

# MSc

» Project Management  
» Marketing

UK





## Welcome Message from the Dean - Academic Affairs

As the Dean of Academic Affairs at BCAS Campus, I am happy to introduce the Master's programmes awarded by the Solent University, Southampton, UK. The Master's programmes delivered by BCAS Campus in collaboration with the university will strengthen you by enhancing your potentials to conquer the corporate world locally and globally.

These programme has been especially designed for those who are at executive, managerial or senior managerial level for further upgrading their skills and knowledge.

With well resource academic support and conducive learning environment at BCAS you will find the Master's programmes offered by the Solent University, UK at BCAS, as the best choice to obtain your internationally recognized Master qualification.

BCAS with its recognition as the best private higher education institute in the country as recognized by the pioneer business magazine LMD provides high quality higher education at an affordable cost in keeping with its motto: Building Careers - Transforming Lives.

BCAS, as a well-founded and highly experienced higher education institute, provides the opportunity for students to pursue higher education at its best and fulfills the educational aspiration of youth giving them hope for the future. With a history of more than 20 years, BCAS Campus has won more than 17 awards both national and international including the ones from Edexcel, UK, the United Nations Decade of Education for Sustainable Development (UNDESD) etc. The awards bear a definite testimony to its high standards and commitment to excellence as a non-state higher education provider.

If you aspire to achieve greater heights in your respective fields by upgrading your knowledge and skills in wider critical area for senior level management demanded by the contemporary corporate world choose your Masters wisely and discerningly - Let your choice be Solent University's Master's programmes.

Looking forward to welcoming you at BCAS Campus.

**Professor Kshanika Hirimburegama**

Board of Governor - BCAS Campus, Sri Lanka  
(Former Vice Chancellor, University of Colombo, Sri Lanka  
Former Chairperson, University Grants Commission)



## Ready to take your career to the next level?

Solent's Project Management master's programme is a professionally tailored course aligned to the Association for Project Management's Body of Knowledge. You will study different methodologies, techniques and processes of project management and the chance to gain professional qualifications such as PRINCE2® and Agile Project Management™ (Foundation and Practitioner level).

## Solent University, UK's MSc Project Management

The course is split into eight distinct units, divided into three levels of postgraduate qualification. To find out more about the content of each specific unit, please see the course module details.

As well as helping to equip students with specialized project management skills, the course also encourages the development of leadership abilities, financial acumen and people management techniques. Students will gain a general understanding of governance, develop management accounting skills, and explore the methodology behind the world's most popular project management qualification, PRINCE2®.

Students will also examine the structures and processes necessary for any organisation to deliver a project effectively, explore the theories that have created advances in the fields of organisational behaviour, human resource management and leadership, and learn the Agile Project Management methodology, specifically the proven DSDM Atern framework.

According to the Project Management Institute (PMI) and Anderson Economic Group, 1.5m additional project management roles will be created globally every year until 2020. Following this course, you will be well placed for a variety of careers in a wide variety of sectors.

# Modules Covered

| CODE   | UNIT NAME  | CREDITS | TYPE | MODE            | ASSESSMENT METHOD |                |
|--------|--|---------|------|-----------------|-------------------|----------------|
|        |  |         |      |                 | COURSE WORK       | PRACTICAL EXAM |
| MAN139 | Project Management in Context                                      | 15      | Core | Campus Delivery | 40%               | 60%            |
| ACC372 | Finance for Project Managers                                       | 15      | Core | Campus Delivery | 100%              |                |
| MAN140 | PRINCE2 Methodology  | 30      | Core | Campus Delivery | 100%              |                |
| MAN141 | Project Management Tools and Techniques                            | 15      | Core | Campus Delivery | 100%              |                |
| MAN142 | Developing Human Capabilities and Leadership in Project Management | 15      | Core | Campus Delivery | 100%              |                |
| MAN143 | Agile Project Management   | 30      | Core | Campus Delivery | 100%              |                |
| MAN130 | Management Research Methods  | 15      | Core | Campus Delivery | 25%               | 75%            |
| MAN111 | Dissertation/ Management Project                                   | 45      | Core | Campus Delivery | 80%               | 20%            |

**Total Credits : 180**





## Programme Aims and Learning Outcomes

The MSc Project Management aims to :

- ▶ Provide a masters course of study that develops the understanding and academic knowledge of project management along with transferable skills and their application at post graduate level
- ▶ Provide a challenging and stimulating framework of masters level study that facilitates professional, academic and personal development across a range of project management disciplines
- ▶ Enable students to apply project management principles, themes, and processes in a strategic and business management context
- ▶ Provide students with the knowledge and skills required to act as effective project management professionals in any type or size of business. This programme seeks to provide students a mix between academic and professional standards and practices of project management.
- ▶ Enable students to develop critical knowledge of project related disciplines that will enable understanding to set up a project management culture within an organisation



## Ready to take your career to the next level?

Solent's MSc Marketing will help prepare you for a leadership role in the contemporary world of marketing. You'll build skills in strategic planning, service delivery and customer relationships with a focus on content marketing in a global context.

## Solent University, UK's MSc Marketing

The marketing industry is fast-moving, dynamic - it must respond and adapt to changing customer needs. Digital storytelling is becoming more and more central for brands. Social and mobile channels offer many opportunities for content and engagement. They deliver detailed analytics to help practitioners develop and evaluate marketing plans. The course explores the relationship between paid, owned, earned, and shared media, as well as the traditional marketing roles in an increasingly agile world.

Graduates with creative and digital skills can tap into and help drive the importance of content. Predicted trends include the central importance of mobile, the need for content - in particular, visual and user-generated content - and the growth of social channels. All driven by the visualisation of 'big data'.

