

Summer 2027

Saturday, 5 June to Saturday, 3 July (3 credits & \$4500) - Summer I

Saturday, 3 July to Saturday, 31 July (3 credits & \$4500) - Summer II

Saturday, 5 June to Saturday, 31 July (6 credits & \$9500) - Summer I & II

London Summer Business Program

Where learning meets London

Spend a summer immersed in the rich history, diverse culture, and vibrant life of this iconic city. Our program 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 program includes self-catering housing in central London, free public transport in central London, a program of extra and co-curricular events. Students will complete 3 to 6 credits academic credits.

All students will take one or two of the following:

- MKTG 3399 Digital Marketing (3 credits)
- IBUS 3201 International Business Management (3 credits)
- BUSI 3902 Customer Experience Management (3 credits)
- BUSI 3901 Luxury Brand Management (3 credits)

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

Summer I (3 credits & \$4500)

Date	Notes	Course
Sat, 5 June	Students arrive in London and check into housing	
Mon, 7 June	ORIENTATION Students begin micro-credentials (selecting one)	<i>International Business Management Luxury Brand Management</i>
Fri, 2 July	Last day of micro-credential class	<i>International Business Management Luxury Brand Management</i>
Sat, 3 July	Students depart housing	

Summer II (3 credits & \$4500)

Date	Notes	Course
Sat, 3 July	Students arrive in London and check into housing	
Mon, 5 July	ORIENTATION Students begin micro-credentials (selecting one)	<i>Digital Marketing Customer Experience Management</i>
Fri, 30 July	Last day of micro-credential class	<i>Digital Marketing Customer Experience Management</i>
Sat, 31 July	Students depart housing	

Summer I & II (6 credits & \$9500)

Date	Notes	Course
Sat, 5 June	Students arrive in London and check into housing	
Mon, 7 June	ORIENTATION Students begin micro-credentials (selecting one)	<i>International Business Management</i> <i>Luxury Brand Management</i>
Fri, 2 July	Last day of micro-credential class	<i>International Business Management</i> <i>Luxury Brand Management</i>
Mon, 5 July	Students begin micro-credentials (selecting one)	<i>Digital Marketing</i> <i>Customer Experience Management</i>
Fri, 30 July	Last day of micro-credential class	<i>Digital Marketing</i> <i>Customer Experience Management</i>
Sat, 31 July	Students depart housing	

MKTG 3399: 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

IBUS 3201: 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

BUSI 3902: 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

BUSI 3901: 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