

Spring 2026

Thursday, 29 January to Saturday, 2 May (12 to 15 credits & \$19,500)

Fall 2026

Thursday, 3 September to Saturday, 28 November (12 to 15 credits & \$19,500)

London Global Business Programme

Where learning meets London

Spend a semester immersed in the rich history, diverse culture, and vibrant life of this iconic city. Our programme offers a unique blend of academic excellence and cultural immersion, providing you with the opportunity to learn from top professors and gain real-world business experiences. Enhance your education, broaden your horizons, and make lifelong memories in one of the world's most exciting cities.

Bayswater's business courses were created as micro-credentials delivering practical, industry relevant skills, offering fast upskilling in in-demand industry expertise. Acquire specific skills which allow students to address skills gaps, learn new technologies or specialise in niche areas that employers highly seek.

The programme includes self-catering housing in central London for thirteen weeks, free public transport in central London, a programme of extra and co-curricular events. Students will complete 12 to 15 credits academic credits. Total cost \$19,500.

All students will take:

- INTER 3430 Anatomy Contemporary Britain (3 credits)

(this will be taught over twelve weeks in three-hour blocks once a week)

Students can also choose to take:

- ARTH 3825 Exploring the Great Museums of England (3 credits)

(this will be taught over twelve weeks in three-hour blocks once a week)

And three of the following micro-credential courses:

- Digital Marketing (3 credits)

- International Business Management (3 credits)

- Customer Business Management (3 credits)

- Luxury Brand Management (3 credits)

(these will be taught concurrently over a four-week period with approximately 15 hours of class a week - PM)

Spring 2026 schedule

Date	Notes	Course
Thurs, 29 Jan	Students arrive in London and check into housing	
Fri, 30 Jan	Orientation	
Mon, 2 Feb	Students begin micro-credentials (selecting one a month)	<i>International Business Management Luxury Brand Management</i>
Thurs, 5 Feb	Students begin weekly three-hour class – Thurs AM	<i>Anatomy of the UK</i>
Fri, 27 Feb	Last day of micro-credential class	<i>International Business Management Luxury Brand Management</i>
Mon, 2 March	Students begin micro-credentials (selecting one a month)	<i>Digital Marketing Customer Experience Management</i>

Fri, 27 March	Last day of micro-credential class	<i>Digital Marketing</i> <i>Customer Experience Management</i>
Sat, 28 March to Mon, 5 April	Spring Break – no classes	No <i>Anatomy of the UK</i> class this week
Tues, 6 April	Students begin micro-credentials (selecting one a month)	<i>International Business Management</i> <i>Luxury Brand Management</i>
Thurs, 30 April	Last day of class	<i>Anatomy of the UK</i>
Fri, 1 May	Last day of micro-credential class and programme ends	<i>International Business Management</i> <i>Luxury Brand Management</i>
Sat, 2 May	Students depart housing	

INTER 3430: The Anatomy of Contemporary Britain

Credits: 3

Location: Bayswater College, England

Instructor:

Course Synopsis:

This interdisciplinary course is designed to help you make sense of Britain—its culture, institutions, and people—while studying abroad. Through lectures, panel discussions, films, excursions, and independent observation, you'll examine the complexities of British society and how its past continues to shape the present. Themes include national identity, class structure, media, monarchy, politics, foreign policy, and cultural contradictions. With site visits across England, Scotland, and Wales, you'll explore Britain from multiple perspectives while developing a more critical understanding of your own culture through comparison.

What You Will Learn:

- Identify key aspects of British society, governance, and culture.
- Analyze differences between British and American cultural norms.
- Evaluate contemporary British life using historical, political, and cultural frameworks.
- Reflect critically on cultural assumptions, identity, and national narratives.
- Communicate your understanding through structured, evidence-based writing and discussion.

ARTH 3825: Exploring the Great Museums of England

Credits: 3

Location: Bayswater College, England

Instructor:

Course Synopsis:

This course introduces students to the rich history of British art through immersive experiences in London's museums, galleries, and historical sites. Students will explore various art movements, key artists, and significant works that have shaped British art from the medieval period to contemporary times.

