

You are here: [Home](#) / [Study](#) / [FIND A COURSE](#) / Global Logistics Management MSc

Global Logistics Management MSc

2018/19 Entry

[Apply for this course](#)
[Order a prospectus](#)
[Book an Open Day](#)

| | | | | |
|-----------------|---------------|--------------------|----------------|---------------|
| OVERVIEW | COURSE DETAIL | ENTRY REQUIREMENTS | FEES & FUNDING | EMPLOYABILITY |
|-----------------|---------------|--------------------|----------------|---------------|

Overview

Logistics has been instrumental in the globalisation of modern society; the demands of retailers, shippers and manufacturers and the growth of information systems and technology, making it possible to link people, products, business, cities, regions and countries more closely than ever before.

The potential and opportunities created by easier international movement of goods has, however, created new challenges - within the context of increasing complexity in the manufacturing, buying and distributing of goods, companies are being placed under pressure to develop faster, more efficient transnational supply chains.

This Master's programme has been designed with input from employers within the global logistics industry, including Deutsche Post and Exact Logistics. It aims to provide knowledge, technical expertise and confidence in key areas, such as logistics strategy, transport economics, simulation, costing/pricing tools and IT project management - with the possibility of achieving PRINCE2 certification. We will cover global distribution network development, multi modal transportation and shipping, logistics operations and supply chain management.

This course is fully accredited by the Chartered Institute of Logistics and Transport (CILT) and member of our teaching staff are active Chartered members and Fellows of CILT. Previous graduates have secured roles in a variety of industries, such as third party and fourth party logistics providers, freight forwarders, transport asset operations, retailers, distributors and manufacturing materials management within product supply chains.

Why Coventry University?

An award-winning university, we are committed to providing our students with the best possible experience. We continue to invest in both our facilities and our innovative approach to education. Our students benefit from industry-relevant teaching, and resources and support designed to help them succeed. These range from our modern library and computing facilities to dedicated careers advice and our impressive Students' Union activities.

| | | |
|---|---|---|
|  <p>Global ready</p> <p>An international outlook, with global opportunities</p> |  <p>Employability</p> <p>Career-ready graduates, with the skills to succeed</p> |  <p>Student experience</p> <p>All the support you need, in a top student city</p> |
|---|---|---|

Accreditation and Professional Recognition

Chartered Institute of Logistics and Transport (CILT)

This course is fully accredited by the Chartered Institute of Logistics and Transport (CILT), which has a presence in more than 30 countries around the world.

Exemptions

Chartered Institute of Logistics and Transport (CILT)

This course offers full exemption from the educational requirements for Chartered Membership on successful completion and the opportunity to enrol as a student affiliate during study.

| | | | | |
|----------|----------------------|--------------------|----------------|---------------|
| OVERVIEW | COURSE DETAIL | ENTRY REQUIREMENTS | FEES & FUNDING | EMPLOYABILITY |
|----------|----------------------|--------------------|----------------|---------------|

Course information

On successful completion of the course, you will have learnt theories and practices to managing logistics on an international scale creates significant opportunities, such as deeper market penetration, an increased customer base and higher levels of profit, but frequently this comes at a price - often literally.

We will cover how the substantial challenges in managing international logistics and supply chains, not least language barriers, but also the increased levels of bureaucracy associated with multiple intermediaries, customs clearance, banking, foreign exchange rates and so on. The cost is often greater, the timeline longer and there are also more risks for delay or damage to goods.

You will be introduced to a range of information management technology tools and analytical methods to support the analysis and design of policy and practice international logistics and the management of the global supply chain. Computer technology has changed the way that warehouses operate, making it possible within a few hours of receiving an order to ensure that items are assembled and delivered to a factory, store, business or home.

We will use Excel spreadsheets and simulation tools, such as HeuristicLab, SIMUL8 and MATLAB, to model typical logistics processes, giving you the opportunity to consider operational issues such as journey times and scheduling of loading and unloading or inventory management, including purchasing and invoicing. For example, you will consider transport economics, such as the pricing of loads and the impact on cost when there is less than a full truckload.

We will also consider different models of change management and their relevancy and efficacy within organisations, as well as professional responsibilities and the associated sustainable, ethical and legal issues, such as the desire to disassemble and recycle materials and components. There is an increasing demand within the automotive industry to sell parts as second hand spares or scrap them for reuse, which requires their collection and distribution.

A feature of the course is our encouragement of creative and innovative thinking, which acknowledges the importance of innovation as a key enabler for the success and growth of companies, whether this is through technological innovation or business model innovation. We will explore the broad context of innovation and its impact on businesses, but with focus on areas relevant to technology businesses; for example, the impact of additive manufacturing on logistics, autonomous transportation and its impact on mapping and the future of logistics infrastructure.

We will look at emerging trends, for example, the influence of the 'internet of things' on logistics technologies of the future, such as containers, material handling equipment, warehouses and storage equipment.

Your learning culminates with a research project on a topic of your choosing. You may, for example, focus on the impact of big data analytics for logistics industry, conduct a reverse logistics exercise in returning products at the end of their life cycle or carry out an assessment of the recycling of refrigerator parts. Examples of past projects include developing a framework for siting a port to best benefit and develop port-centric logistics services, analysis of the impact of mapping software on routing and scheduling decisions within a local third party distributor and an investigation of bulk rail services in Brazil for the extraction of commodities for export.

Modules

Year one

Overview

This course includes the [Global Professional Development module](#). Each of the participating postgraduate courses have an individually tailored version of the Chartered Management Institute (CMI) Global Professional Development module.

Modules

Semester 1

- > Supply Chain Management
- > Supply Chain and Logistics Economics
- > Logistics Business Simulation
- > Logistics and Supply Chain Operations

Semester 2

- > Strategic Logistics Management
- > IT Project management
- > Global Distribution Networks
- > Study Skills and Research Methods
- > CMI Global Professional Development - Consultancy

Semester 3

- > Individual Project

In more detail...

- Why choose this course?
- Benefits
- Study themes
- How you'll be taught
- How you'll be assessed
- On completion
- Teaching contact hours
- International experience opportunities

Coventry University

Campus Map Social Media Directory Careers Contact Us Portals

STUDY LIFE ON CAMPUS GRADUATION AND BEYOND RESEARCH BUSINESS Search

You are here: Home / Study / FIND A COURSE / Global Logistics Management MSc

Global Logistics Management MSc

2018/19 Entry

Apply for this course

Order a prospectus

Book an Open Day

OVERVIEW COURSE DETAIL ENTRY REQUIREMENTS FEES & FUNDING EMPLOYABILITY

In more detail...

Why choose this course?

This course aims to explore the different ways in which the management of logistics can significantly and positively impact not only on wealth creation and commercial competitiveness, but also the general advancement and enhancement of modern society.

Designed to meet the educational requirements for full membership of the Chartered Institute of Logistics and Transport (CILT), it will provide a strong foundation in business management and practices, together with the core disciplines of logistics management within a strategic and operational context.

The practical focus of the course provides opportunities to develop the analytical, strategic and operational skills necessary for management level employment with a global manufacturer, retailer or logistics service provider. We cover how to plan and execute logistics strategies and operations in shipping, retailing, transportation, warehousing and distribution, using real-life problems and case studies, such as implementing a distribution network and deciding where to place inventory and warehouse operations. There are also opportunities to participate in industry visits and hear from current practitioners, such as BMW/Mini Jaguar Land Rover.

