

# Course Guide 2012

an associate campus of Heriot-Watt University



an amazing city...



This Course Guide is designed to help you choose the course that is most suitable for you. Use the Course Selector charts to match your existing qualifications with our entry requirements. Then follow the application instructions on the back page – all the way to London!

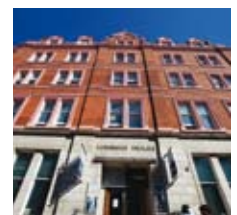
For students seeking a truly central London location, in the heart of the social & commercial hub of the capital, West London College® is an excellent choice...



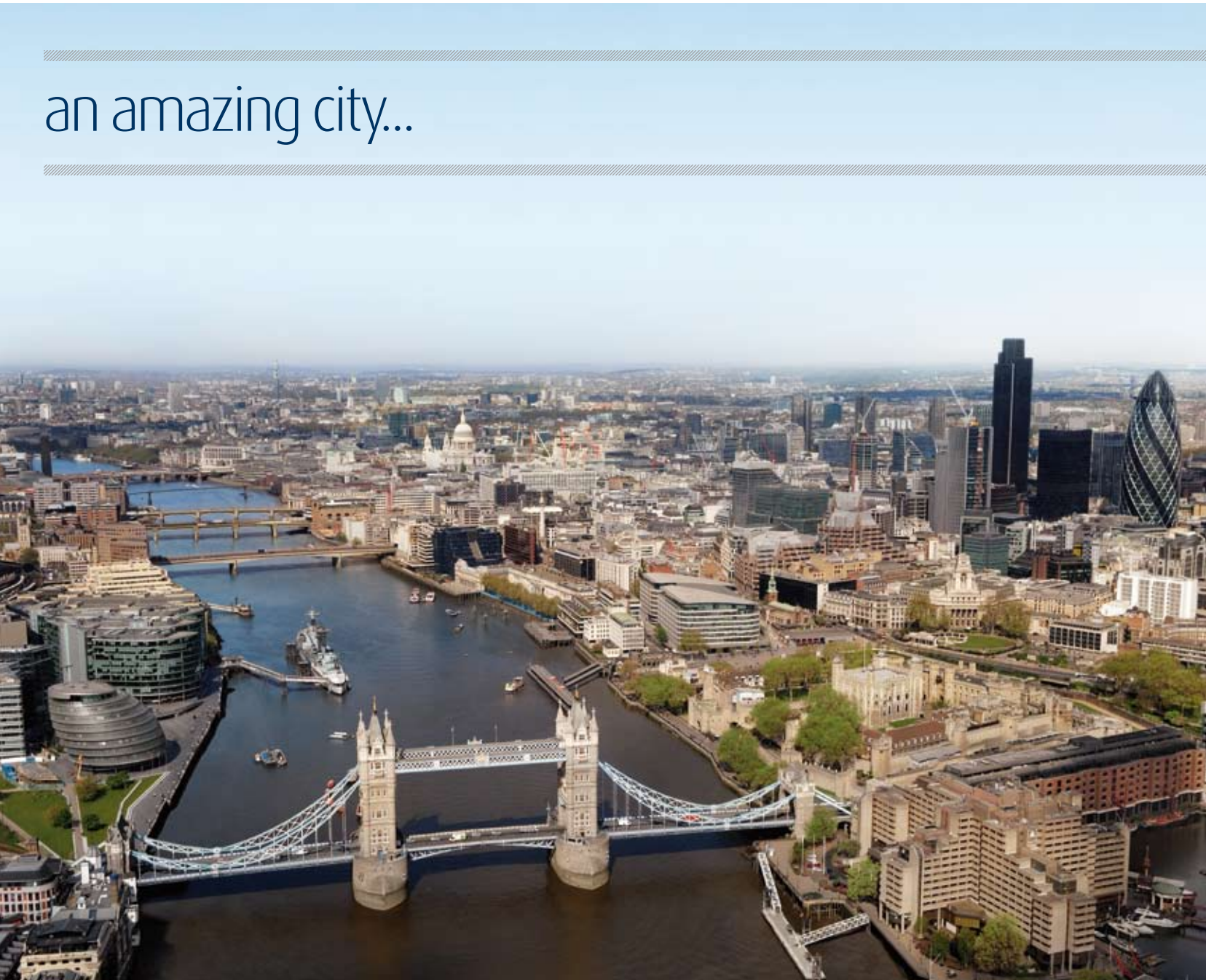
WLC is located in the W1 district, right in the heart of the city and by far the most desirable part from the student's perspective. This is where most of London's famous landmarks are located. It is also the centre of the city's social life with its shops, restaurants, theatres, bars and cinemas.



