



DAVID GAME  
HIGHER EDUCATION

The School of Business  
& Management

BA (Hons)  
**Business  
Marketing &  
Management**

Degrees awarded by



UNIVERSITY OF  
GLOUCESTERSHIRE

# About us

## We are delighted to welcome you to David Game Higher Education

DGHE is the Higher Education division of David Game College. David Game College (DGC) was founded in 1974 and has consistently delivered the best quality teaching to ensure student success. Nearly half a century after its foundation, the David Game College Group has grown into one of the UK's leading independent providers of education, offering courses within the UK and abroad. Registered with the Office for Students (OfS), DGC has been awarded the QAA Quality Mark for meeting or exceeding UK expectations for quality and standards.

David Game Higher Education (DGHE) offers a vibrant, practical and inclusive learning environment that aims to support students to thrive, reach their full potential and advance their careers. Since DGHE's foundation in 2013, the College has evolved to deliver high-quality, empowering education. We welcome students from all backgrounds and employ lecturers who offer both industry experience and exceptional teaching talent.

At DGHE, we offer a range of Bachelor's degrees - Levels 4, 5 & 6 - Foundation courses, Top-Ups and BTEC Higher National Certificates (HNCs) and Diplomas (HNDs) - Levels 4 & 5 - specialising in Business Management, Health & Social Care, Public Services, Criminology & Criminal Justice, Art & Design, and Visual Communication.

The college is proud to be a career-building steppingstone to all our students that strive for personal and professional success. Students and alumni are given access to personalised Careers Services; our career counsellor is available to support current and graduated students in their job search or to discuss any other career-related matters.

The college also takes seriously our responsibility to provide mental health services and pastoral care to students and staff. We seek to nurture a supportive learning environment, through small classes and one-to-one tutelage. DGHE also has our own Wellbeing department, in which a professional counsellor is always available to assist our community in coping with the stresses of school and modern life. In addition, we provide further access and participation support to those with learning difficulties through financial assistance and study aids. We are always organising activities, online and offline, to ensure every member of our community receives the care we need. Those who choose to study at DGHE will find a welcome and enriching environment to do their best.

## We look forward in welcoming you to DGHE.



## 10 Reasons why we are your best choice

- 1.** Our excellent reputation as a leading academic institution with over 45 years of experience.
- 2.** Highly qualified and professional teaching staff with relevant industry experience.
- 3.** Small classroom environment, supportive atmosphere, and a vocational outlook that enhances professional skills to make you a desirable asset.
- 4.** Remarkable location of the College in the business district of London.
- 5.** An inclusive and diverse environment and a friendly culture that supports the development of our students personally and professionally.
- 6.** Our team will encourage your academic success through Advice and Wellbeing counselling, a compassionate approach, active listening and inspirational teaching.
- 7.** Frequent special events that enhance the student experience.
- 8.** Career oriented opportunities including keynote speakers, career fairs and a personalised career advice centre.
- 9.** Advice and support on your SLC loan application.
- 10.** Our state-of-the art building adorned with a large collection of contemporary paintings, including well-regarded artists, such as Keith Grant and Edward Stone.



# Supporting your studies

At David Game College, students are at the heart of everything we do. The College student services and welfare teams are always available for you. In or out of the classroom we will do all we can to support you throughout your time with us.



## Career Advice

Our dedicated careers and employability advisor is available to support all our students and our alumni in developing the skills you need to market yourself to potential employers, and to provide you guidance in identifying a suitable career plan. This service can also help you to prepare for interviews and selection tests.



## Health and Wellbeing

The College takes pride in the quality of the teaching and pastoral care provided to its students. DGHE has a support system in place to give you the help and guidance you may require during any period of hardship, stress or anxiety. Appointments with a trained welfare officer can be arranged quickly and conveniently.



## Disability Support

DGHE recognise the importance to maintain a truly inclusive and caring learning environment for all students and welcomes applications from people with disabilities. If you have a disability or a long-term health condition, we will do everything we can to make sure you have equal opportunities to learn and take part in all aspects of student life. Any information provided will be kept strictly confidential and will only be used to support you with your studies.