Members of our academic staff have years of industry experience, both here in the UK and overseas, in factory robotics, supply chain and logistics management in the USA at Schneider National, within Europe at Acumen Logistics and within the UK at GE Capital, DHL Logistics and multi modal operator the Potter Group. They aim to share their experiences of working with regional and national companies to improve their logistics operations. Recent collaborative projects include Unipart, Exact Logistics and the 'TruckTrain' road to rail system, which has been purposefully developed to use the UK train networks more efficiently, identifying and filling container gaps and spare capacity to achieve greater cost efficiency.

Benefits

- Study in our Engineering and Computing building, with access to significant industry simulation software and data sources.
- Recent graduates now working with leading companies worldwide, including TNT, Lufthansa Air Cargo, CEVA, Agility Logistics, Peugeot, Emirates Airline, Asda and others.
- Accreditation from the Chartered Institute of Logistics and Transport (CILT) which offers full exemption from the educational requirements for Chartered Membership on successful completion and the opportunity to enrol as a student affiliate during study.
- Hear from industry guest speakers, which have previously included directors and managers from Unipart, Deutsche Bahn (DB) and Kuehne and Nagel, who will share their experiences and the latest responses to challenges facing the sector, such as how to manage and leverage data more effectively.
- Strong employer links with companies including Asda, JCB, Jaguar Land Rover, Unipart, Brose, as well as many regional SMEs, such as Exact Logistics near Rugby. High levels of student satisfaction among the University's postgraduate students - 85% overall compared with a sector average of 83% in the Postgraduate Taught Experience Survey (PTES) 2016.

Study themes

Your main study themes are:

- Supply chain management:** We review the nature, role and contribution of supply chain management and its application to business supply chains in an international context from both a customer and supplier perspective.
- Economics logistics and supply chain management:** Incorporating costing and pricing, we take a practical approach to the economics of logistics and supply chain businesses from a management perspective. We cover a range of economic frameworks and concepts, using them within mathematical, statistical and software tools, such as Standard Deviation, for averaging, forecasting, regression analysis and capital investment appraisal. Many of these quantitative tools can be used for management decision making and as predictive models to calculate the cost and price of logistics services, forecast activities and allocate resources, while taking economic factors into consideration.
- Logistics and Supply Chain Operations:** We examine the various functions and elements related to logistics and supply chain management, including the associated distribution systems involved in local, national and international contexts. We cover supply chain, procurement and inventory management, warehousing and storage, materials management and the operation of freight transport systems. The concept of the supply chain within which these activities are managed, the importance of coordinating both physical and information flows and the support provided by IT systems are explored.
- Global Distribution Networks:** We consider various modes of operating international distribution networks, preparing you to choose appropriate networks based on the physical characteristics of goods and the expectations of customers. We will look at different logistics operating systems, including how to optimise various modes of transport such as trains, aircraft, ships, and road vehicles.
- IT project management:** You will be encouraged to see the role of the project manager within the broader perspective of strategic business management, understanding where projects come from and why they are selected, as well as recognising the importance of scheduling, quality control and deadlines. We will focus on IT projects involving major changes, including issues related to new products, new plant and equipment and new operating systems, which will affect the lives of people both within and without the organisation. There will be opportunities to practice skills in relation to IT project management through PRINCE2 methodology, with opportunity to achieve certification.

How you'll be taught

This course has been designed to operate over one year of full-time study with the taught modules delivered over two semesters. It may be studied on a part-time basis over three years and offers some evening modules, though the majority are taught alongside full-time students. You can start in September or January.

We use a wide range of learning and teaching methods as part of our innovative activity-led learning, such as a project, problem, scenario, case study or enquiry in a classroom, laboratory or work setting. Case studies incorporating real data from employers are used to demonstrate the significance of logistics to different industries and to explore different logistics management options, for example, in shipping, retailing, transportation, warehousing and distribution.

We use scenario based games and team building skills to solve problems and highlight how to develop solutions to real logistics issues, such as where to site a transport terminal or distribution centre with consideration to other stakeholders. There will be opportunities to undertake a range of feasibility exercises in which you focus on a specific problem, such as port logistics in Africa, where you must consider how to expand the business infrastructure to make transport more efficient and how you might transfer Western logistics techniques on the ground. You may be asked to establish a simulated global distribution network, considering the resources, warehouse needs and most appropriate transport modes - anything from motorbikes to helicopters - for different parts of the world, which will change depending on the local infrastructure. We will also consider how the characteristics of products - the way they are designed from the outset - can affect logistics and future recycling opportunities, advocating an integrated design, production and distribution process instead.

We provide training in research methods and skills, improving your research capabilities to enable you to undertake investigations, identify business opportunities and make recommendations in different operational settings. You will then be given opportunities to work with staff on real-world problems from industry, commerce and research groups, as you would in professional practice. For example, in the past, students have tackled big data mapping for routing and scheduling, taking into consideration variables such as the price of multiple deliveries and the changing cost of fuel to determine 'whole' cost options. Another past project looked at the distribution of medical prescriptions from local pharmacies to patients.

You will also be given opportunities to attend our inspiring programme of guest speakers, which in the past has featured visits to a Jaguar car plant, BMW mini engine plant, Asda distribution centre and East Midlands Airport Air Cargo terminal to see how logistics works within a supply chain and how distribution networks function.

Teaching methods include: lectures, seminars and workshops.

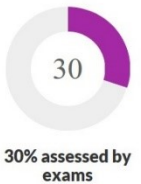
How you'll be assessed

The learning outcomes of modules, assignments and projects will be clearly stated. Your work will be marked according to how well you achieve these learning outcomes, as well as providing an overall percentage grade. You need to achieve above 40% to pass; anything above 70% is classified as 'outstanding'.

The assessment types vary throughout the course with both individual and group work assessed using methods, such as presentations, laboratory work, formal examinations, technical reports, in-class test, online quizzes, posters and simulation models.

Each module will have at least one written assignment. An estimated percentage breakdown of your final grade assessment is as follows:

- Coursework, tests, essays: 50%
- Formal examinations: 30%
- Practical or project work: 10%
- Group work, presentations, posters, other placements etc.: 10%



On the successful completion of 180 level Masters credits, awards may be made with a 'Distinction' or 'Merit', based on the achievement of an average mark of at least 70% or 60% respectively. Students may be awarded the Postgraduate Diploma (PgDip) if they achieve 120 credits and a Postgraduate Certificate (PgCert) if they achieve 60 credits. Students may only progress to the final stage of Masters programmes after meeting the requirements for award of a Postgraduate Diploma.

On completion

On successful completion, you should have knowledge of:

- The development and importance of logistics and its operational orientation in an organisation.
- The key concepts, frameworks and techniques of logistics management.
- The key economic and financial concepts appropriate to a logistics business.
- A range of advanced business, analytical and management techniques to achieve competitive advantage.

On successful completion, you should be able to:

- Apply the concepts and principles in the management of logistics operations to various manufacturing, retail and service environments.
- Analyse and evaluate a range of supply chain and logistics strategies and consider how they may be used to achieve competitive advantage.
- Evaluate the opportunities for improving logistics business processes using business simulation tools.
- Evaluate and select an appropriate transport mode strategy for an organisation, including both national and international distribution requirements.
- Evaluate appropriate tools, techniques and systems associated with project management.
- Analyse financial and operational information of both an external and internal nature for the purposes of business decision making.
- To be able to provide the rationale for the selection of an appropriate logistics strategy in a variety of organisations.
- Apply advanced financial techniques to secure a company's long-term financial stability.
- Apply advanced business and project management techniques across a wide range of business settings.
- Plan and implement new business and operational systems using project management and simulation tools.
- Plan and implement activities which will improve business processes.