Main building - Parliament House



Second building - Hannah House



West London College is divided into five departmental faculties each specialising in a different area of degree level education. We also offer English language courses through our own specialist English language school on campus.

Business, Marketing & Finance  
Computing  
Hotel Management  
Travel & Tourism  
Fashion Design

# a superb campus...

04-05

The College offers arguably the best campus location in Britain.... and first class facilities too!

**Located in the very heart of London's West End**, giving easy access to all the attractions (and job opportunities!) of the most exciting part of London.

Click on the 'London webcam' icon on your homepage: [www.westlondoncollege.co.uk](http://www.westlondoncollege.co.uk) and see the street outside Parliament House.

**Two big buildings, just five minutes apart**, provide the ideal learning environment with 'high-tech' air-conditioned classroom & computer facilities and a well-equipped library.

**Excellent social facilities** including common rooms with sound systems & plasma screens, a subsidised restaurant (for good, cheap meals!), free 40 station internet café, 80-seater cinema, over 150 computer terminals for student use, free wi-fi etc .

**Easy access**...two minutes from Bond Street tube station and located directly on many of London's central bus routes.

**Hostel-style living accommodation** close to the College for as little as £90 per week including food.

**Free social club membership** of International Students House which provides countless opportunities to enjoy all that London has to offer.

**A friendly Student Services department** to look after you during your studies.

**A 'Job Shop'** to help find you part-time work during term time, full time work during vacations, and your first real job when you complete your degree.

**A Tuition Support Centre** staffed by our best lecturers to help students 'catch up' if they miss any classes.

**A young & cosmopolitan environment**, giving you the opportunity to meet and learn alongside over 1500 other talented young people from all over the world.



# a quality education...

06-07

A combination of internationally recognised courses and high standards of teaching make West London College an ideal choice for undergraduate and postgraduate study.

## The Teaching

Essential to the success of any academic institution is the quality of the teaching staff, and the lecturing team at West London College is of a high calibre.

West London College lecturers are selected not just for their academic ability and technical skills, but also for their ability to impart their knowledge to others.

Studying a subject to Bachelor's degree or Master's degree level is not easy and much depends on the effectiveness of the teaching. For this reason, only those who are approved by the relevant university's quality control authorities are allowed to teach on our degree programmes.

The credentials of West London College's teachers have been inspected and approved by each of our university partners and students can therefore be confident that our teachers are of the required standard.

## Working together with respected British universities

WLC has a policy of partnering with British universities so as to ensure that our students receive qualifications that carry weight with employers worldwide.

Our partner universities:

**Heriot-Watt University** Edinburgh for our business studies, marketing and finance degree programmes at both master's and bachelor's level.

**University of Greenwich** London for our computing programme.

**Bournemouth University** for our tourism & hospitality programmes.

In addition, we offer professional Diploma courses leading awards of established British examination boards: CTH, ABE, BCS and ICM.

## Pre-sessional English courses

We also run Pre-sessional English language programmes for those who do not meet the minimum IELTS requirements. (Please see website for details).



Some examples of the range of external qualifications offered to students at West London College



Apart from our internally awarded foundation programmes, all our Business Studies courses lead to externally validated professional qualifications or British university Bachelor's and Master's degrees.



EDINBURGH  
BUSINESS SCHOOL  
HERIOT-WATT UNIVERSITY

# business, marketing & finance

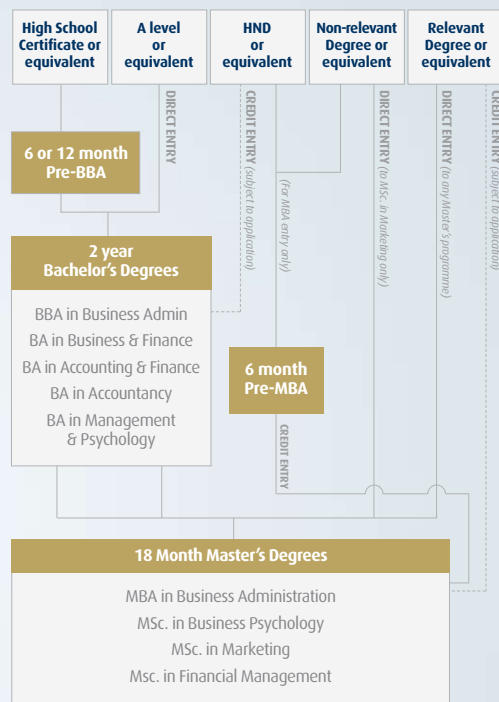
08-09

Business programmes to take you from High School Certificate to a Bachelor's degree in only 2½ years... and to a top quality Master's degree in only 4 years!