This course will help prepare you for leadership roles in a marketing environment. Graduates could pursue roles such as account executive, marketing executive, market researcher, communications coordinator, media buyer and creative leader.

# Modules Covered

| CODE   | UNIT NAME                           | CREDITS | TYPE | MODE            | ASSESSMENT METHOD |                |
|--------|-------------------------------------|---------|------|-----------------|-------------------|----------------|
|        |                                     |         |      |                 | COURSE WORK       | PRACTICAL EXAM |
| AMC727 | Customer Experience                 | 30      | Core | Campus Delivery | 50%               | 50%            |
| AMC728 | Strategic Marketing                 | 30      | Core | Campus Delivery | 25%               | 75%            |
| AMC729 | Integrated Marketing Communications | 30      | Core | Campus Delivery | 100%              |                |
| AMC714 | Research Methods                    | 15      | Core | Campus Delivery | 100%              |                |
| AMC726 | Professional Practice               | 15      | Core | Campus Delivery | 100%              |                |
| AMC711 | Master's Project                    | 60      | Core | Campus Delivery | 15%               | 85%            |

**Total Credits : 180**





## Programme Aims and Learning Outcomes

The MSc in Marketing course aims to :

- ▶ Study of organisations at an advanced level, their management and the external context within which they operate with a particular focus on the marketing function.
- ▶ Develop professional level skills including business knowledge, creative, digital and research in preparation for a career and/or further study. Students will be expected to take a pro-active approach to their personal development and to develop critical perspectives of leadership, change and enterprise.
- ▶ Develop the ability to apply knowledge and understanding of business and management to complex and difficult issues within an international context. This includes the application of theory to practice in business, management and particularly marketing contexts.
- ▶ Develop transferable and lifelong learning skills that are primarily focused on marketing with business and management but that are also more widely applicable.



**567**  
Bachelor's &  
Master's  
Degrees Holders

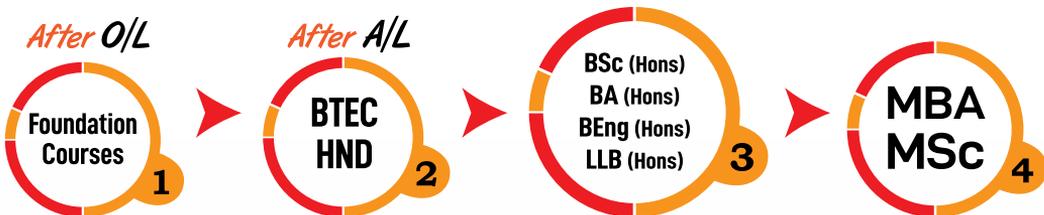
**1319**  
AWARDEES

**752**  
BTEC HND  
Graduates



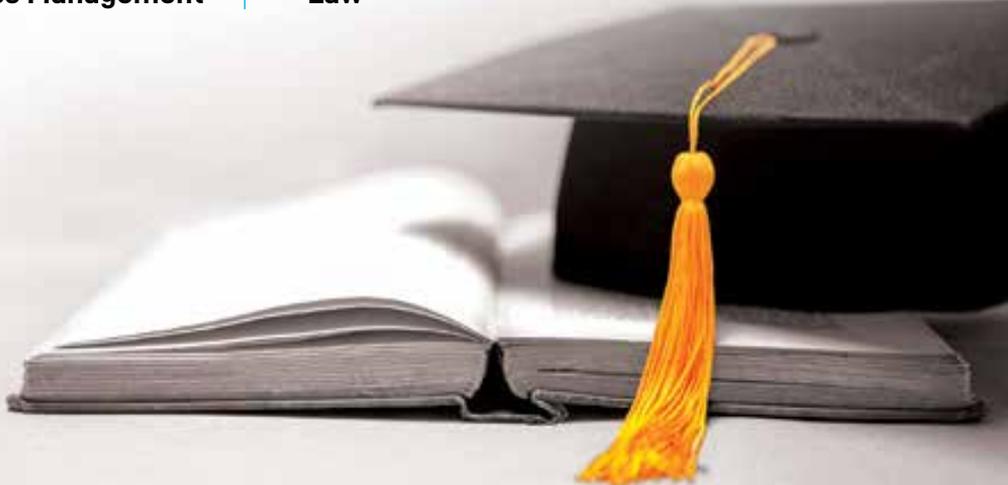
# BCAS Campus

A reputed leader in private higher education in Sri Lanka with the following facts and figures to its credit :



- IT
  - Computing
  - Network Engineering
  - Software Engineering
- Business Management

- Civil Engineering
- Electrical & Electronic Engineering
- Quantity Surveying
- Biomedical Science
- Law



# INTERNATIONAL & LOCAL AWARDS



Gold Award  
Pearson, UK  
2019



Excellence in  
Training Award  
2019



Outstanding Contribution  
to the Cause of Education  
2018



Best Employer  
Brand Award  
2018



Award for Excellence  
in Training  
2018



BTEC  
Gold Award  
2018



Ranked No.1  
Platinum Partner  
2017



Asia's Training  
Excellence Award  
2017



Best Employer  
Brand Award  
2017



Ranked No.1  
Platinum Partner  
2016



Best Academic  
& Industry Interface  
2016



Academic  
Impact Winner  
2016



No.1 Higher  
Education Provider  
2014



BTEC  
Gold Partner  
2013



Performance  
Excellence Award  
2011



Fastest Growing  
BTEC Centre  
2010



ISO 9001:2015  
CERTIFIED

BUILDING CAREERS - TRANSFORMING LIVES



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