



University of  
East London

Year of  
Science



**Jaya Kypuram**

**Academic Manager & Senior Lecturer  
Royal Docks School of Business & Law  
University of East London**



# WE ARE EAST LONDON

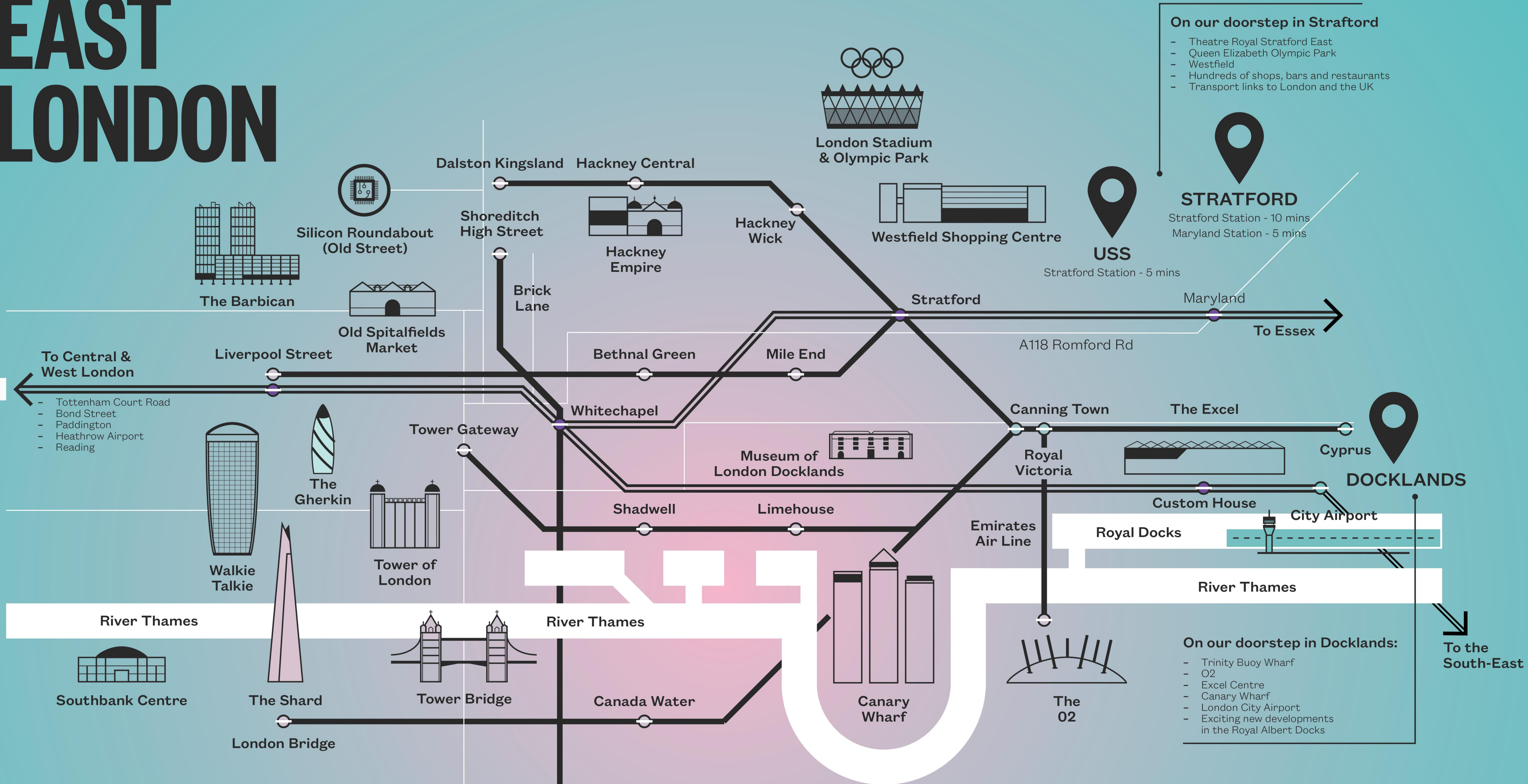


University of East London



To Central & West London

- Tottenham Court Road
- Bond Street
- Paddington
- Heathrow Airport
- Reading



### On our doorstep in Stratford

- Theatre Royal Stratford East
- Queen Elizabeth Olympic Park
- Westfield
- Hundreds of shops, bars and restaurants
- Transport links to London and the UK