## Business, Marketing & Finance

### Course Selector

Use this flow-chart for a quick understanding of entry requirements and course progression.



## Undergraduates programmes

### Pre-BBA: Diploma in Business Studies

A two-semester foundation course for those who lack the qualifications for direct entry to the BBA. The syllabus has been designed by senior academics at West London College, Heriot-Watt University and ICM to improve maths, English and study skills, and provide an effective grounding in business studies. Students who achieve 60% or better in the Level 1 examinations at the end of the first semester will be fast-tracked onto the BBA and not required to take the second semester.

**Duration:** 6 months (fast-track) or 12 months, depending on performance  
**Entry:** High School Certificate or equivalent, plus IELTS 5.5 or equiv.  
**Courses start:** January and July  
**Tuition Fee:** £5,940 (£2,970 + £2,970)

Right: Programme syllabus and structure for the Heriot-Watt University Bachelor's Degree in Business Administration

### Bachelor's Degrees in Business (BA, BBA)

We offer a range of business related bachelors degrees from Heriot-Watt University which is ranked 16th in the UK for business. All are two year programmes taught using course materials provided by the University. (These degrees can also be used as pathways to masters degrees). The structure of these programmes is identical in Year 1. The Year 2 content differs according to chosen variant. Consequently students have until Year 2 to finalise their choice of degree. The degrees offered are as follows:

- > Business Administration (BBA)
- > Business and Finance (BA)
- > Accounting and Finance (BA)
- > Accountancy (BA)
- > Business & Psychology (BA) from July 2012

**Duration:** 2 years  
**Entry:** GCE A-levels or equivalent or Pre-BBA, plus IELTS 6.0 or equiv.  
**Courses start:** January & July  
**Tuition Fee:** £5,940 per annum

SEMESTER 1				
JAN	ACCOUNTING	ECONOMICS	MANAGEMENT	JUL
JUN				DEC
SEMESTER 2				
JUL	HUMAN RESOURCES MANAGEMENT	FINANCE	MARKETING	JAN
DEC				JUN
SEMESTER 3				
JAN	QUANTITATIVE METHODS	FINANCE THEORY AND MARKETS	OPERATIONS MANAGEMENT	JUL
JUN				DEC
SEMESTER 4				
JUL	STRATEGIC MANAGEMENT	INTERMEDIATE ACCOUNTING	MARKETING PROSPECTIVES	JAN
DEC				JUN

Apart from our internally awarded foundation programmes, all our Business Studies courses lead to externally validated professional qualifications or British university Bachelor's and Master's degrees.



EDINBURGH  
BUSINESS SCHOOL  
HERIOT-WATT UNIVERSITY

# business, marketing & finance

10-11

## Postgraduate programmes

### Pre-MBA: Advanced Diploma in Business Administration

This one semester business studies programme is a perfect pathway for holders of non-relevant degrees who need an access course to the MBA programme. Not only does it provide the necessary entry qualification, successful completion also entitles the holder to a £1,000 reduction on their tuition fees for their master's programme. This course can also be used to top-up relevant HNDs for MBA entry.

*Duration:* 6 months  
*Entry:* Any degree, plus IELTS 5.5 or equivalent  
*Courses start:* January & July  
*Tuition Fee:* £2,970



### Master's Degree in Business Administration (MBA)

Our 'flagship' business studies programme with over 200 full-time students, taught under licence from the Edinburgh Business School, part of Heriot-Watt University. This is a 'general' MBA, covering all the main business subjects and so ideal for those aspiring to join the next generation of chief executives.

*Duration:* 18 months  
*Entry:* BBA or relevant degree or equivalent, plus IELTS 6.0 or equiv.  
*Courses start:* January & July  
*Tuition Fee:* £7,845 or £8,925\*

\* Holders of a relevant degree are very likely to be exempted one subject, thus reducing the fee to £7,845.