What You Will Learn:

- Identify and analyse key periods and movements in British art history.
- Critically evaluate major works of British art within their historical and cultural contexts.
- Demonstrate an understanding of the influence of British art on global art trends.
- Conduct independent research on British art and present findings effectively.
- Appreciate the role of museums and galleries in preserving and promoting British art.

Digital Marketing

Credits: 3

Location: Bayswater College, England

Instructor:

Course Synopsis:

This course is designed to help students unlock the power of online platforms. This course equips students with essential skills in search engine optimisation, social media strategy, content creation, and data analytics. Learn how to build campaigns that convert, engage audiences, and drive measurable results. This course offers hands-on experience with the latest tools and trends in the digital space. Taught by industry professionals, it's the gateway to becoming a confident, creative, and data-driven marketer in today's fast-paced digital economy.

This is accredited by the Digital Marketing Institute (DMI) and includes Lifetime membership to the DMI and 6 months DMI Professional Membership access. Students will receive an additional certificate from the DMI: Digital Marketing Associate

What You Will Learn:

Digital Marketing in the Era of AI
Content Marketing
Social Media Marketing
Search Engine Optimisation
Paid Search (PPC) using Google Ads
Display & Video Advertising
Email Marketing
Website Optimisation
Analytics using Google Analytics
Digital Marketing Strategy

Luxury Brand Management

Credits: 3

Location: Bayswater College, England

Instructor:

Course Synopsis:

This course will allow students to discover the exclusive world of luxury branding. Explore the unique strategies behind high-end branding, customer loyalty, and global market positioning. This course delves into the psychology of luxury consumers, storytelling, and the art of creating aspirational value. Ideal for those aspiring to work with premium fashion, hospitality, or lifestyle brands, it combines academic insight with real-world case studies. Gain the knowledge and confidence to manage and market luxury products with finesse and understand what sets iconic brands apart in a competitive global landscape.

What You Will Learn:

Introduction to Luxury Brand Management
History/Evolution of Luxury Fashion Brands
Luxury Personas and Target Audience

Constructing a New Luxury Brand
Marketing Strategy for Luxury Brands
Customer Psychology and Brand Symbolism
Brands: Customer Relationship and Customer Experience
Sustainable Luxury and Corporate Social Responsibility
Digital Transformation and Luxury Brands
Establishing & Maintaining Brand Equity
Rebranding

International Business Management

Credits: 3

Location: Bayswater College, England

Instructor:

Course Synopsis:

This course provides a comprehensive foundation in cross-cultural communication, global trade, leadership, and strategic planning. Learn how to navigate international markets, manage diverse teams, and adapt to the complexities of global business environments. With a focus on practical skills and real-world scenarios, students will develop the tools to thrive in multinational companies or entrepreneurial ventures. This course will empower students to think globally and act strategically.

What You Will Learn:

Economic Environment
International Trade
International Law and Trade Blocs
Strategy, Production, and Logistics
International Marketing and Branding
International Financial Management
Understanding Organisational Culture
Values and Behaviour
Managerial Styles and Intercultural Communication
Personal Development as a Manager and Leader
Managing Stakeholder Expectations

Customer Experience Management (CX)

Credits: 3

Location: Bayswater College, England

Instructor:

Course Synopsis:

This course explores the full customer journey—from first impressions to post-purchase engagement—using data, design thinking, and behavioural insights. Learn how to create seamless, personalised experiences that delight customers and drive business growth. This course blends theory with practical tools to help students develop CX initiatives with confidence and master the art and science of experience design.

What You Will Learn:

Introduction to CX Management

Customer Psychology & Behaviour in Experience Design

Data Driven Customer Insights & Market Research

Designing & Managing the Customer Journey

Service Excellence & Five-Star Delivery

Measuring and Managing CX Performance

Technology Automation and the Future of CX

Managing Customer Complaints and Crisis Response

Building a Customer-Centric Culture

Inclusive CX Innovation Lab