### STRATFORD

Stratford Station - 10 mins  
Maryland Station - 5 mins

### USS

Stratford Station - 5 mins

### DOCKLANDS

### On our doorstep in Docklands:

- Trinity Buoy Wharf
- O2
- Excel Centre
- Canary Wharf
- London City Airport
- Exciting new developments in the Royal Albert Docks

To the South-East



# EAST



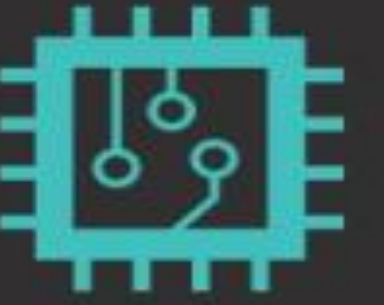
The olympic boroughs possess the youngest, fastest-growing and most multicultural neighbourhoods in the UK

A new tech company is formed every hour in London



There will be 125,000 new jobs in East London by 2030

London is the AI growth capital of Europe, with £200m investment in London's AI sector in 2017



East London's boroughs represent the most significant growth point in the UK, with a projected increase of £6-7bn contribution to the economy.

10,885 new startups in East London a year (based on 2014)



Stratford's London stadium is home to West Ham United, UK athletics and the 2015 rugby world cup.





**83%**  
Overall positivity  
of graduating students



Teaching  
Excellence  
Framework

## RECENT ACCOLADES



**Awards  
2023**

**Shortlisted  
University of the Year**



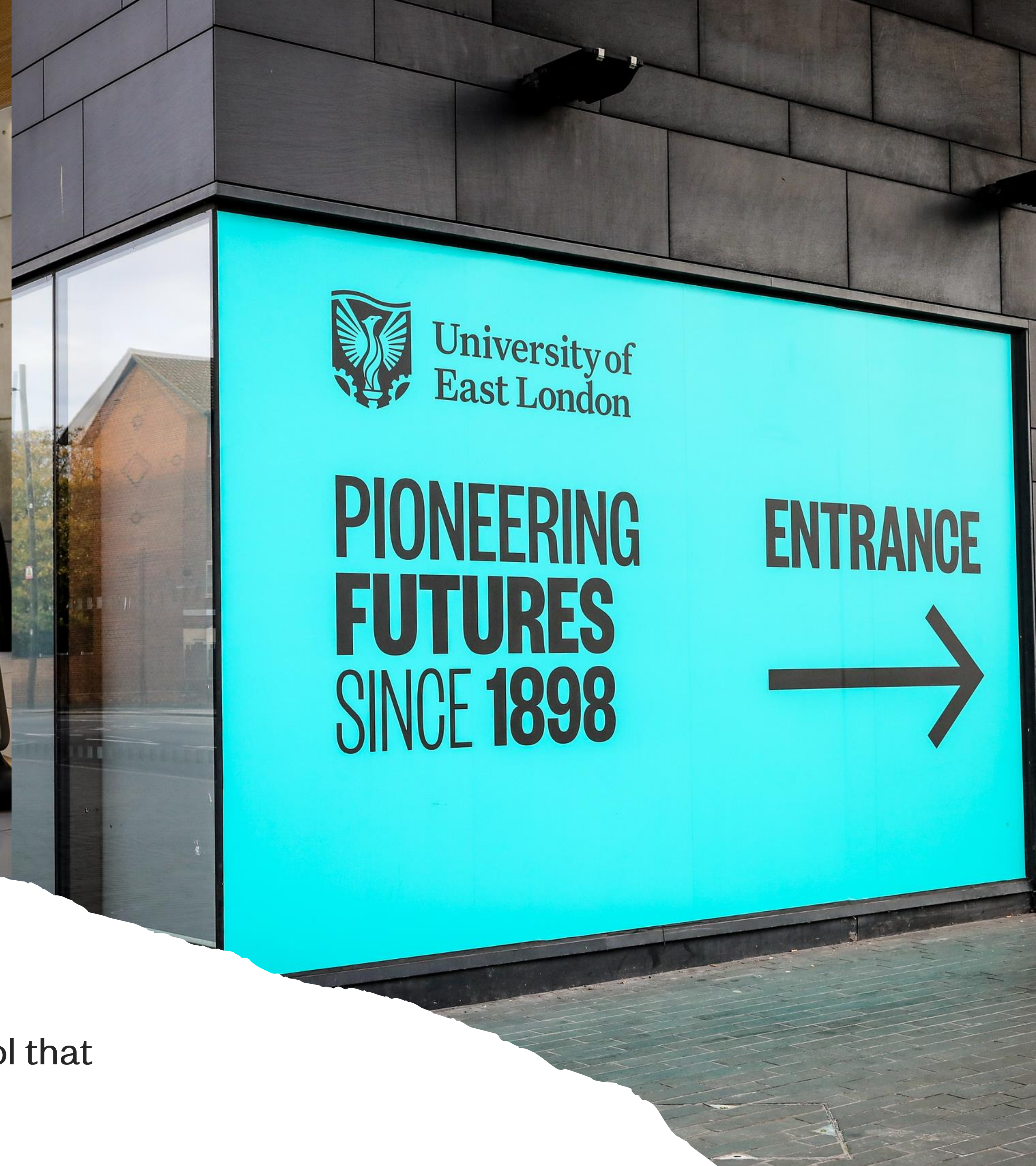
**University  
Mental Health  
Charter**

