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| **ORIENTATION WEEK**  **BA Business Management - Marketing** |
| **Welcome from Dr Leigh Doster Head of the School of Management and Marketing**  Welcome to Westminster Business School and to the School of Management and Marketing where your course is based. We are delighted that you have chosen to study with us and look forward to meeting you in September, but in the meantime, we thought you might like some more information about our School and what to expect when you arrive.Leigh - March 2017.jpg  We are a vibrant school of around 60 academics and pride ourselves on being business focused whilst creating a warm and friendly learning environment for our students. We offer five undergraduate courses plus a foundation programme and four postgraduate courses. Our fabulous location in the centre of London generates unique opportunities for events and interactions with industry that are not readily available elsewhere.  We are large enough to provide you with superb facilities and exciting options but small enough to get to know you all personally and for you to get to know each other. The way we do this is through a course focused approach. So during Arrivals from Friday 13 September you will get to meet your Course Leader and Team, your Personal Tutor and fellow students and take part in a range of activities that will ensure that you have all the information you need to be able to start your studies.  Becoming a university student presents you with an exciting challenge and I urge you to make the most of your time with us and take advantage of everything that comes your way, in that way you will enhance your experience with us and add value to your future career. I wish you the very best at the start of your journey with Westminster.  Best wishes, Leigh COURSE LEADER **WELCOME**  **Welcome to BA Business Management Marketing from the Course Leader Nicky Selby**    We are delighted you have chosen to study with us. As your Course Leader and on behalf of the course team I am delighted to welcome you to the **BA Business Management Marketing** course.  The next three or four years will be full of new experiences and during these years, you are likely to make a number of life-long friends.  The University environment will be new to many of you, it is natural to be unsure and a little confused to start. However, after a few weeks you will have a better understanding about what is expected from you and what you should expect from us. The orientation week activities and your personal tutoring session are important to you to ensure that you have all of the knowledge required to do well in your studies. Orientation week is designed to give you key information and enjoyable business-related activities so do make sure you attend and meet your fellow students. The key to success in your studies is to make friends, form study groups among yourselves and attend all timetabled events.  Nicky Selby  BA Business Management Marketing Course Leader. |
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| |  |  |  | | --- | --- | --- | | **Tuesday 17th September 2019** | | | | **Time** | **Event** | **Location** | | **10.15 - 12.00** | **Meeting with the FANS**  You will take part in a number of activities developed and organised by the Student Union | **M603**  Marylebone Campus | | **13.30 - 14.30** | **Introduction to the retail case study** | **M207**  Marylebone Campus | | **15:00 – 16:15** | **Campus Tour** | **Meeting point to be specified in ‘Welcome to Course’** |  |  |  |  | | --- | --- | --- | | **Wednesday 18th September 2019** | | | | **Time** | **Event** | **Location** | | **09:00 – 10:00** | **Briefing on the University’s IT Systems.** | **B16**  Marylebone Campus | | **10:00 – 11:00** | **Enrolment** | **Marylebone Campus** | | **13:00 - 16:00** | **Retail Case Study**  you will be working in teams on a challenge that will test your ability to think creatively | **Tour /visit – meeting point to be confirmed by Course Leader** | | **16:00 – 17:00** | **Personal time for travel, banking & accommodation** | **N/A** |  |  |  |  | | --- | --- | --- | | **Thursday 19th September 2019** | | | | **Time** | **Event** | **Location** | | **10:00 - 11:00** | **Skills development**  Presentation skills | **M212**  Marylebone Campus | | **11:00 - 15:00** | **Business Challenge**  Your team will be charged with developing a business concept | **LA103**  Marylebone Campus | | **15:00 – 17:00** | **Individual Tutorials**  Briefing for Week 1 | **M322**  Marylebone Campus |  |  |  |  | | --- | --- | --- | | **Friday 20th September 2019**  **10:00 – 16:00: Arrivals Fair, Ambika P3 Marylebone Campus** | | | | **Time** | **Event** | **Location** | | **10:00** | **Business Challenge poster or film presentations**  **& prizes** | **M321, M322, M323**  Marylebone Campus | |
| ADDITIONAL INFORMATION **Thursday October 10th 17.00-19.30**  **‘*Get an Inspired Start’***  An event to provide you with all the knowledge and inspiration you need to know to succeed at Westminster during your studies  Meet fellow students, alumni, teaching staff. |