in international organisations. You will develop an understanding in areas such as international business strategy, leading and managing in an international context and research in business and management, as well as training for effective and strategic communication in the world of global business. Modules include Leadership in Human Resource Management in Context, International Financial Markets and Institutions, Discovering Entrepreneurship and Researching in Business Management.

Find out more at: uel.ac.uk/intbusinessleadership
MBA Programmes

Our MBA programmes offer an experience unlike any other. Delivered globally and benchmarked against the best in the sector, they offer a highly competitive and innovative programme of study.

You will benefit from the latest management knowledge and classroom learning, including a blend of global case studies that will challenge you to approach and solve managerial problems. You will also be involved in simulations of real businesses so you can develop your problem-solving, team-working and leadership skills. We currently offer the following programmes which include seven core subjects and the opportunity to specialise through research-based options:

- MBA International Business
- MBA Finance
- MBA Leadership
- MBA Sport
- MBA Health Management.

Find out more at: uel.ac.uk/mba
MSc Project Management

Aimed at those keen to pursue a career in project management, the programme gives you the organisational and analytical skills you will need to develop in the field. You will learn the principles and techniques you will need to manage projects effectively, and gain an awareness of the issues and approaches you can use to manage risks in a project and programme environment. You will also explore the roles, responsibilities and skill sets involved in project-based work, and look at how these relate to managing people, projects and change effectively. You will also have the opportunity to take the two PRINCE2 exams as required by the industry which will strengthen your employability even further. Modules include Managing Successful Projects, Managing Operational Risks, and Accounting and Financial Control.

Find out more at: uel.ac.uk/projectmanagement

To enhance your employability you can gain certification in project management at PRINCE2 foundation and practitioner level through this programme.

To find out more go to: www.prince-officialsite.com

This programme is accredited by the Association for Project Management (APM). The association is a registered charity with around 19,500 individual and 500 corporate members, making it the largest professional body of its kind in Europe.

Find out more at: www.apm.org.uk
MSc International Business Management

This is an intensive, one-year taught programme that will give you the theoretical and conceptual grounding to prepare you for business management at an international level. You will gain an in-depth knowledge of the international context within which today’s business organisations operate and the key theories behind managerial leadership. You will also learn how to collect, analyse and synthesise qualitative and quantitative information from a range of business areas, gain a knowledge of these functions and understand the elements that drive international business from markets and customers to the management and development of employees.


Find out more at: uel.ac.uk/internationalbusinessmanagement
MA International Fashion Management

Designed by academics with experience within the sector, this programme has been designed to meet the needs of today’s international fashion industry. You will gain a sound theoretical and conceptual grounding in international fashion management and understand the processes, models and context for international fashion organisations. You will appraise the external business environment and look at how it influences the prediction of trends, global supply chains, product development and operations management. You will also evaluate the wider ethical, legal, financial, cultural and identity issues that are fundamental to the communication strategies of luxury fashion brands in global markets. Modules include Fashion Trend Prediction and Product Development in a Global Economy, International Business Strategy, and Buying, Merchandising and Operations Management for International Retailers.

Find out more at: uel.ac.uk/fashionmgt
UEL’s Student Village houses nearly 1,200 students, who study at both our Docklands and Stratford campuses. Situated on the Royal Albert Dock, our studio and shared flats boast superb views over the towering skyline of Canary Wharf, the 02 Arena and London City Airport. A whole host of social spaces are within easy reach including a range of cafés and restaurants, offering menus for every taste, UEL’s own Underground bar, and Aqua East, a student space featuring pool tables and private study areas.

As a UEL student you will also be just moments away from our £21million SportsDock, a modern, specialised sports facility housing Team USA during the 2012 Olympic and Paralympic Games. Featuring a futuristic fitness centre, strength and conditioning room, two outdoor, 3G, five-a-side football pitches, two indoor arenas and a dance and aerobics studio, SportsDock caters towards every kind of sporting activity from archery to Zumba.
As a postgraduate RDBS student you have exclusive use of our new Molex suite, a modern teaching space for our Master’s programmes. Funded by the Molex Corporation, the suite includes teaching facilities, informal and team-working areas, a Thompson Reuters training centre and a dedicated social space. Our 24-hour on-site library also offers a thriving learning centre and boasts a modern, airy learning environment open to all RDBS students.