**Award**









## Royal Docks School of Business and Law

A contemporary, careers-focused Business and Law School that fosters an inclusive, practice-based learning community!





Professor Fatima Annan-Diab  
Executive Dean

**Senior Leadership Team**  
**Royal Docks School of Business & Law**



Dr. Shampa Roy-Mukherjee  
Vice-Dean

**Business, Finance and  
Entrepreneurship**



Dr. Richard Courtney  
Head of Department

**Innovation & Management**



Professor Stephen Barber  
Head of Department

**Law, Criminology & Policing**



Barry Collins  
Head of Department

Jaya Kypuram  
Student Recruitment

Dr. Madeleine Manfield  
Student Experience

Saadiya Ahmed  
Careers & Enterprise

Dr. Muhammad Akhtar  
Research & Innovation

Harinder Dhesi  
Quality





**A COMMUNITY OF 150 STAFF AND OVER 7500 STUDENTS**



University of East London | Year of Science

## BUSINESS & FINANCE

- Accounting & Finance
- Business Management

University of East London | Year of Science

## LAW, JUSTICE & POLICING

- Criminology
- Law

University of East London | Year of Science

## HOSPITALITY, TOURISM & EVENTS

- Hospitality Management
- Events Management
- Tourism Management
- Airline and Airport Management

Business Management

Accounting & Finance

Law, Justice & Policing

Criminology

Hospitality, Tourism & Events



# University of East London

Pioneering Futures Since 1898

3 CLUSTERS



# BE THE CHANGE

Our Courses



University of  
East London



 University of East London  
Royal Docks School of Business & Law



 rdsblsocialsuel  
#RDSBL #UEL

## BUSINESS AND FINANCE

- ✓ Contemporary subjects like Fintech, Data Analytics
- ✓ Taught in state-of-the art facilities like the Trading floor, AWS Marketing Lab, Boardroom Simulator
- ✓ High student satisfaction - 95% Overall Satisfaction (Business Management – NSS 2023)

BSc (Hons) Accounting & Business Management

BSc (Hons) Accounting & Finance

BSc (Hons) Accounting and Finance (Fintech)

MAccFin (Hons) Accounting & Finance

BSc (Hons) Banking & Finance

BSc (Hons) Business Economics

BSc (Hons) Economics

BSc (Hons) Economics (Fintech Pathway)

BSc (Hons) Business Management

BSc (Hons) Business Management with Entrepreneurship

BSc (Hons) Business Management with Supply Chain & Logistics

BSc (Hons) Business Management with Data Analytics

BSc (Hons) Business Management with Fintech

BSc (Hons) Human Resource Management

BSc (Hons) Marketing

BSc (Hons) Marketing (Data Analytics)

