



London School of Planning and Management

PREPARE FOR A LIFE CHANGING EXPERIENCE



BA (Hons) Marketing PROSPECTUS 2016/17

CONTENTS

Course contents	3
Why A UK Education ?	5
About us	6
Reasons to study with us	7
Fee structure	8
Is LSPM right for me ?	9
Why choose LSPM ?	11
Other Courses	12

othm[®]
qualifications



EBMA
EDUCATION FOR BUSINESS MANAGERS AND ADMINISTRATORS

WELCOME

London School of Planning and Management is dedicated to advancing the frontiers of the study of management and planning, through its research, collaboration across the entire LSPM, and its commitment with enterprises, organizations, and leaders throughout the world.

We aspire to use knowledge in pursuit of organizational success by enlightening our students' talents for problem solving along their educational and professional careers.

We have been successfully educating working adults since 2004. London School of Planning and Management is home to the study of business management and planning. Our business management programmes are aimed at developing and using knowledge to discover practical solution to problem spanning corporate world.

Our programmes are cost effective
You can study anytime - anywhere
Ideally suited to working professionals



Through the years we've grown to become a respected education provider with 1000s of graduates. Today LSPM students benefit from high-demand programmes in the fastest-growing fields. Our students mix comprises of professionals, entrepreneurs, government and others.

KEEP UP-TO-DATE

www.LSPM.org.uk



WHY A UK EDUCATION ?

IMPROVE YOUR CAREER PROSPECTS

British qualifications are respected and recognised world over. The qualifications you earn are well researched and are designed as per today's requirements. British qualifications are respected and valued by the employers world over. It demonstrates your qualification, your independence and personal drive. The qualification gives you the right skills qualifications and experience you need to succeed in your chosen career.

Britain has some of the most famous universities in the world, including University of Cambridge and University of Oxford. Institutions in UK have earned a well-deserved reputation for high levels of quality and high standards of teaching. By studying in the UK, you'll be part of that educational heritage

World-renowned Qualifications

Britain has some of the most famous universities in the world, including University of Cambridge and University of Oxford. Institutions in UK have earned a well-deserved reputation for high levels of quality and high standards of teaching. By studying in the UK, you'll be part of that educational heritage

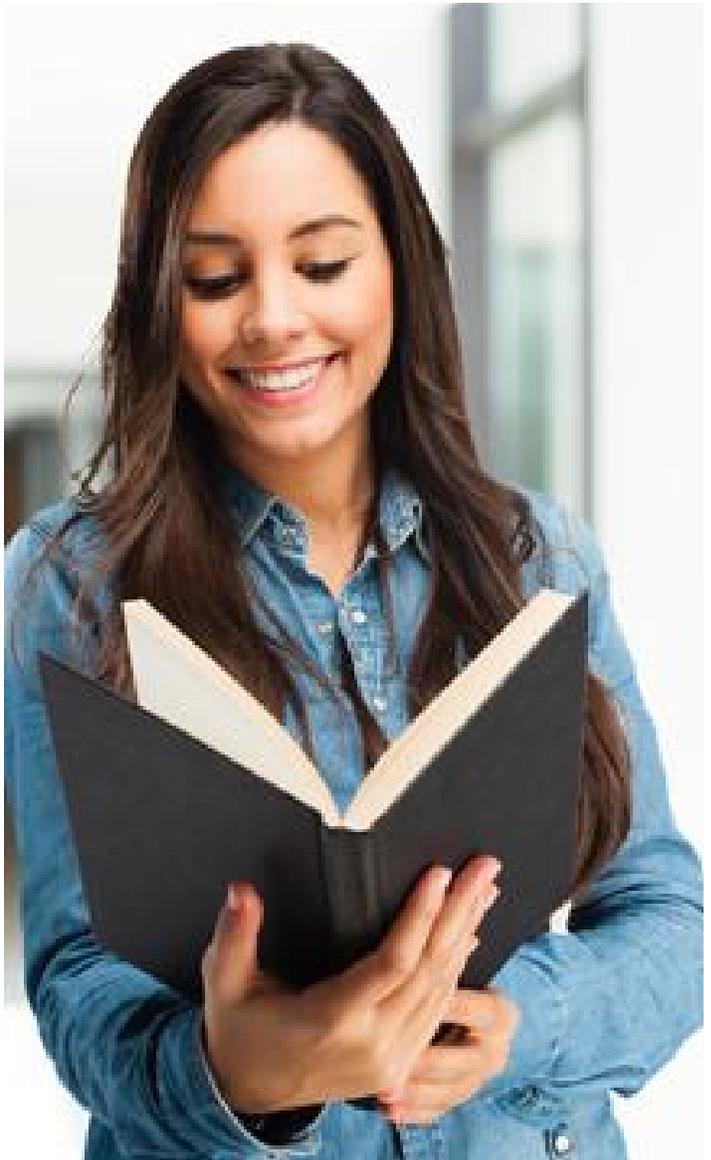
Our programmes are cost effective
You can study anytime - anywhere
Ideally suited to working professionals

FLEXIBILITY. IT'S IN OUR DNA

We have been successfully educating working adults since 2004. London School of Planning and Management is home to the study of business management and planning. Our business management programmes are aimed at developing and using knowledge to discover practical solution to problem spanning corporate world.