### Master's Degree in Marketing (MSc.)

Similar in structure to the MBA but with easier access in that it is open to holders of degrees in any discipline, without the need for a pre-masters programme. Awarded by Heriot-Watt University, this course is ideal for those who aspire to a career in business but would prefer to avoid the mathematical subjects on the MBA.

*Duration:* 18 months  
*Entry:* Any degree or CIM Professional Diploma, plus IELTS 6.0 or equiv.  
*Courses start:* January & July  
*Tuition Fee:* £7,845 or £8,925\*

\* Holders of a relevant degree are very likely to be exempted one subject, thus reducing the fee to £7,845.

### Master's Degree in Financial Management (MSc.)

For those who have the necessary aptitude, and can prove it at bachelor's level, this MSc is perfect training for high level decision making in the areas of corporate financial management, derivatives, risk management, mergers and acquisitions, and gives access to senior positions in investment banks and government ministries.

*Duration:* 18 months  
*Entry:* BA Bus. & Finance or relevant degree or ACCA/CIMA, plus IELTS 6.0  
*Courses start:* January & July  
*Tuition Fee:* £7,845 or £8,925\*

\* Holders of a relevant degree are very likely to be exempted one subject, thus reducing the fee to £7,845.



Right: Programme syllabus and structure for the Heriot-Watt University Master's Degree in Business Administration

SEMESTER 1				
JAN ↓ JUN	ORGANISATIONAL BEHAVIOUR	ECONOMICS	NEGOTIATION	JUL ↓ DEC
SEMESTER 2				
JUL ↓ DEC	PROJECT MANAGEMENT	ACCOUNTING	CONSUMER BEHAVIOUR	JAN ↓ JUN
SEMESTER 3				
JAN ↓ JUN	MARKETING	FINANCE	STRATEGIC PLANNING	JUL ↓ DEC



Each Heriot-Watt University Master's programme student receives a full set of University prepared course notes for each subject module.

# computer science

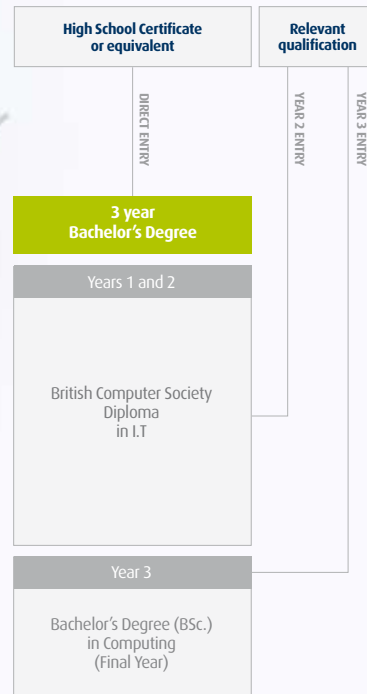
12-13



## BSc Hons in Computing

### ▶ Entry Point Selector

Use this flow-chart for a quick understanding of entry requirements and course progression.



Computer technology has become a dominant force in today's world, creating a wealth of exciting career opportunities for suitably qualified young people.

### British Computer Society Diploma in I.T. (NQF Level 5)

During the first two years of the degree programme students follow the syllabus of the British Computer Society Diploma in IT, the best known of all British computing qualifications.

**YEAR 1** - Students follow a combination of WLC and British Computer Society syllabi for which no previous experience of computing is required. The principal aim of the first year syllabus is to provide a solid foundation in a wide range of IT skills on which students can build on the second and third years of the degree.

**YEAR 2** - On the second year of the programme students build on the skills achieved on the first year in preparation for the BCS Diploma exams, and refine their Java programming and dissertation-writing skill ready for the more rigorous demands of the final year of the degree. This part of the degree programme fulfils the academic requirements of Membership of the British Computer Society (MBCS).

**Duration:** 2 years  
**Entry:** High School Certificate or equivalent, plus IELTS 5.5 or equiv. NB. Credit entry is available direct into year 2 for holders of the BCS Certificate in IT or equivalent (HNC,NCC,ACP, ABE, IMIS etc.)  
**Courses start:** Year 1: January & July  
 Year 2: January & July  
**Tuition fee:** £5,940 per year

### Bachelor's Degree in Computing (Final Year)

**YEAR 3** - Is run in association with the University of Greenwich, and equips students with some of the most marketable skills in the IT industry: computer programming (C# and Java), database design, e-commerce and IT project management. Students on this programme study the same syllabus and receive the same degree as those who study at the University of Greenwich, and receive their award at the same graduation ceremony at the University. Students can transfer to the University for Master's degree level study on successful completion.