Teaching contact hours

In a typical week you will have up to 17 'contact' hours of teaching. This generally breaks down as follows:

- Personal tutorial/small group teaching: 9 hours of tutorials and seminars each week.
- Large group teaching: 8 hours of lectures each week.

In addition, you will be expected to undertake a further 20 hours of self-directed study each week, eg. Revising, using guided handouts, online activities etc.

International experience opportunities

By its nature, course content adopts a global perspective and throughout we will consider the impact of logistics across borders and for companies operating in multiple country destinations.

Lecturers are involved in teaching overseas in Tanzania, Ghana, Dubai and India, which enables staff to link up with overseas institutes and students so they can exchange local experiences, case studies and logistics stories with UK-based students.

We also attract a number of international students from countries including Africa, China, the Middle East and India, who share their own professional experiences.

Global ready

Did you know we help more students travel internationally than any other UK university according to data from the experts in higher education data and analysis, HESA?

In 2014/15, we were able to provide a total of 2,264 student experiences abroad that lasted at least five days, 73% of which were our own organised trips for undergraduates and 27% from postgraduate travel. Plus, we've been able to help more than 5,000 students spend time in other countries, from America to China, India and beyond.

Much of this travel is made possible through our Global Leaders Programme, which enables students to prepare for the challenges of the global employment market, as well as strengthening and developing their broader personal and professional skills.

Explore our international experiences

1st for international experiences

Sending more students overseas than any other UK uni (HESA)

12,000 and counting

The number of students we've helped travel internationally so far

2,264

Student experiences

The number of student trips abroad for at least 5 days in 2014/15

21

global programmes

As well as trips, we offer other opportunities like language courses

Coventry University Campus Map Social Media Directory Careers Contact Us Portals

STUDY LIFE ON CAMPUS GRADUATION AND BEYOND RESEARCH BUSINESS Search

You are here: Home / Study / FIND A COURSE / Physiotherapy BSc (Hons)

Physiotherapy BSc (Hons)

2018/19 Entry

Apply for this course

Order a prospectus

Book an Open Day

- OVERVIEW
- COURSE DETAIL
- ENTRY REQUIREMENTS
- FEES & FUNDING
- EMPLOYABILITY

Overview

If you care for others and enjoy helping people in need, a Physiotherapy degree could suit you as well as stimulate your mind.

Take our virtual tour

Becoming a physiotherapist offers the opportunity for a challenging, rewarding and satisfying career. You will make a real difference to the quality of life for your clients, enhancing their health and wellbeing by restoring functional movement.

Accredited by the Chartered Society of Physiotherapy (CSP), this course provides the skills, knowledge and experience to provide safe, effective physiotherapy practice, enabling you to apply to register with the Health and Care Professions Council (HCPC).

A distinctive feature of our course is that your skills development and essential learning takes place in your first year, before you go on placements in the second and third year of your degree. Feedback from past students and placement providers suggests this optimises the experience for all concerned, ensuring you are well prepared and effectively 'ready to go' by the time you enter professional settings.

See the facilities available in our brand new [Science and Health Building](#).

Why Coventry University?

An award-winning university, we are committed to providing our students with the best possible experience. We continue to invest in both our facilities and our innovative approach to education. Our students benefit from industry-relevant teaching, and resources and support designed to help them succeed. These range from our modern library and computing facilities to dedicated careers advice and our impressive Students' Union activities.

- Global ready**
An international outlook, with global opportunities
- Employability**
Career-ready graduates, with the skills to succeed
- Teaching Excellence**
Taught by lecturers who are experts in their field
- Course essentials**
A degree which offers you more, at no extra cost

Accreditation and Professional Recognition

This course is accredited and recognised by the following bodies:

 **Chartered Society of Physiotherapy (CSP)**

The course is accredited by the Chartered Society of Physiotherapy (CSP). At the end of the course you will be eligible to apply for membership of the CSP and registration with the Health and Care Professions Council (HCPC), which conveys a licence that allows you to use the title of physiotherapist and to practise physiotherapy in the UK. Additional costs may apply. Please check with the membership body for details.

What our students say

“The way the course is structured teaches us to clinically reason and make decisions on our own treatments when on placement, which is an incredibly important skill to have when moving forward into our physiotherapy careers.”

Debbie Woulds, BSc (Hons) Physiotherapy, current third year student in 2016/17

- OVERVIEW
- COURSE DETAIL
- ENTRY REQUIREMENTS
- FEES & FUNDING
- EMPLOYABILITY

Course information

Responding to the changing climate within the NHS, this programme aims to develop physiotherapists who can work effectively, efficiently and collaboratively in a range of different health care settings.

You will be encouraged to adopt a professional ethos which places the patient or client at the centre of the therapeutic process, developing the ability to deliver the most appropriate treatment, based on the evidence you are presented with, sensitively and to the highest standards, working respectfully as needed within a multidisciplinary team.

10th
ranked UK university for physiotherapy
Complete University Guide 2017

Modules

- Year one
- Year two
- Final year

Overview

The first year of your course provides a comprehensive foundation in field of physiotherapy, covering study themes of human anatomy, physiology, pathology, how to assess clients and approaches to rehabilitation, including the role of the inter-professional team, client-centred assessment and holistic management. Physiotherapists require highly developed palpatory, handling and observation skills in order to effectively assess and manage patient impairments and disabilities, so a core part of your studies will be skills development. Practical classes to increase your familiarity with anatomy, for example, this may involve practising massage on fellow students or marking specific muscles on a model, then making observations about their function.

The preclinical phase prepares you to enter clinical education, where you then experience the three core areas of skills for a physiotherapist within the clinical field: cardiorespiratory, musculoskeletal physiology and neurology.

Modules

Anatomy and Pathophysiology 1 and 2

Introduction to Physiotherapy Assessment

The Social Determinants of Health

Foundations in Communication and Professionalism

Physiotherapy Assessment and Rehabilitation

- Year one
- Year two
- Final year

Overview

In the second and third year, you will go out on clinical placement, furthering your understanding of health service provision in the modern NHS, before a final placement prepares you for autonomous practice.

Modules

Applying Clinical Reasoning in Practice

Clinical Placements 1 and 2

Evidence-Informed Practice and Decision Making

Enhancing Learning from Practice Experience

- Year one
- Year two
- Final year

Overview

In your final year, you will undertake a detailed research project, conducting investigations in an area of interest. Past students, for example, have conducted experiments in physical activities, such as breathing or jumping, to analyse electromyography (EMG) activity of muscles. Others have focused on qualitative research, conducting focus groups with footballers or current students, for instance, to understand different attitudes to treating people with a muscle injury or communication difficulties.

On graduation, you will have had the opportunity to gain experience in the fields of the biological, physical and social sciences which underpin physiotherapy, including ethical, moral and legal issues relating to care.

Modules

Clinical Placements 4, 5 and 6

Enhancing Practice through Evaluation and Research

Working together to Lead Service Improvement

Contemporary Physiotherapy Practice

Coventry University

Campus Map Social Media Directory Careers Contact Us Portals

STUDY LIFE ON CAMPUS GRADUATION AND BEYOND RESEARCH BUSINESS Search

You are here: Home / Study / FIND A COURSE / Physiotherapy BSc (Hons)

Physiotherapy BSc (Hons)

2018/19 Entry

Apply for this course

Order a prospectus

Book an Open Day

- OVERVIEW
- COURSE DETAIL**
- ENTRY REQUIREMENTS
- FEES & FUNDING
- EMPLOYABILITY

In more detail...