## Pre-sessional English Course

DGHE Pre-sessional English Course is designed to improve your academic English to be ready for your studies. It is intended for students who are planning to study for an HND or degree BA (Hons) at DGHE but do not meet the English language requirement of their conditional offer. Taking a Pre-Sessional English course will not only help you improve your language skills, but it will also help you with your studies and research, and give you more confidence as you prepare to start your course.



## Drop-in Sessions

Drop-in sessions are a space, timetabled on a termly basis, dedicated to you for one-to-one support. These are arranged and supported by your course or module leader.



## Assessment Workshop

An assessment workshop is a one-hour slot with your lecturer that is dedicated to help you clarify questions regarding your course assignments and provide a space for informal feedback and peer discussion.



## Study Skills Support

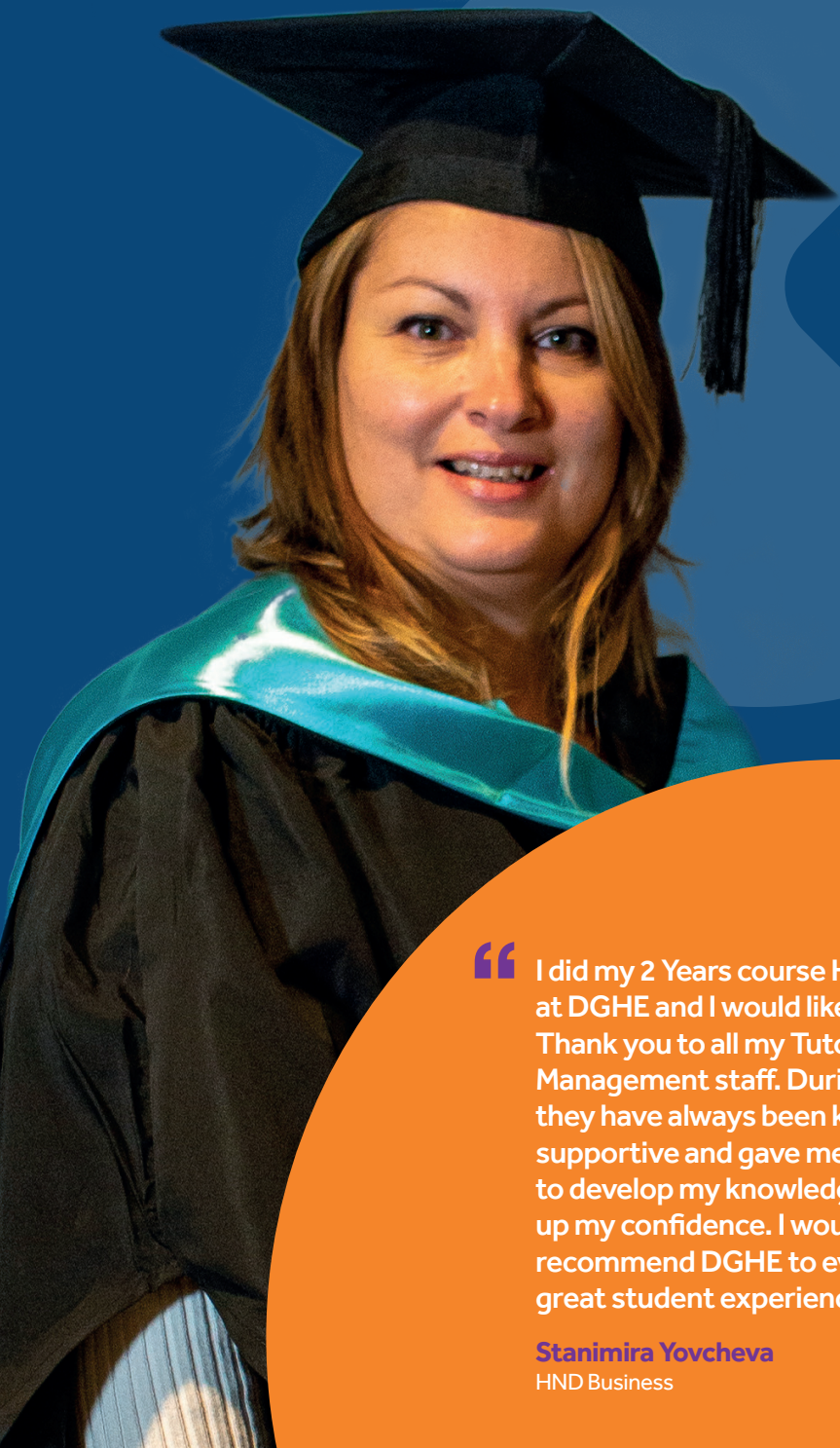
Classroom-based and as an additional online module, study skills are provided by the College to enhance each student's learning opportunities. This module contributes to the development of academic writing and research skills.