**Duration:** 1 year  
**Entry:** BCS Diploma, relevant HND or equivalent, plus IELTS 6.0 or equiv.  
**Courses start:** January and July  
**Tuition fee:** £5,940



# hotel management

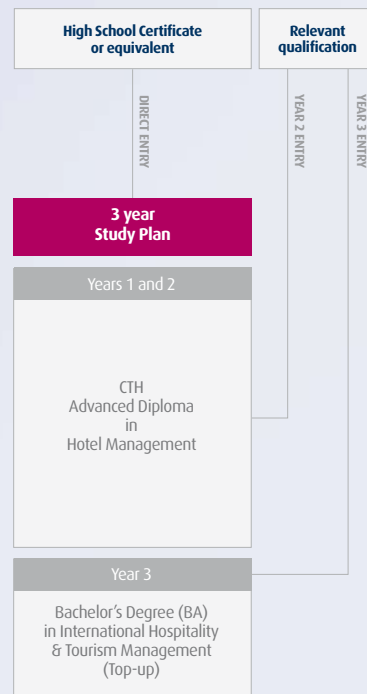
14-15

Enjoy being in top hotels?  
Learn how to manage  
one and embark on an  
exciting international  
career with this  
degree course...

## Hotel Management

### ▶ Entry Point Selector

Use this flow-chart for a quick understanding of entry requirements and course progression.



### CTH Advanced Diploma in Hotel Management (NQF Level 5)

**YEAR 1** - Introduces all the main theoretical and practical subject areas of hotel management and acts as the first year of a study plan leading towards an honours degree top-up course that the College runs under licence from Bournemouth University. It is worth noting that all CTH course are QCA accredited and can be used as qualifications in their own right or as part of the degree.

**YEAR 2** - The second year of the study plan leaves behind the practical aspects covered in the first year and concentrates on management techniques. This is an ideal entry point for those who have studied hotel management elsewhere and wish to benefit from the preparation given here for the rigours of the top-up year.

*Duration: 2 years*

*Entry: High School Certificate or equivalent, plus IELTS 5.5 or equiv. NB. Credit entry is available direct into year 2 for holders of the CTH Diploma in Hotel Management or equivalent*

*Courses start: Year 1: Jan, June & Sept  
Year 2: Feb & October*

*Tuition fee: £5,940 per year*

### Bachelor's Degree in Hospitality & Tourism Management (Top-up)

**YEAR 3** - of the study plan is taught under licence from Bournemouth University and leads to the award of an honours degree from the University. It is worth noting that Bournemouth University is rated No 1 in the UK for this subject area and that personnel managers of the big hotel chains tend to be aware of this.

*Duration: 1 year*

*Entry: CTH Advanced Diploma or HND or equivalent (with credit profile), plus IELTS 6.0 or equivalent*

*Courses start: January & July*

*Tuition fee: £5,940*



All our Travel programmes lead to externally validated professional qualifications or recognised British university degrees.



# travel & tourism

16-17

Travel and Tourism is the world's biggest industry. Be a part of it with this combined professional training and degree...

## Travel & Tourism

### ▶ Entry Point Selector

Use this flow-chart for a quick understanding of entry requirements and course progression.



### CTH Advanced Diploma in Tourism Management (NQF Level 5)

**YEAR 1** - Combines the academic theory of the first year of a degree with the practical knowledge required to run a travel agency. Students receive professional travel reservations training from Virgin Atlantic approved instructors and additional qualifications from Virgin and Sabre/Star Alliance.

**YEAR 2** - Concentrates on the business and environmental aspects of tourism. Students learn how to compile all-inclusive tours with flights, excursions and accommodation, the relevant financial & management techniques, and how to undertake the strategic planning necessary to ensure that tourism continues as a sustainable business in the future.

*Duration:* 2 years  
*Entry:* High School Certificate or equivalent  
 NB. Credit entry is available direct into year 2 for holders of the CTH Diploma in Travel Agency Management or equivalent, plus IELTS 5.5 or equivalent  
*Courses start:* Year 1: Jan, June & Sept  
 Year 2: February & October  
*Tuition fee:* £5,940 per year

### Bachelor's Degree in Hospitality & Tourism Management (Top-up)

**YEAR 3** - of the study plan is taught under licence from Bournemouth University and leads to the award of an honours degree from the University. This qualification is ideal for those who aspire to senior level positions in any sector of the tourism industry. It is worth noting that Bournemouth University is rated No. 1 in the UK for this subject area.