Why choose this course?

This professionally accredited course is designed to prepare you personally and professionally for a successful career as a chartered physiotherapist. You will develop a wide range of practical and academic skills in contemporary physiotherapy with multiple opportunities to develop your clinical skills through work-based learning – a total of 3,120 hours completed over the course of five clinical placements – in which you will participate in physiotherapy practice under the supervision of a fully qualified, experienced physiotherapist.

Our new multimillion Science and Health Building provides state-of-the-art facilities for teaching and research, featuring hospital simulation, rehabilitation, clinical skills training, sport and exercise environments. It includes a Biosciences super-lab, together with a range of life sciences research facilities.

You'll be taught by a team of enthusiastic, research-active staff who place great emphasis on your individual development, equipping you with the theoretical, practical, analytical, interpersonal and research skills required for effective clinical reasoning. You will develop the confidence to make informed, competent treatment decisions, initially during placement and subsequently as you move forward into your physiotherapy career.

Benefits

- Coventry is ranked 10th for Physiotherapy in the Complete University Guide 2018.
- High levels of student satisfaction of 96% and 95% feel staff make the subject interesting to study. (NSS 2016)
- Opportunities for guest lectures lead by experts in their fields and employers in large NHS trusts, private practice, industry and sport, such as the Head of Sports Medicine at WBA FC, and Karen Middleton Chief Exec of the CSP.
- Eligibility to apply to join the CSP and to register with HCPC to use the protected title of 'physiotherapist'.
- Outstanding graduate employability with 100% of graduates in work or study after six months (DLHE 2014/15).
- Specialist facilities and equipment include: dedicated laboratories for anatomy, electrotherapy and manual skills; a shared Clinical Skills Simulation Unit which includes manikins for teaching and learning; a Vicon Motion Analysis System, Isokinetic dynamometer, Lumbar Motion Monitor, Ultrasound Scanner, Biomechanic work station and Electrotherapy equipment.

Clinical placements available with the **National Health Service (NHS)** and non-NHS employers across the West Midlands, South Central and East Midlands regions.

Study themes

Our main study themes are:

- Anatomy and pathophysiology:** Anatomical knowledge and an understanding of physiological systems is an essential base in supporting the effective clinical practice of a physiotherapist. We will deepen your knowledge of the human anatomy, focusing on the gross anatomy of the spine, upper and lower limbs. We will study some of the pathological conditions that may affect the human body, such as heart disease, cancer or arthritis, as well as a range of injury types. You will develop a sound knowledge and understanding of relevant pathophysiology so that you are better able to devise appropriate treatment of the conditions you encounter within a clinical setting.
- Physiotherapy assessment and practice:** You will be introduced to the underpinning principles of physiotherapy assessment techniques, which will serve as a basis for clinical decision making and client-centred goal setting in a diverse health and social care context. We will consider and develop assessment practices reflecting current ethical considerations, such as the promotion of health and wellbeing, health and safety requirements and client engagement within a biopsychosocial context. As the course progresses, you will advance your skills of assessment, clinical reasoning and intervention. Emphasis will be placed on the ability to apply clinical principles to service users of all ages, in a broad range of clinical contexts.
- The Social Determinants of Health:** We consider the social, economic, cultural and environmental factors that influence individual and community health and wellbeing, together with some of the core health inequities locally, nationally and internationally. These include factors such as a person's socio-economic or cultural background, their age, ethnicity and gender, which can have an impact on life expectancy or the likelihood of suffering certain health conditions or on health professionals' attitudes and expectations towards them.
- Evidence, Informed Practice and Decision Making:** We will examine the principles and strategies of Evidence Informed Practice (EIP) to enable you to apply, creatively, a wide range of sources of evidence for clinical decision making. You will also be introduced to relevant practices in research methodology and design, audit, health policy, and service user participation, as methods to evaluate their EIP plans and interventions.

How you'll be taught

This course can only be studied on a full-time basis over three years. To meet the professional body requirements, all modules are mandatory and attendance is compulsory throughout the course.

You will be in a group with around 20 other students who you will stay with you for the duration of your course. You will also have an academic personal tutor assigned to you for academic and pastoral support throughout your course.

The course is practice-based and, in addition to the clinical placements, you will be encouraged to work on small profession specific health and social care related projects and case studies. For example, when examining evidence-informed practice, you will work in groups focused on a clinical scenario, for example, on spasticity in affecting someone with cerebral palsy, to come up with a proposal to undertake research to address an area of concern.

The clinical component of your course is delivered in year two by two placements and in year three with three further placements. The fifth and final clinical placement occurs at the end of the course whereby you are required to perform at a newly qualified Physiotherapist level. Placements are organised by the Clinical staff team.

Our Collaborative Curriculum, delivered through modules shared across the Faculty of Health and Life Sciences, offers all health professional students the chance to work together whilst in the University and on placement. This provides valuable insight into inter-professional working and the philosophy of providing an excellent level of integrated care for patients and clients.

- Our modules are based on a series of one-hour lectures, each with associated laboratory practical classes and seminars.

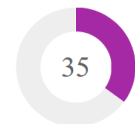
How you'll be assessed

Course assessment has been designed to meet the recommendations and requirements of the two relevant professional bodies. A variety of assessment includes: viva-voce, coursework and examinations designed to suit a variety of learning styles. Collaborative working with other health professionals, such as the production of posters, presentations and innovative service improvement projects.

The learning outcomes of modules, assignments and projects will be clearly stated. Formative assessment is used and feedback is given in a timely fashion. The clinical placements are designed to be developmental and offer a variety of assessments which contribute not only to the students' personal development (both clinical and in autonomous practice).

An estimated percentage breakdown of your final grade assessment is as follows:

- Formal examinations 5%
- Coursework, tests, essays 35%
- Practical or project work 20%
- Presentations, posters 5%
- Placements 35%



35% assessed by placements

In order to achieve the award of Bachelor of Science (Honours), a student must satisfy the University requirements of 360 credits. A student who does not wish to progress to a subsequent year of study may apply for an intermediate award of Diploma of Higher Education if they pass a minimum of 240 credits. A Certificate of Higher Education may be awarded to a student with minimum of 120 credits.

On completion

On successful completion, you will be equipped with skills to:

- Demonstrate the core knowledge of physiotherapy for entry-level practice, including: the structure and function of the human body; health, disease, disorder and dysfunction; the principles and applications of scientific enquiry; the role of other professions in health and social care; the biomedical, behavioural, physical and social science bases of physiotherapy and how they inform practice.
- Apply and implement the best treatment available based upon evidence informed decision-making with consultation of the patient/client.
- Work as an effective member of a health care team, using excellent skills of communication, negotiation and facilitation.
- Implement physiotherapy in the prevention of illness and injury in health.
- Display an integrated understanding of the ethical, moral and legal issues in relation to physiotherapy practice and effective patient/client focused care.
- Demonstrate respect, care and compassion when interacting with all patient/client groups.
- Apply high level skills of reflection, analysis and problem-solving and the learning process in order to identify personal and professional goals for continued professional development (CPD) and lifelong learning.
- Evidence informed decision-making with consultation of the patient/client.
- Work as an effective member of a health care team, using excellent skills of communication, negotiation and facilitation.
- Implement physiotherapy in the prevention of illness and injury in health.
- Display an integrated understanding of the ethical, moral and legal issues in relation to physiotherapy practice and effective patient/client focused care.
- Demonstrate respect, care and compassion when interacting with all patient/client groups.
- Apply high level skills of reflection, analysis and problem-solving and the learning process in order to identify personal and professional goals for Continued Professional Development and Lifelong Learning.