## Library

Our growing library also accommodates support sessions for those who wish to consolidate their learning further. You will be able to ask quick questions and arrange one-to-one appointments for in-depth assistance of academic research and referencing skills with our esteemed Librarian.





“ I did my 2 Years course HND Business at DGHE and I would like to say big Thank you to all my Tutors and the Management staff. During my studies, they have always been kind and supportive and gave me opportunity to develop my knowledge and build up my confidence. I would highly recommend DGHE to everyone for a great student experience. ”

**Stanimira Yovcheva**  
HND Business



## BA (Hons) Business Marketing & Management

### Course Details

Campus	David Game College - London
Awarding Body	University of Gloucestershire
Duration	3 years
Mode of Study	Full-time classroom
Course Delivery	2 days per week* Daytime or Evenings & Saturdays
Level of Study	Undergraduate
Credits	360
Start Dates	October
UCAS code	N206 - 3 years

### Tuition Fee: £9,250\*

per year (Home Fee)

\* In addition to the 2 days of timetabled classes learners are required to attend a personal tutor meeting twice per semester.

\* Students on this course may be fully funded by the Student Loan Company. This facility is available to UK and other EU students who hold a pre-settled or settled status. For more information, please contact the admissions team at [admissions@dghe.ac.uk](mailto:admissions@dghe.ac.uk) or T: 0203 220 0347

### Course Entry Requirements

#### (3 year programme)

A typical offer would be 96 UCAS tariff points

- A level standard or overseas equivalent
- Other UK level 3 qualifications (e.g. Foundation Diploma, Access to HE Certificate, a BTEC Diploma/National, Advanced GNVQ or AVCE)
- Overseas Qualifications equivalent to Level 3 (e.g. Diploma de Baccalaureate)

### English Language Requirements

Any student who has studied in a non-majority English speaking country will typically need to have achieved an IELTS score of 6.0 overall with no less than 5.5 in any band (or equivalent).

If you do not meet the minimum requirements for the three-year undergraduate programme, or don't feel fully prepared for a degree course, you can apply for a four-year programme including a Foundation Year in Business Management.

Degrees awarded by



## What is this course about?

The BA (Hons) Business & Marketing Management programme is delivered in partnership with the University of Gloucestershire and is also accredited by the Chartered Institute of Marketing.

The university is proud that 95% of Gloucestershire graduates are in employment or further study within 6 months of graduating (University of Gloucestershire DHLE 2016/17).

In this course, you'll gain a solid grounding in all aspects of business and marketing including customer behaviour and the global business environment. This will help you to become a well-rounded professional understanding both the operations of a business and how best to promote it.

You will also learn about managing people, strategic management, finance, and HR and you'll learn how to connect brands and customers.



# Module Guide

## Year 1 – Level 4

Modules	Credit
Leadership & Management in an Organisational Context	15
The Global Business Environment	15
Academic, Personal and Professional Development	15
Live Management Enquiry Project	15
Marketing Principles	15
Managing Finance	15
Consumer Behaviour and Analysis	15
Marketing Communications	15

## Year 2 – Level 5

Modules	Credit
Applied Management Skills	15
Digital Marketing: Fundamentals	15
Managing Projects to Achieve Results	15
International Marketing	15
Digital Marketing: Strategy	15
Accounting for Finance and Decision Makers	15
Marketing Management	15
Creating and Delivering Operational Plans	15

## Year 3 – Level 6

Modules	Credit
Understanding Strategy	15
Business Research in Context: Strategy	15
Strategic Marketing	15
Brand Management	15
Servicing Virtual Environments	15
Strategies for Globally Responsible Leadership	15
Research Dissertation	30



## Study Options

This BA (Hons) degree course is offered as a full-time 3 years study programme. It is taught at our London campus with a flexible timetable structure. Whether you have work commitments or need to support a family while studying, our flexible learning options – daytime or evenings & Saturdays – are available to accommodate your work and personal commitments.