BSc (Hons) International Business Management top-up

MSc Finance and Risk

MSc Human Resource Management

MSc International Business Management

MSc Marketing

MSc Project Management

MSc Oil and Gas Management

MSc Professional Accounting



# Our Flagship MBA

## MBA MASTER OF BUSINESS ADMINISTRATION

**In business things change - fast. You've already seen how new technology is changing the way we work. There are a growing number of challenges that businesses around the world need to face. You want to be ready to meet those challenges head on and turn them into business opportunities.**

**Duration**  
One year full-time,  
two years part-time  
(or with a placement)  
**Entry requirements**  
Minimum 2:2 Honours degree  
in any discipline  
**Start date**  
September and January

University of East London - Pioneering Futures

MBA\*

MBA Business Analytics\*

MBA Digital Marketing\*

MBA Entrepreneurship\*

MBA FinTech\*

MBA Project Management\*

MBA Supply Chain Management\*

MBA Sustainable Energy\*

*\*optional Placement Year*

*\*can change pathways*





## LAW, JUSTICE & POLICING

- ✓ Contemporary subjects like Fintech, Cybersecurity
- ✓ Taught in state-of-the art facilities like Mock Court room, Crime Scene Lab
- ✓ Every student has opportunity to work on 'real' cases through the Legal Advice Centre

LLB (Hons) Law

LLB (Hons) Business Law

LLB (Hons) Law with Criminology

LLB (Hons) Law with International Relations

BA (Hons) Criminology and Criminal Justice

BA (Hons) Criminology and Criminal Justice with Cybersecurity

BA (Hons) Criminology and Psychology

BA (Hons) Sociology and Criminology

BSc Policing top-up

LLM General

LLM Business & Financial Law

LLM Energy and Natural Resources Law

LLM FinTech Law

LLM Human Rights Advocacy

LLM International Law & Legal Practice

LLM Transnational Justice & Conflict





# INSTITUTE OF HOSPITALITY & TOURISM

- ✓ Taught by experts with experience in the events, tourism and hospitality sector
- ✓ Field trips, industry visits and live projects
- ✓ High student satisfaction - 91% Satisfaction on 'Teaching on my course' for Hospitality and 95% for Tourism (NSS 2023)

BA (Hons) Airline and Airport Management

BA (Hons) Events Management

BA (Hons) Events Management with Entrepreneurship

BA (Hons) Hospitality Management

BA (Hons) Hospitality Management with Entrepreneurship

BA (Hons) Hospitality Management with Revenue Analytics

BA (Hons) Sport Business Management

BA (Hons) Tourism Management

BA (Hons) Tourism Management with Entrepreneurship

MSc Events & Hospitality Leadership

MSc Sports Management

MSc Innovation & Sustainable Hospitality

MSc Sustainable Tourism Development & Management





# WHAT MAKES US UNIQUE?



University of East London  
Royal Docks School of Business & Law

**DR IWA SALAMI**  
Director of UEL Centre of FinTech and Reader in Law

To Present Keynote "Central Bank Digital Currencies and the Future of Money" at FinTech Week London on 13 June 2024



University of East London  
Royal Docks School of Business & Law



**The Telegraph**


RDSBL's Damian Devlin, Aviation Management Lecturer, Provides Insights to Daily Telegraph on Airlines Tightening Rules Amid Turbulence Surge



University of East London  
Royal Docks School of Business & Law



**"OFF THE BEAT" RDSBL'S NUSRIT MEHTAB LAUNCHES GROUNDBREAKING NEW BOOK**  
THURSDAY, JUNE 20 | 6-8PM | MOCK COURT ROOM | USS CAMPUS

SOAS x University of East London  
Islamic Finance in the Artificial Intelligence Age  
Socio-Economic, Shariah, and Legal Challenges

Wednesday, 06 June 2024  
3:00pm - 5:00pm  
KLT Lectures Theatre  
SOAS University of London  
95 Tottenham Court Road, London, WC1E 6BT