Teaching contact hours

In a typical teaching week you will have up to 21 'contact' hours of teaching. This generally breaks down as:

- Personal tutorial/small group teaching: meetings are arranged on a mutual basis as necessary.
- Medium group teaching: 15 hours of practical workshops or seminars each week
- Large group teaching: 6 hours of lectures each week.

- In addition, you will be expected to undertake a further 10-15 hours of self-directed study each week e.g. Practising treatment techniques with members of your seminar group.

International experience opportunities

The School has strong links with overseas physiotherapy programmes, which are validated by Coventry University, including, for example, in Greece and India. This ensures that our teaching benefits from an exposure to the differences in culture and practice across the globe.

While this degree is predominantly aimed at the UK health environment, incorporating clinical placements in this country, there are also international students on the programme, mainly from Europe and the Far East (eg. Hong Kong). We have relationships with universities in Sri Lanka, India, Ethiopia, Denmark and the Netherlands, which provide opportunities for discussion with physiotherapy students from around the world and collaboration on Online International Learning (OIL) projects.

Coventry University Campus Map Social Media Directory Careers Contact Us Portals

STUDY LIFE ON CAMPUS GRADUATION AND BEYOND RESEARCH BUSINESS Search

You are here: [Home](#) / [Study](#) / [FIND A COURSE](#) / Management MBA

Management MBA

2018/19 Entry

[Apply for this course](#)

[Order a prospectus](#)

[Book an Open Day](#)

- OVERVIEW
- COURSE DETAIL
- ENTRY REQUIREMENTS
- FEES & FUNDING
- EMPLOYABILITY

Overview

The Master of Business Administration (MBA) is an internationally recognised business qualification. Many world-class businesses view it as essential to secure managerial positions in a world characterised by strong global competition, new technological leaps, continuous change, corporate social responsibility (CSR), ethical and sustainable business management and the speed of change.

Learning to manage in this business context requires new and higher levels of knowledge, business and personal skills to implement change, turn threats into opportunities, sustain and improve their organisation's competitive advantage. This MBA Management programme aims to develop your managerial and leadership skills. We aim to give you a firm grasp of complex business theory and broader contemporary business issues, such as global economic uncertainty, environmental issues, increased regulation and legislation.

Ranked 20th for 'Business, Management and Marketing' in the Guardian University Guide 2018. Coventry University is a Chartered Institute of Marketing (CIM) accredited study centre.

[Take our virtual tour](#)

Why Coventry University?

An award-winning university, we are committed to providing our students with the best possible experience. We continue to invest in both our facilities and our innovative approach to education. Our students benefit from industry-relevant teaching, and resources and support designed to help them succeed. These range from our modern library and computing facilities to dedicated careers advice and our impressive Students' Union activities.



Global ready

An international outlook, with global opportunities



Employability

Career-ready graduates, with the skills to succeed



Student experience

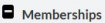
All the support you need, in a top student city

Accreditation and Professional Recognition

This course is accredited and recognised by the following bodies:



Chartered Institute of Marketing (CIM)



European Foundation for Management Development (EFMD)



Chartered Association of Business Schools (CABS)

- OVERVIEW
- COURSE DETAIL
- ENTRY REQUIREMENTS
- FEES & FUNDING
- EMPLOYABILITY

Course information

Designed with input from our industry partners, our specialist MBA programmes reflect the requirements of contemporary businesses and recognise that management decisions are taken in regulated and increasingly global market places.

The Management route provides a broad understanding of the main theories, models, frameworks, tasks and roles of management, expanding your knowledge of the various processes, procedures and practices for effective leadership and management of organisations and individuals.

We aim to familiarise you with the diverse nature, purpose, structure, operations and governance of business, together with the individual and corporate behaviours and cultures which exist within and between organisations. We will also consider the wide range of external factors, including economic, environmental, ethical, legal, political, sociological and technological, which can affect strategy, behaviour and management of organisations and wider society nationally and internationally.

Modules

Year one

Overview

Semester One, studied by all our MBA students, is structured to provide the working knowledge of management functions, including strategy, human resource management (HRM), marketing and finance, together with the academic skills to carry out individual research. Part of the second semester is also common to all MBA pathways and is structured to provide an understanding of operations, change management and leadership.

In your second semester, you can choose from the following named routes: Finance MBA; Management MBA; International Business MBA; International Sport Management MBA; Marketing MBA.

As part of the MBA programme, in Semester Three, you have the option of choosing either the standard 'Dissertation' module or participating in an internship (subject to availability and approval of your application). Typically lasting between 8 to 12 weeks, internships provide an opportunity to undertake a workplace project on behalf of an organisation. We work closely with companies across the UK and Europe to offer a wide variety of internships (subject to availability and application). After completing the internship, you will be required to write an extensive report based on the managerial and educational experience derived from the internship itself and present your findings to both the employers and academic staff.

This course includes the [Global Professional Development module](#). Each of the participating postgraduate courses have an individually tailored version of the Chartered Management Institute (CMI) Global Professional Development module.

Modules

Semester 1

- > Principles of Marketing
- > Financial Analysis and Decision-Making • Human Resource Management
- > Strategic Analysis

Semester 2

- > Corporate and Ethical Social Responsibility
- > International Leadership
- > Managing Change across Cultures
- > Global Professional Development - Consultancy

MBA Management pathway modules

- > Entrepreneurship and Innovation
- > Economic Environment of Business

Semester 3

- > Dissertation or Company Internship

Coventry University

Campus Map Social Media Directory Careers Contact Us Portals

STUDY LIFE ON CAMPUS GRADUATION AND BEYOND RESEARCH BUSINESS Search

You are here: Home / Study / FIND A COURSE / Management MBA

Management MBA

2018/19 Entry

Apply for this course

Order a prospectus

Book an Open Day

- OVERVIEW
- COURSE DETAIL**
- ENTRY REQUIREMENTS
- FEES & FUNDING
- EMPLOYABILITY

In more detail...

Why choose this course?

This specialist MBA is designed to develop your analytical, problem solving and decision making skills and deepen your understanding of the theory and practice of business and management in both public and private sectors.

Using 'live' projects and real-life case studies, we emphasise the practical application of contemporary, financial, managerial and strategic developments to help you become a better all-round manager. We cover areas such as operations management, organisational behaviour, legal responsibility, entrepreneurship, e-commerce, risk and conflict management.

You should also gain up-to-date knowledge of current business issues, developing the broader management skills needed to meet the leadership challenges of the future, predict, initiate and manage change.

With over 5,500 students, Coventry Business School is one of the largest business schools in Europe, rated 'excellent' by Eduniversal and an active member of the European Foundation for Management Development (EFMD) and Chartered Association of Business Schools (CABS). Committed to maintaining our high levels of student satisfaction, we will enhance your student experience through regular industry insight and interaction. Our Prestigious MBA Leadership Lectures offer the chance to gain real insight into the world of business with talks from industry icons that, in the past, have included Business Woman of the Year Julie White, Co-Founder and Director of Maskarade, Dean Walton of Dragons' Den fame, Jevon Thurston-Thorpe of Penso Consulting and Peter Robson, who is the retired Managing Director of Sun Hydraulics.