## Teaching & Learning

Our academic team have extensive industry and academic experience that enhances the delivery of the course. Lecturers will help students to obtain the necessary knowledge and skills to be positioned competitively when heading into employment.

## Assessments Methods

The assessment strategy is designed to ensure that learning outcomes are achieved and that there is a development of knowledge and skills. Independent learning is embedded within the programme and students develop a depth of understanding via synthesis, critical analysis and evaluation. You will typically have one or two assessment points per module that are formally assessed. These range from individual coursework to group work and examinations. In your last year of study, you will develop and present a dissertation project based on original research collected and analysed by you.

## Career Prospects

By the end of this course you'll be in an excellent position to apply for graduate training schemes and graduate roles. You'll have a particular edge, thanks to your specialist studies, in roles such as marketing executive or branding strategist. As a marketeer you'll have knowledge and skills that help turn a good business into a great one. After graduating from this course you could consider following specialised business and marketing postgraduate options such as an MSc in International Marketing, Digital Marketing or Strategic Business Management.



# Applying directly to the college

## STEP 1 – Go to

[www.dghe.ac.uk/apply](http://www.dghe.ac.uk/apply) and select the course you wish to apply for.

## STEP 2 – Upload Documents

Documents to submit:

- Qualification certificates/transcript
- Original Passport and; or Residence Permit
- National ID card
- Updated CV
- Proof of Address  
(Bank Statement, household utility bill, current UK driving licence)
- Personal Statement
- Passport Photo
- Settled Status Confirmation (if applicable)
- Portfolio (if applicable)

## STEP 3 – English Language Test

If you do not have the necessary English language qualification, you will be required to sit and pass the College's internal test.

## STEP 4 – Arrange an Interview

Students will also be asked to attend an academic interview. Suitability for entry to our programmes can be demonstrated in several ways and is not limited to academic qualifications alone.

Applicants who do not meet our published entry requirements are encouraged to contact the admissions office for further advice.

To arrange an appointment to visit DGHE and present your original documents and attend the interview, please contact us via email at [admissions@dghe.ac.uk](mailto:admissions@dghe.ac.uk) or via telephone at **020 3220 0347**. Applications can also be submitted in person at our DGHE campus during working hours.

## STEP 5 – Accepting your Offer

- Selection will be considered in the light of previous qualifications, past experience and future aspirations.
- If you are successful in the interview, you will receive an 'unconditional offer' issued by the college or by one of our university partners.

## Applying via UCAS

Please apply via the University and College Admissions Service (UCAS) at: [www.ucas.com](http://www.ucas.com)

# How to find us

## Nearest tube stations

**Aldgate** (Circle line and Metropolitan line), on the corner of Jewry St., approximately 2 minutes away.

**Tower Gateway** (Docklands Light Railway (DLR) station), approximately 4 minutes, via Lloyd's Ave.

**Tower Hill** (District and Circle lines), approximately 4 minutes, via Crutched Friars.

**Liverpool Street** (Central line), a very pleasant 10 minute walk!

## Buses

Many London bus lines pass close to DGHE. Sometimes it's hard to know which one is best to choose, so here are some ways to help you.

### Buses that stop near 31 Jewry Street





Numbers 15, 25, 40, 78, 67, 100, 115, 135, 205 and 254.

For more information about bus routes, visit: [tfl.gov.uk/buses](https://tfl.gov.uk/buses)



DGHE, 32-35 Jewry Street, London EC3N 2ET  
+44 (0)20 3220 0347 | [info@dghe.ac.uk](mailto:info@dghe.ac.uk)

[dghe.ac.uk](https://dghe.ac.uk)

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# DGHE Course list

## School of Business & Management

- BA (Hons) Business & Marketing Management
- BA (Hons) Business Management
- BA (Hons) Business Management (with Foundation Year)
- BA (Hons) Business Management (Top-up)
- BTEC HND Business

## School of Social Sciences & Health

- BSc (Hons) Health & Social Care Leadership & Management
- BSc (Hons) Criminology & Criminal Justice (Top-up)
- BTEC HND Public Services

## School of Art & Design

- BA (Hons) Visual Communication (Top-up)
- BTEC HND Art & Design – Graphic Design

[dghe.ac.uk](http://dghe.ac.uk)