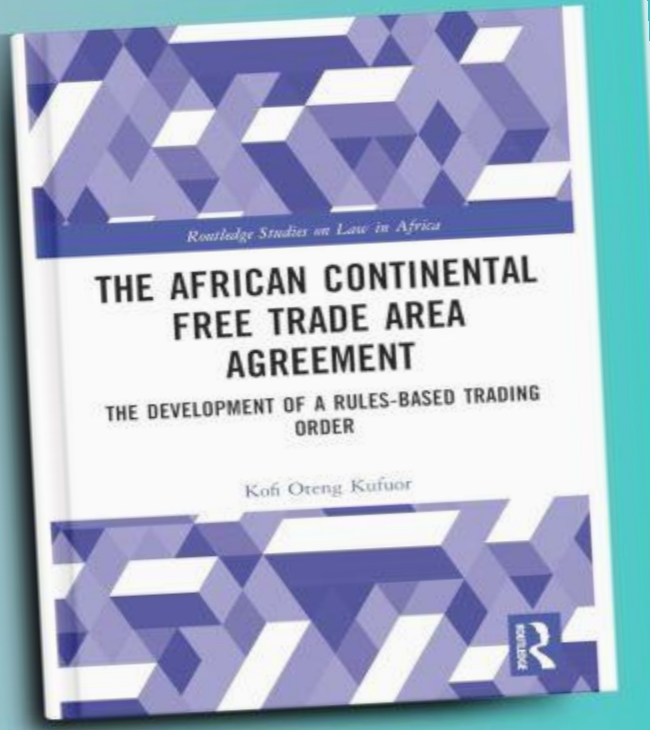
**RDSBL PROFESSOR SIRAJ SAIT TO SPEAK AT THE 2024 SOAS-QATAR FINANCIAL CENTRE PUBLIC LECTURE ON 'ISLAMIC FINANCE IN THE ARTIFICIAL INTELLIGENCE AGE'**

# TAUGHT BY EXPERTS

University of East London  
Royal Docks School of Business & Law

**THE AFRICAN CONTINENTAL FREE TRADE AREA AGREEMENT**  
The Development of a Rules-Based Trading Order

New book by RDSBL's Professor **KOFI OTENG KUFUOR**



Lawyer Monthly



RDSBL's Vasileios Fouskas writes for Lawyer Monthly examining International Law and Power Politics



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**INDEPENDENT**

RDSBL'S FASHION ENTREPRENEURSHIP PROGRAMME LEAD, ALISON LOWE MBE, COMMENTS ON THE LATEST SOCK FASHION TRENDS FOR THE INDEPENDENT

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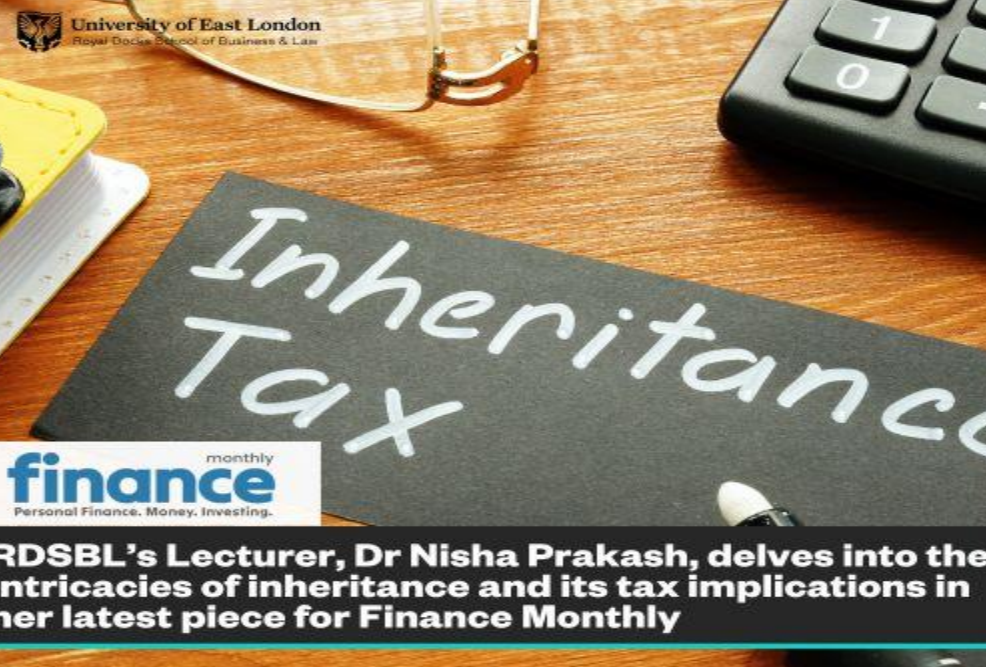