You'll be taught by staff with experience of senior management and consultancy, working as managers and directors for the likes of PwC, Barclays and the NHS. Many are recognised both nationally and internationally in their respective fields of specialism, publishing their research in the highest quality academic journals, including Journal of Marketing Management, Journal of Business Research, Psychology and Marketing and Journal of Consumer Behaviour, to name but a few.

Benefits

- Strong industry links with major employers.
- High levels of student satisfaction - 88% overall for Business and 84% in the Postgraduate Taught Experience Survey (PTES) 2016.
- Opportunity to apply to our internship programme. Previous students have received support to work at organisations including HHS, Aston Martin, Tarmac, Jevson, Penso, and Intervase.
- Innovative, interactive teaching designed to embed professional skills. For example, you will practise trading on our Bloomberg trading floor, which incorporates analytical, news and real-time data platforms to give you first-hand experience of these industry-standard tools.
- Professional mentor scheme, which includes team managers from industry, entrepreneurs and faculty professors.
- Outstanding graduate employability - 92% of students in work or further study (DLHE 2014/15), 91% of those employed in a professional level role.
- Use of our digital communications lab - the DigComm Lab - equipped with industry-standard software, including Adobe Comp, Adobe Slate, Adobe Voice, Behance, WordPress and social media platforms.
- Relevant field trips, which have previously included places and companies such as Oman, Dubai, Brussels, India, Manchester United FC, BMW Mini, Jaguar Land Rover, Samsung, and Hyundai, offering students the opportunity to learn about business practices and culture across the globe (additional costs may apply).

Facilities include our trading floor, featuring 42 dual screen Bloomberg terminals.

Study themes

Your main study themes are:

- Marketing:** Develops a critical understanding of the principles and practice of marketing including environmental analysis, buyer behaviour, strategic market segmentation, targeting and positioning, and the design of marketing mixes. You will examine the value and purpose of marketing across a range of contexts including the private and public sectors both in a service and global context.
- Finance:** We will teach you how to interpret and use financial information within the strategic framework of a business oriented toward the user rather than the preparer of corporate financial statements. You will be introduced to the practical tools for assessing financial performance and economic condition of a business, analysing the financial reports of real-world public companies. You will also explore the key concepts of managerial accounting and how to identify relevant costs for short-term and long-term decision making as well as financial and non-financial measures for evaluating the performance of business units or divisions.
- Human Resource Management (HRM):** Provides an overview of HRM in the context of modern society and modern organisations, reviewing the changing cultural nature of the employment relationship and the potential contribution of HRM to organisational effectiveness and efficiency. We will consider the challenges and opportunities for managers relating to performance, particularly with regards to the processes of change, common in any Multinational Enterprise (MNE) as a result of rapid change within the external environment and intensified global competition. We will cover the key concepts, theories and practical applications in change management, taking into consideration cross-cultural management and relevant research in social anthropology, sociology, organisational behaviour, public relations and intercultural communication.
- Strategic analysis:** Effective strategic choice and management is dependent on widespread and current information and data regarding an organisation's strategic position. To broaden your perspective and increase your understanding of the principles of strategic management, you will be introduced to a variety of models for strategic analysis and strategy formulation. You will explore the pros and cons of strategic choices and consider the impact of and consequences of strategy implementation.
- Managing change across cultures:** The aim of the module is to enhance your ability to perform successful change management processes in MNEs and other organisations operating on the global stage and in particularly to excel in future roles as global managers in multi-culturally diverse contexts. This will be achieved through introducing you to key concepts, theories and practical applications in Change Management in addition to innovatively drawing upon cultural research from both Cross-Cultural Management and more advanced social theoretical advancements in Social Anthropology and Sociology. The interdisciplinary nature of this module is further strengthened by incorporating relevant literature from Organisational Behaviour, Public Relations, and Intercultural Communication.
- Entrepreneurship and innovation:** Provides a broad introduction to the perspectives and practices of entrepreneurship, together with the challenges of small business venture creation. We will examine the nature and importance of innovation and consider current debates and research evidence on entrepreneurship.
- Economic environment of business:** Introduces the essential micro and macroeconomic concepts and principles relating to various business activities, including opportunity cost, efficiency, competition, comparative and absolute advantage, globalisation and economic aspects of behaviour and choice within organisations. You will gain an appreciation of the relevance of economic analysis to management decision making in the domestic and international business environment and how it can solve problems in specific functional areas like marketing and strategy.

How you'll be taught

The programme can be studied over one year full-time or part-time up to three years. You can start in September or January.

Teaching is set within an international context with examples and illustrations being drawn from the global economy. Many of our staff are research active in areas such as inter-organisational relationships, relationship marketing, strategic management in the retail sector, entrepreneurship. Staff will often use their own research to bring contemporary issues into the curriculum and will disseminate up-to-date developments in their fields, fostering debate and discussion.

You will be provided with a variety of learning experiences such as lectures, seminars, laboratory sessions, web-based learning, problem-solving, classes and tutorials, workshops, research design tutorials, dissertation supervision and guided and self-directed study.

You will also be given practical challenges in which you solve real business issues, interpreting market data, preparing a situational analysis and making recommendations for strategic developments.

Throughout your studies, we will draw on a range of diverse case studies to illustrate current challenges or new insights and the effects of globalisation on business organisations including private sector business organisations, not-for-profit organisations and public organisations.

How you'll be assessed

Assessment on your course will vary dependent on the module being studied. Some of the modules are 100% coursework and others will be assessed through a mixture of coursework assignments and formal examinations. In addition to written tasks, you may be required to do a presentation to ensure that you develop a full range of communication skills. Coursework can be individual or set in groups, which helps to develop your skills in team-working. Full assessment information will be provided to students before modules commence.

On the successful completion of 10 level Masters credits, awards may be made with a 'Distinction' or 'Merit', based on the achievement of an average mark of at least 70% or 60% respectively. Students may be awarded the Postgraduate Diploma (PgDip) if they achieve 120 credits and a Postgraduate Certificate (PgCert) if they achieve 60 credits. Students may only progress to the final stage of Masters programmes after meeting the requirements for award of a Postgraduate Diploma.

On completion

On successful completion, you should have developed your managerial and leadership skills, and your knowledge base as preparation for management career roles.

On successful completion, you should be able to:

- Demonstrate diagnostic and decision-making skills in dealing with management problems.
- Evaluate strategic decisions and work towards policy formulation and implementation.
- Explain and evaluate different approaches to entrepreneurship and innovation, understand and justify the need for change, creativity and innovation.
- Apply economic concepts and the principles to resolve management challenges arising in different areas of decision making.
- Analyse the contemporary national and international macroeconomic environment.
- Demonstrate your understanding of Corporate and Ethical Social Responsibility, which has become a key concept in business operations and organisational management.
- Understand and evaluate current leadership practice in international organisations and understand different perspectives taken on leadership.
- Develop and provide recommendations in order to operate effectively as a global manager in various cultural contexts.

Teaching contact hours

In a typical week, you will normally have up to 14 hours of contact face-to-face teaching with staff. In addition, you can meet with your personal tutor or lecturing staff during published office hours (UK time), which will allow you to discuss problems or investigate further topics that interested you in a lecture.

This generally breaks down as:

- Personal tutorial/small group teaching:** 1 hour of tutorials each week.
- Medium group teaching:** 4 hours of practical classes, workshops or seminars each week.
- Large group teaching:** 9 hours of lectures each week.



In addition, you will be expected to undertake a further 26 hours of self-directed studying and revising in your own time each week, including some guided study using handouts, online activities etc.

International experience opportunities

Coventry University is committed to provide an international experience to students and this can be achieved through our many international field trips, the use of international real-life case studies and teaching from our multicultural teaching staff.