In addition, UEL is home to the Knowledge Dock Business Centre (KDBC), part of the University’s enterprise development service. Connecting students, entrepreneurs, SMEs and organisations to the expertise and resources available at the University, it is London’s only European Business Network (EBN)-accredited Business Innovation Centre. The centre offers on-site access to expert facilities and support and is the perfect place to develop enterprise opportunities and connect businesses.
With over 120 nationalities currently represented within our learning community, UEL is one of the most diverse universities in the world.

This multitude of student experience is the bedrock that shapes and enriches class discussion, giving you an authentic international dimension to your chosen programme of study without even leaving the campus. It also gives you access to an invaluable global contacts network and we encourage all students to nurture and develop the working relationships they build with fellow students during their programme.

Our global exchange programmes

Every undergraduate RDBS student has the opportunity to study abroad and global partnerships are a major part of UEL’s global reach strategy.

If you are an international student, our Study Abroad programme gives you the opportunity to study with us for a semester or an academic year, and take the credits you earn back to your home institution. As a UEL student you can also study a semester in a range of international locations.
As an undergraduate RDBS student you can also take part in a student exchange programme where you will study some of your degree at UEL and some with one of our partners. The credits you gain are then put towards your final degree classification. Our partners include:

- Manhattan Institute of Management (USA)
- American University of Washington (USA)
- University of Electronic Science and Technology of China (UESTC)
- Shanghai Institute of Foreign Trade (China)
- Higher School of Economics (Russia)
- Fraser Valley University (Canada)
- Columbia College Chicago (USA)
- Duquesne University (USA)
- Sacred Heart University (USA)
- The American University of Cairo (Egypt)
- Hanyang University (South Korea)
- James Cook University (Australia)
We also offer franchised programmes, articulation agreements and top-up programmes in a range of disciplines. Franchised programmes are UEL programmes run through our partners throughout South East Asia and Europe, so you study your chosen programme in your home country. Articulation agreements and top-up programmes are also available so that, as an international student, you can transfer to UEL from an overseas partner institution to complete your studies.

Here’s a brief overview of some more of our global programmes and partnerships:

**Going Global programme**

The Going Global programme is for students who, for whatever reason, may be unable to travel overseas for a whole semester or year on an exchange or study abroad placement.

The scheme enables you to apply for part-funding to undertake short overseas travel as part of your course – ideal if you want to integrate an international dimension to your degree.

**Global Scholars Scheme**

The Global Scholars Scheme offers RDBS students the opportunity to be part of an exciting civic and enterprise programme aimed at developing global society.

The scheme gives you cross-cultural experiences so you can develop enterprising projects that are sustainable and make a genuine difference to the lives of others in different parts of the world. Recent projects have taken place in Asia and Africa.
International Partnerships

UEL has a long history of working collaboratively with partners across the globe, creating additional opportunities for students, staff and institutions. By working with each other we are able to offer top-up programmes, summer schools, study abroad and exchange programmes and much more. Our current partners include the following institutions:

**Malaysia**
Legenda Education Group  
HELP Academy  
WIM College  
Stamford College  
Olympia College  
UITM

**Hong Kong**
Compass College

**Singapore**
Stamford Raffles College  
Informatics Academy

**Europe**
Rheinische Fachhochschule – Germany  
AKMI Metropolitan College – Greece  
SKEMA Business School – France  
LEDRA College – Cyprus

**UK**
International Correspondence School Ltd  
Barking & Dagenham College

**Vietnam**
International School Vietnam National University (ISVNU)

Find out more: [uel.ac.uk/internationalpartners](http://uel.ac.uk/internationalpartners)
How to apply

If you would like to apply for any of our undergraduate or postgraduate programmes you can do so via our website. Visit uel.ac.uk/apply to get started.

To find out more about the Royal Docks Business School and its full range of courses, visit uel.ac.uk/rdbs

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