**finance** monthly  
Personal Finance, Money, Investing.

RDSBL's Dr Michael Harrison Explores the Truth of Gold Investment for Finance Monthly



University of East London  
Royal Docks School of Business & Law



**finance** monthly  
Personal Finance, Money, Investing.

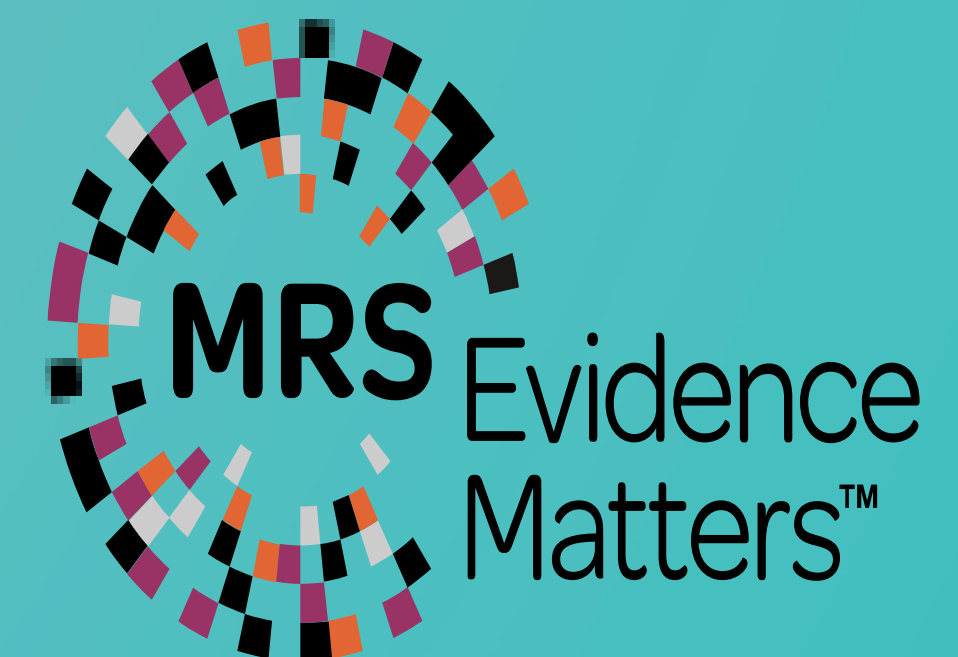
RDSBL's Lecturer, Dr Nisha Prakash, delves into the intricacies of inheritance and its tax implications in her latest piece for Finance Monthly



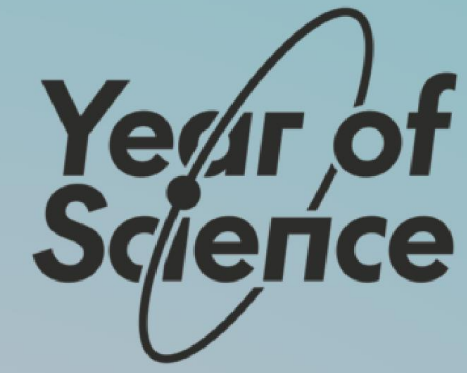




# PROFESSIONALLY ACCREDITED COURSES







HS2



SIEMENS



NatWest

Bloomberg

ASOS



# WE WORK WITH INDUSTRY



EXCEL LONDON



Zaha Hadid







OVER 50 INDUSTRY  
AND LAW  
FELLOWS FROM  
VARIOUS SECTORS –  
BANKING, TOURISM,  
HOSPITALITY,  
FINTECH,  
RECRUITMENT, LAW...