Global ready

Did you know we help more students travel internationally than any other UK university according to data from the experts in higher education data and analysis, HESA?

In 2014/15, we were able to provide a total of 2,264 student experiences abroad that lasted at least five days, 73% of which were our own organised trips for undergraduates and 27% from postgraduate travel. Plus, we've been able to help more than 5,000 students spend time in other countries, from America to China, India and beyond.

Much of this travel is made possible through our Global Leaders Programme, which enables students to prepare for the challenges of the global employment market, as well as strengthening and developing their broader personal and professional skills.

Explore our international experiences

1st for
international experiences

Sending more students overseas than any other UK uni (HESA)

2,264

Student experiences
The number of student trips abroad for at least 5 days in 2014/15

12,000
and counting

The number of students we've helped travel internationally so far

21

global programmes
As well as trips, we offer other opportunities like language courses

Coventry University

Campus Map Social Media Directory Careers Contact Us Portals

STUDY LIFE ON CAMPUS GRADUATION AND BEYOND RESEARCH BUSINESS Search

You are here: Home / Study / FIND A COURSE / English and Journalism BA (Hons)

English and Journalism BA (Hons)

2018/19 Entry

Apply for this course

Order a prospectus

Book an Open Day

- OVERVIEW
- COURSE DETAIL
- ENTRY REQUIREMENTS
- FEES & FUNDING
- EMPLOYABILITY

Overview

Whether you want to write for print or online audiences, this English and Journalism course can show you how to communicate effectively.

Take our virtual tour

This highly practical course is designed to give you an understanding of how media, cultural and creative organisations operate and are managed, helping to prepare you to critically engage with the world around you and investigate how events are examined and reported.

Coventry is ranked the 9th best university in the country for 'Journalism, Publishing and Public Relations' in the Guardian University Guide 2018. Here, you'll learn from faculty passionate about the concept of a free, informed society; some of whom are writers and former journalists who've worked for national publications and news corporations, including the former Political Editor of the Irish Sunday Mirror and Editor in Chief of Classics car magazine.

With extensive professional links, you'll have the opportunity to apply for industry placements and hear from expert guest lecturers, which have previously included Michael Binyon OBE, former Moscow Correspondent of The Times, for example.

Why Coventry University?

An award-winning university, we are committed to providing our students with the best possible experience. We continue to invest in both our facilities and our innovative approach to education. Our students benefit from industry-relevant teaching, and resources and support designed to help them succeed. These range from our modern library and computing facilities to dedicated careers advice and our impressive Students' Union activities.



Global ready

An international outlook, with global opportunities



Employability

Career-ready graduates, with the skills to succeed



Teaching Excellence

Taught by lecturers who are experts in their field



Course essentials

A degree which offers you more, at no extra cost

What our alumni say



Being encouraged to always think creatively and critically was what made studying English and Journalism at Coventry so dynamic. The real test wasn't the coursework or exams; it was when I learnt how to use my studies to challenge myself and others. In doing so, my independent voice was able to flourish and as a result I've gained invaluable life skills which help me in my job today."

Eleysha Moffatt, BA (Hons) English and Journalism, graduated 2015, now Graduate Research Intern at Coventry University

- OVERVIEW
- COURSE DETAIL
- ENTRY REQUIREMENTS
- FEES & FUNDING
- EMPLOYABILITY

Course information

As well as developing a range of skills and knowledge that constitute the world of journalism, this course analyses key concepts and theories of media systems, the structures of media ownership and interests of those who influence and shape the media. We explore the issues and debates relating to the concept of ethics and press freedom in local, national and global contexts.

Students begin to develop a portfolio of regular journalistic work across all years of study in a wide range of formats and subject areas - anything from sports writing to health reporting and features journalism.

86%

of our students are satisfied by the quality of the course
NSS, 2016

Course specification
Download PDF (365KB)

Modules

- Year one
- Year two
- Placement year
- Final year

Overview

During the first year, you'll be introduced to the fundamentals of language, literature and stylistics, along with other English students, as well as the core areas of Journalism. Practical sessions and workshops will help develop the varying skills required to produce print and online publications, as well as general techniques for interviewing and assembling recorded information.

Modules

Introduction to Studying English and Language

Approaches to Language and Linguistics

Approaches to Literature

Introduction to Stylistics

Language of the Media

Introduction to Journalism: Features Writing

Add+vantage

The focus on preparing students for successful futures sets Coventry apart as a university.

The Add+vantage modules teach a range of work experience and extra-curricular activities that are taken each year, and broaden students knowledge and skills within a work focused environment. There is a very wide range of Add+vantage free-choice subject areas, and they are arranged in themes.

Find out more

- Year one
- Year two
- Placement year
- Final year

Overview

In your second year, you'll be introduced to the changing face of journalism. We focus on news reporting and various forms of niche and specialist journalism, such as lifestyle journalism, sports writing, health and politics reporting. We consider relative news values, how news is constructed and how online and social media markets are having a greater impact on the way news is presented to audiences.

Modules

Career and Project Planning

Language in the New Media Age

Contemporary Fiction

Newswriting and Genre Journalism

Democracy and the Media

English Language in Use 2

Optional modules

Add+vantage

The focus on preparing students for successful futures sets Coventry apart as a university.

The Add+vantage modules teach a range of work experience and extra-curricular activities that are taken each year, and broaden students knowledge and skills within a work focused environment. There is a very wide range of Add+vantage free-choice subject areas, and they are arranged in themes.

Find out more

- Year one
- Year two
- Placement year
- Final year

Overview

After your second year, you have an opportunity to take a sandwich year, studying abroad or on professional placement.

- Year one
- Year two
- Placement year
- Final year

Overview

In the third year, your studies culminate in a dissertation through which you pursue and research an idea or phenomenon that fires up your own interests.

Modules

Project: Literature Review

Project: Dissertation or Professional Portfolio

Journalism, Ethics and Society

Journalism as Literature

Optional modules

Add+vantage

The focus on preparing students for successful futures sets Coventry apart as a university.

The Add+vantage modules teach a range of work experience and extra-curricular activities that are taken each year, and broaden students knowledge and skills within a work focused environment. There is a very wide range of Add+vantage free-choice subject areas, and they are arranged in themes.

Find out more

9th Our Journalism courses are ranked 9th in the UK by **Guardian University Guide 2018**

Coventry University

Campus Map Social Media Directory Careers Contact Us Portals

STUDY LIFE ON CAMPUS GRADUATION AND BEYOND RESEARCH BUSINESS Search

You are here: Home / Study / FIND A COURSE / English and Journalism BA (Hons)

English and Journalism BA (Hons)

2018/19 Entry

Apply for this course

Order a prospectus

Book an Open Day

OVERVIEW COURSE DETAIL ENTRY REQUIREMENTS FEES & FUNDING EMPLOYABILITY

In more detail...

Why choose this course?

Choose this course if you have a passion for writing; whether your ambition is to write for magazines, newspapers, radio, television or new media or you're simply interested in improving your communication and writing skills.

This exciting degree brings together the study of English, as a medium for communicating our experience, and journalism – the practice of making news and crafting the narratives that become the backdrop to our lives.

Covering all aspects of the Journalism Industry, including print, digital and broadcast, we examine how the world of language and the media influence our lives at home and internationally. You'll have the opportunity to share experiences and network with international students in prominent universities in France and Spain through online exchanges and blogs, which recently touched on the future of young people in Europe after Brexit.