FLEXIBILITY. IT'S IN OUR DNA

We have been successfully educating working adults since 2004. London School of Planning and Management is home to the study of business management and planning. Our business management programmes are aimed at developing and using knowledge to discover practical solution to problem spanning corporate world.



Online Learning

SELF-PACED STUDY

Education is no longer a static model, but fluid and almost organic in nature, and being able to define goals, purposes and assessment is ongoing. When you study on-line, you achieve the same qualification as students studying in the classroom at a college or university. But unlike courses delivered the way, on-line courses allow you to study from anywhere, and choose when you want to fit study into your week. On-line courses are delivered entirely on-line to deliver courses of the highest quality to people who would otherwise have limited access to higher education. This is an exciting and challenging time in education..

As an on-line student, you'll be able to log into an on-line Learning Management System.(LMS)

Through the on-line LMS portal you will receive all your study materials and instructions, and submit your assessments. When you study a course that is 100% on-line, there is no travel involved and you will never have to visit a campus. You'll complete and submit all of your coursework on-line



Course Contents

Part 1

Study Skills

Introduction to Business Communication

Introduction to Quantitative Methods

Introduction to Business

Introduction to Finance

Business Context

* Successful completion of Part 1 leads to progression to Part 2

Part 2

Human Resource Management

Project Management

Marketing Management and Planning

Financial Accounting

Business Law

Corporate Social Responsibility and Governance

* Successful completion of Part 2 leads to progression to Part 3

Part 3

Semester one

Strategic Management Analysis

International Marketing

Marketing Consultancy

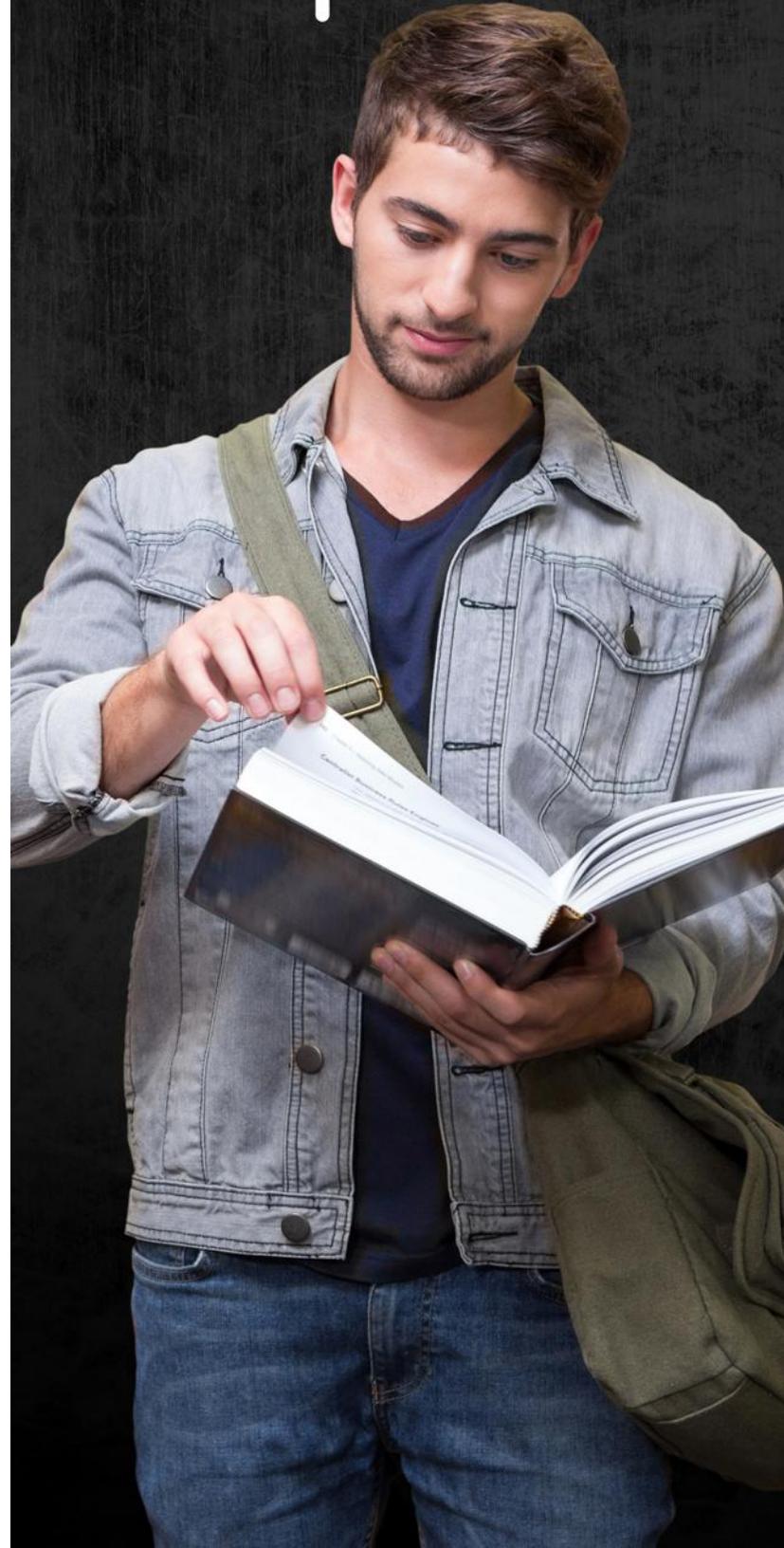
Sustainable Management Futures

Retail Marketing

Organisational Change Management

Undergraduate Major Project

* Successful completion of Part 3 leads to award of BA Degree from the university..





REASONS TO STUDY WITH US

Professional

The qualifications offered at LSPM are developed to help you gain skills required to succeed and make a difference in the workplace

Affordable

All qualifications offered at LSPM are affordable than traditional colleges and universities

Accredited

We are accredited by OTHM, UK and offer the best of British qualification which are fully accredited and globally accepted.

Flexible

The qualifications are super flexible, offered 100% online. Therefore, you can access the same from any part of the world using any computer/ laptop or a mobile device. The assessments of units / modules is through submission of assignments

Quality Assured

All our diploma qualifications are accredited by OFQUAL, UK government's qualifications regulator. Degrees are awarded by UK's leading universities via Top Up routes.

Who is this programme for?

Through the years we've grown to become a respected education provider with 1000s of graduates. Today LSPM students benefit from high-demand programmes in the fastest-growing fields. Our students mix comprises of professionals, entrepreneurs, government and others.



Fee Structure

Choose your option

18 months
£5950