# INDUSTRY STANDARD FACILITIES







Tax and  
Accounting  
Clinic (TAC)



# PRACTICE-BASED CENTRES



# FOCUS ON INDIVIDUAL CAREERS

- Career Zones on all campuses
- Professional Fitness & Mental Wealth
- 1-1 Career Coaching
- Mentoring
- Volunteering
- Internships / Placements
- Bootcamps
- Skills development (Careers Passport)



University of East London

JOIN OUR WORKSHOP

**SIMPLIFYING YOUR JOB SEARCH**



University of East London

**ENTREPRENEUR WORKSHOP**

TUESDAY, 15 FEB

Do you want tips on how to become a successful entrepreneur?

Join the entrepreneur workshop to broaden your career prospects and employability!

**UEL VOLUNTEERING FAIR 2024**

University of East London | Volunteering



University of East London  
Royal Docks School of Business & Law

The Legal Advice Centre Presents

**LEGAL CAREERS BOOTCAMP**

- » Expert Talks
- » CV Tailoring and Feedback
- » Career Pathways with BPP
- » Networking events and lots more!

05 June 2024

USS Campus



**CAREER COACH**

**LW LONDON WORKS**

COMMITTED TO CLIENTS, CANDIDATES & COMMUNITIES

PROVIDING LONDON'S BUSINESSES WITH LOCAL TALENT





University of  
East London

Year of  
Science



EAST LONDON  
SPORT



# YOUR CAMPUS COMMUNITY

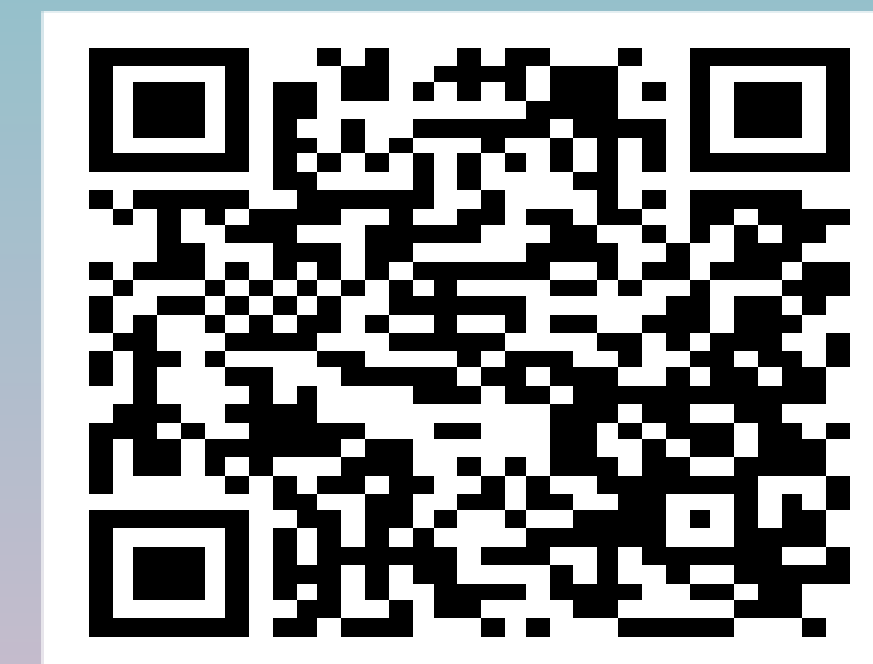
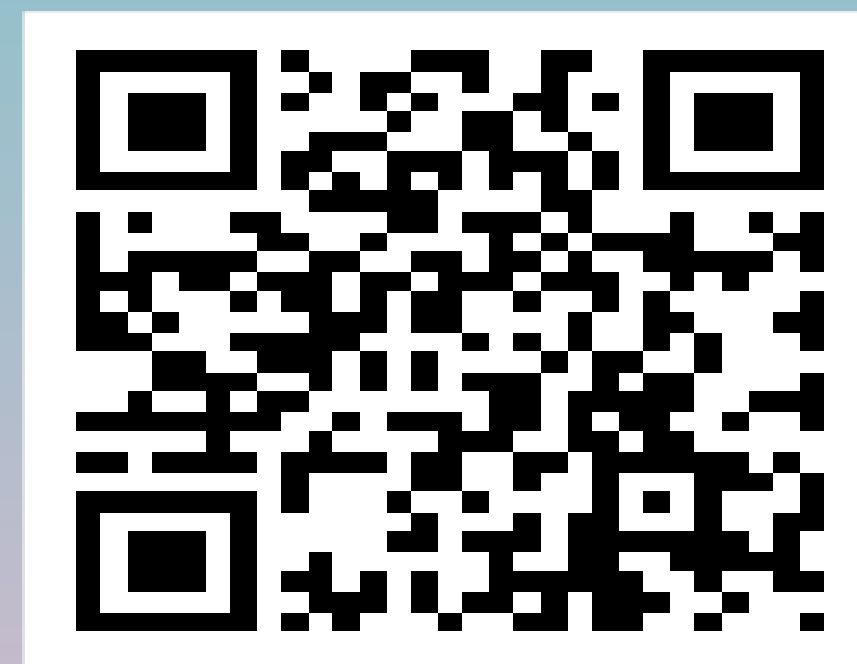