There'll be plenty of opportunities for hands-on practical experience, producing your own news and current affairs for a variety of print and online media audiences. You can help design and edit our student-run Creative Writing Magazine, CovWords, or support the Student Union's flagship Coventry Source newspaper and radio station. You can also apply for a work placement, which has led previous students to work for Jaguar Land Rover.

Benefits

- Opportunity to join the English and Languages Society.
- Enhance your critical thinking and judgment, developing some of the communication skills employers are looking for.
- Opportunity to become part of the Student's Union Source Media team contributing to its radio, TV and news platforms.
- Option to volunteer in schools to gain experience as a teaching assistant or to present one-day courses to pupils from Years 11-13.
- Chance to design and edit our student-run Creative Writing Magazine, Coventry Words, which is now available for sale at Waterstones.
- Significant links with a wide variety of employers and media practitioners, such as the BBC, some of whom offer professional experience opportunities.
- Opportunity to participate in an exciting range of educational and cultural field trips. A previous example is the opportunity to examine the media and culture of Paris.

Opportunity to become part of the **Student's Union Source Media team** contributing to its **radio, TV and news platforms**.

Study themes

Our main study themes are:

- Journalism:** We cover the concepts, sources and methods of print and online journalism. You'll learn and practise the skills associated with identifying, writing, fact-checking and illustrating a story successfully. We consider the wider public role and democratic function of journalism, ethical and legal issues, particularly the avoidance of libel and plagiarism.
- Media:** We explore a range of media texts as a vehicle for understanding the ways in which language articulates and gives meaning to a world beyond our immediate experience. We look at a range of genres – newspapers of various types – news stories and editorials, advertising, magazine features, song lyrics and sports commentaries. We also examine newer forms of communication, such as text messaging and online exchanges, and the ways written and visual texts combine in the media generally.
- Language and linguistics:** The analysis of the nature and structure of English Language, its meaning, form and context, including how words and sentences are formed, how we make and hear sounds, how languages change and vary, and how language is organised in the brain.
- Literary genres:** A study of the different genres in the study of literature, such as poetry, drama, prose fiction and film. You will develop an awareness of literary conventions, literary history and how both are related to social and cultural contexts. You'll gain insights and opinions about different literary genres and be familiar with the analysis and interpretation of poetic, narrative and dramatic texts.
- Stylistics:** Analysing style involves looking closely and systematically at the formal features of a text and then considering how those features affect and contribute to the meaning and interpretation of the text in question. We will examine linguistic models and analytic techniques that can be used to describe, analyse and interpret a range of literary, as well as non-literary, texts.

How you'll be taught

The course normally lasts three years when studied full-time. You can start in September.

The emphasis of teaching is on language as discourse, an approach that significantly enhances both an awareness of language as an instrument for constructing meaning and also a range of 'tools' for the budding journalist and communicator.

Your personal tutor will review and discuss your progress with you and you will be informed of times which are available for you to ask advice.

Students successfully completing the first two years of the course can opt to spend a year out between the second and third years on placement or study abroad. Past students have spent a year studying in Lyon, France, and Milan in Italy.

Our excellent industry links enable us to host an exciting programme of guest speakers. There are also also opportunities to take part in educational and cultural visits at home and abroad, where you will be able to develop your knowledge and skills through fieldwork and group projects

- Teaching methods include: lectures, with associated seminars and practical workshop classes.

How you'll be assessed

Your work will be marked according to how well you achieve the various learning outcomes, which will be clearly set out on all project briefs. Assessment forms vary and include: essays, reports, presentations (individual and group), original creative writing, group and individual projects and the dissertation.

An estimated percentage breakdown of your final grade assessment is as follows:

- Coursework, tests, essays: 80%
- Practical or project work: 10%
- Presentations, posters: 10%

In order to qualify for the award of Bachelor of Arts, a student must satisfy the University requirements of 300 credits. A student who does not wish to progress to a subsequent year of study may apply for an intermediate award of Diploma of Higher Education if they pass a minimum of 240 credits. A Certificate of Higher Education may be awarded to a student with minimum of 120 credits.

On completion

On successful completion, you should have progressed your knowledge of:

- Descriptions, analyses and theories of the English language and a critical approach to discourse and the construction of meaning.
- The ways in which the English language is applied in specific circumstances for different audiences and purposes.
- The social, cultural, psychological and historical contexts in which the language exists, has developed and is used in the study of English Language and Literature.
- The various processes and practices that are used in the production, circulation and consumption of journalism texts.
- The ethical and legal frameworks which affect the production, circulation, and consumption of journalism artefacts.

On successful completion, you should have progressed your ability to:

- Contextualise the process and product of writing historically, culturally and stylistically, and to reflect constructively upon your own writing process and the end product.
- Write in a range of styles and registers, adapting this accordingly for different audiences.
- Recognise and adapt to the shifting opportunities for publishing.
- Analyse and interpret texts from a descriptive and theoretical position.
- Critically examine and also construct a range of opinions and ideas.
- Locate and select appropriate information from a variety of sources, referencing academic essays appropriately.
- Analyse problems, identify solutions, think creatively and use their own initiative.
- Communicate effectively in spoken and written English.

Teaching contact hours

In a typical teaching week, you will have up to 12 'contact' hours of teaching.

This generally breaks down as:

- Personal tutorial/small group teaching: 1-hour session up to 3 times each semester (as individuals or in small groups), as well as individual project supervision in your final year.
- Medium group teaching: 7 hours of practical classes, workshops or seminars each week.
- Large group teaching: 4 hours of lectures each week.

- In addition, you will be expected to undertake a further 27 hours of self-directed studying per week, including guided study using handouts, online activities in your own time.

International experience opportunities

Our course is designed to reflect the increasingly international context of media and culture; this is reflected strongly in the course curriculum in the collaborative projects conducted with European universities in second year and an entire module on contemporary global journalism in your final year.

You will be given opportunities to engage with international students at home and abroad. For example, first year students collaborated online with students from Mexico to discuss shared intercultural interests, create joint assessed digital projects and reflect on their international experience.

We strongly encourage you to broaden your theoretical, cultural and practical references during study, providing opportunities to broaden your horizons by living, studying or working abroad on a sandwich year. For example, you could study English at Limoges in France or teach English in Malta or China. There are volunteering opportunities to mentor overseas students in Coventry as 'English buddies' and invitations to attend scholarly talks by overseas visitors. We also offer a range of short visits and field trips abroad, which are reviewed annually.

At Coventry University, you can enjoy a whole host of multicultural and multilingual activities, such as the International Film Club and the French and Spanish conversation clubs. You can learn another language with the university-wide Adv+antage Scheme or the Linguae Mundi programme.

What our alumni say

“Being encouraged to always think creatively and critically was what made studying English and Journalism at Coventry so dynamic. The real test wasn't the coursework or exams; it was when I learnt how to use my studies to challenge myself and others. In doing so, my independent voice was able to flourish and as a result I've gained invaluable life skills which help me in my job today.”

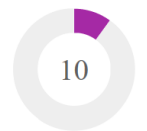
Eleysha Moffatt, BA (Hons) English and Journalism, graduated 2015, now Graduate Research Intern at Coventry University

Meet out staff

Jim Clarke

Jim Clarke is a course director of the English and Journalism degree, and module leader on all five Journalism modules on the degree. Previously, he lectured at Trinity College, Dublin in Modernism, Postcolonialism and in the Novel.

[Read full profile](#)



10% assessed by practical or project work

85%

Between 85-90% of our graduates are in work or further study six months after the course

DHLE 2014/15