PROGRAMME

Enrolment fee : £15

36 months
£4950
PROGRAMME

Enrolment fee : £15

www.LSPM.org.uk

IS LSPM BA (Hons) Business Management RIGHT FOR ME ?

Over the years we have helped thousands answer this question. Most prospective students we meet know they're interested in earning a Bachelor in Marketing, a credential valued highly by managers and business executives and aspiring entrepreneurs in UK and throughout the world.

But many aren't familiar with BA's distinctive value it gives to professional career. Our BA comes with following distinctive advantages to you:-

COST EFFECTIVE Typically BA degree starts from £10000 per annum, but with LSPM, you can enjoy saving more than 60% on your educational investment.

IMMEDIATE APPLICABILITY Our course work is immediately applicable to the careers, and you can earn long-term gains including increase in salary and promotions.

EXCELLENT ROI-STUDY ANYTIME, ANYWHERE You don't have to attend a College campus, so you can study from anywhere in the world without leaving your Job, thus you get best returns on your investments. Our online delivery enables you to download the lecture notes, submit assignments wherever you are.

CROSS CULTURAL INTERACTION AND NETWORKING We are living in a Global world. With students located in 31 countries on five continents LSPM allows you to build connections with colleagues around the world.

www.LSPM.org.uk

“Make your mark with a beachelor's degree. undertake your studies in an innovative and supportive environment”



Why choose London School of Planning and Management ?

We foster a culture in which you discover, develop, and thrive. You share inspiration and knowledge with people from all around the world as you achieve future accomplishments. Discover why the next generation of working executives and corporate are choosing LSPM.

Growth is a challenge every leader and organization confronts in today's ever changing business environment across sectors, markets, countries and economies. At LSPM, we develop brave leaders who inspire growth in people, organizations and markets to change the way things are done.

Built on a Unique Cross-Disciplinary Model

Our distinctive approach to thought leadership is built on foundational departments integrated with strategic cross-disciplinary initiatives and rich curricular experience. The London School of Planning and Management equips and inspires students to become thought leaders and outstanding problem solvers, achievers in the real world.

Successful organizations of the future need brave leaders; leaders who can inspire growth - in the deepest sense of the world - in people, organizations and markets.

Online delivery of programs

All our programs are delivered online, designed by expert academicians, keeping in mind the future requirements of the markets and industries world wide. A well researched curriculum and support by expert faculty gives you an edge which helps you to outshine your colleagues, competitors in real work environment.

www.LSPM.org.uk



LSPM

10 ^{GLORIOUS}
YEARS

For further information or enrolment, please leave your enquiry at the LSPM website or contact your Advisor:

Europe:

**Suite 616, Crown House , North Circular Road,
Park Royal, London, NW10 7PN,
England, United Kingdom (U.K.)**

(t) +44 (0) 203 608 0144

Asia:

**Suite 716, DLF Tower A, Jasola District Centre,
Jasola , Sarita Vihar,
New Delhi, 110025, INDIA**

www.LSPM.org.uk