*Duration:* 1 year  
*Entry:* CTH Advanced Diploma or HND or equivalent (with credit profile), plus IELTS 6.0 or equivalent  
*Courses start:* January & July  
*Tuition fee:* £5,940



# fashion design

18-19

London is said to be the best place in the world to learn about fashion. Start with our foundation programme...

## Fashion Design

### ▶ Course Selector

Use this flow-chart for a quick understanding of entry requirements and course progression.



### Foundation Diploma in Fashion Design

Designed and taught by fashion professionals, this course provides a broad foundation to the trade. Successful completion guarantees access to either the Bachelors degree in Fashion offered by the College in association with our partner institution, Heriot-Watt University or else to a wide range of fashion related degree programmes in London and elsewhere in the UK. Other university fashion degree options, such as London College of Fashion and the University for the Creative Arts, are available subject to application.

*Duration:* 9 months

*Entry:* A good secondary education equivalent to GCSE or GCE 'O'-level and some artistic ability, plus IELTS 5.5 or equivalent

*Courses start:* January & September  
*Tuition Fee:* £6,900 (International)  
 £5,940 (UK/EU/EEA)

### Higher Diploma in Fashion Bachelors Degree in Fashion (BA) (Final Year)

On successful completion of the Foundation Diploma students have the option of either one further year of study to obtain a university diploma or two years to achieve a bachelors degree in Fashion. Both courses are offered in association with Heriot-Watt University, which is ranked 8th in the UK for art and design, and lead to awards from the University. Students completing the higher diploma also have the option of transferring to the University's campuses in Edinburgh or Dubai for the final year.

*Higher Diploma - Duration:* 9 months  
*Entry:* Foundation Diploma or equivalent, plus IELTS 6.0 or equivalent  
*Courses start:* September *Tuition:* £6,900

*BA (Final year) - Duration:* 9 months  
*Entry:* Higher Diploma or equivalent, plus IELTS 6.0 or equivalent  
*Courses start:* September *Tuition:* £6,900



**How to contact us** *Main Building:*  
West London College,  
Parliament House, 35 North Row,  
Mayfair, London W1K 6DB, UK

Tel: +44 (0)20 7491 1841  
Fax: +44 (0)20 7499 5853  
E-Mail: [courses@westlondoncollege.com](mailto:courses@westlondoncollege.com)  
Web: [www.westlondoncollege.com](http://www.westlondoncollege.com)

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# how to apply

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**1** **Submit application form with copies of qualifications** Application forms can be downloaded from our website or obtained from our authorised representatives. Applications can be made online, by email to [registry@westlondoncollege.com](mailto:registry@westlondoncollege.com) or through our authorised representatives.

**2** **Receive an Offer** If your application is successful you will receive an Offer Letter which will give the start date and cost of the course you have been accepted for. It will also set out the cost of accommodation and living expenses.

**3** **Pay your tuition fees** Your Offer Letter will state how much you will need to pay as a tuition fee deposit in order to reserve your place and to entitle you to student visa if you need it. The amount payable in advance will vary between £500 and £5000 depending on the course and your nationality. Tuition fees should be paid direct to the College bank account:

*Account Name:* West London College  
*Bank Address:* Bank of Scotland,  
300 Lawnmarket, Royal Mile,  
Edinburgh EH1 2PH, UK

*Account Number:* 00170860  
*Sort Code:* 12-12-68  
*Swift Code:* BOFSGB21248  
*IBAN No:* GB36BOFS12126800170860

NB. It is essential that the sender remembers to quote the student's Application Reference Number.

**4** **Receive Course Confirmation Letter (and CAS number if you require a visa)** You will also receive full instructions on how to apply for a visa if you need one.

**5** **Apply for a visa (if required)** Under the Points-Based System, you will need to show you have £7,200 available for living expenses in a bank account in your name or your parents name, together with a CAS number from the College showing tuition fees paid. (In the event that your visa application is unsuccessful your tuition fees will be refunded in full.)

**6** **Notify the College of your flight details and accommodation requirements.** The College will arrange accommodation for you if required, but you must inform us at least 72 hours in advance if you intend to make use of this service.

*Please note that detailed information about the visa application process is available on our website at [www.westlondoncollege.com/book](http://www.westlondoncollege.com/book).*