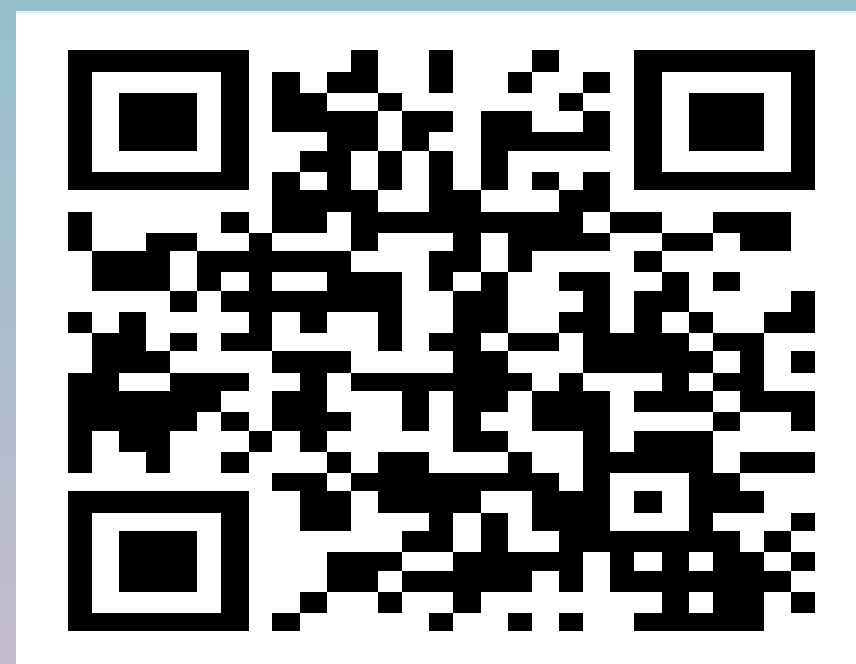




# FOLLOW US ON SOCIAL MEDIA



Royal Docks School of Business and Law





# **UEL Summer School 2024**

## **Sustainability: Understanding Business & Legal Implications**

**Sustainability: What does it mean?**

**Why should businesses consider sustainability?**



# UEL Summer School 2024

## Sustainability: Understanding Business & Legal Implications

### Case Study 1: [The Problem With Fast Fashion](#)

### Case Study 2: Strategy at Shein: The Secrets of Ultra-Fast Fashion



#### Discussion Questions

1. Describe Shein's unique strategy. Does it make trade-offs?
2. Analyze the fast fashion industry. What are the opportunities and threats?
3. Describe Shein's strengths and weaknesses. Is it well positioned to make use of opportunities and withstand threats?
4. Assess Shein's strategy. Is it good? Explain.
5. What alternative strategies could Shein explore?
6. What advice do you have for company founder Chris Xu on how to move the company forward?
7. If the company lists on a major stock exchange, would you recommend investing in it? Explain.

**Think of an alternative fashion company – what would it be about?**

**What would be the core Value Proposition?**

**Can you design a logo in line with the business and legal implications?**