

COVENTRY SCHOOL OF BUSINESS **PROSPECTUS** 2026



note *Welcome*

Welcome to Coventry School of Business.

On behalf of our esteemed faculty, staff, and students, I am delighted to extend a warm welcome to you. It is my pleasure to introduce you to an institution that is committed to nurturing future leaders and driving business innovation.



At Coventry School of Business, we believe in providing a transformative education that prepares our students for the dynamic and ever-evolving world of business. Our curriculum is designed to equip you with the knowledge, skills, and mindset necessary to thrive in today's competitive business landscape. Whether you aspire to be an entrepreneur, a corporate leader, or a social innovator, we are dedicated to helping you achieve your goals.

Our faculty comprises renowned scholars and industry experts who bring a wealth of knowledge and experience to the classroom. With their guidance, you will gain insights into the latest trends and best practices, enabling you to make informed decisions and seize opportunities in the global marketplace. We take pride in our strong industry connections, which enable us to facilitate meaningful engagement between students and the business community.

Additionally, our emphasis on experiential learning ensures that you will have ample opportunities to apply your knowledge in real-world settings, fostering critical thinking and problem-solving abilities. As a student at TKH-Coventry School of Business, you will be part of a vibrant and diverse community that fosters collaboration, creativity, and personal growth.

Join us on this exciting journey of knowledge, growth, and success. Together, we will shape the future of business.

Once again, welcome to TKH-Coventry School of Business!

*Sincerely,
Dr. Rasha El Gendi
Head of Coventry School of Business*

TKH-COVENTRY SCHOOL OF BUSINESS OVERVIEW

Coventry School of Business is a leading institution dedicated to providing high-quality business education and preparing students for successful careers in the dynamic world of commerce. With a strong emphasis on innovation, experiential learning, and industry connections, our programmes are designed to equip you with the knowledge, skills, and practical experience necessary to excel in today's competitive business landscape.



We are proud to hold accreditations from prestigious organisations, ensuring that our programmes meet the highest standards of quality and relevance in business education. **Our accreditations include:**

- Association for Chartered Certified Accountants (ACCA)
- Chartered Institute of Marketing (CIM)

Coventry School of Business at the Knowledge Hub Universities **currently offers the following courses:**

- BA Business & Marketing
- BA Advertising & Digital Marketing
- BSc Accounting & Finance
- BSc Finance & Investment
- BA Business Administration

WHY STUDY AT COVENTRY SCHOOL OF BUSINESS?

The school has a strong reputation for academic excellence and is consistently ranked among the top business schools in the United Kingdom and Egypt.

- Prestigious UK degree in Egypt recognized globally and locally.
- Innovative curriculum designed to suit the ever-evolving world of business.
- Renowned and industry experienced faculty.
- A practical and hands-on approach to learning.



- Assessments are research and innovation-based projects.
- Strong industry connections and collaborations.
- Strong focus on innovation and entrepreneurship encouraging creative thinking and entrepreneurial skills.
- Comprehensive academic support to students.
- State-of-the-art facilities and resources.
- A global mindset by providing international study opportunities.
- A vibrant and inclusive student community.

Embark on a rewarding educational experience at TKH-Coventry School of Business, where we empower you to become a future-ready business leader.

HOW WILL YOU LEARN - *THE COVENTRY WAY*

At Coventry School of Business in Egypt, learning is dynamic, practical, and career-focused. Here's how you'll gain the knowledge and skills for real-world business leadership:

- **Experiential & Applied Learning:** Courses are built around hands-on, real-world business challenges. Our "learning by doing" style ensures you can apply theory to practice from day one.

- **Dynamic Teaching Methods:** Enjoy a mix of lectures, workshops, seminars, and problem-based exercises, utilizing real case studies and the latest digital tools for a stimulating classroom environment.

- **Innovative Technology:** Use cutting-edge online learning resources and digital platforms enabling flexible, interactive study—inside and outside the classroom.



- **Guest Lecturers from the Industry:** Learn directly from business professionals and industry experts who regularly visit campus to share current insights, trends and lessons from the field.



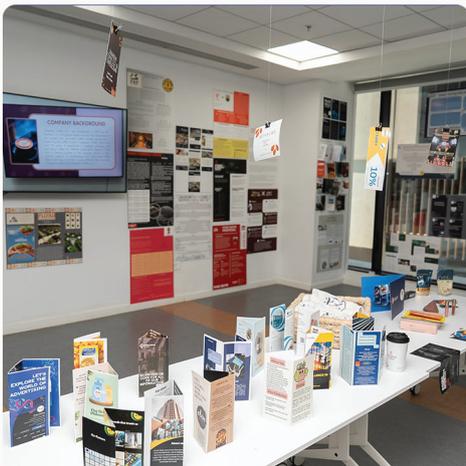
•**Field Trips to Businesses:** Experience business operations first-hand with guided visits to leading companies and organizations in Egypt and beyond, connecting classroom learning to practical realities.

•**Business Simulations & Competitions:** Take part in interactive business simulations and national or international competitions, developing decision-making and teamwork in realistic, high-stakes environments.

•**Live and Consultancy Graduation Projects:** Conclude your studies with a live or consultancy project, addressing real challenges set by partner organizations. You'll deliver actionable solutions while gaining direct industry exposure.

•**Personal Development:** We emphasize core business skills, critical thinking, and employability, ensuring you're well-prepared for the ever-evolving global job market.

•**Internships with Leading Companies:** Secure valuable, hands-on work experience through structured internships with prominent business partners, building your CV and industry network while you study.



At Coventry School of Business, each element of your education is designed for maximum engagement, practical experience, and professional relevance.

FACULTY & EXPERTISE

AT COVENTRY SCHOOL OF BUSINESS – EGYPT



Coventry School of Business in Egypt boasts a highly qualified and experienced faculty, comprised of academics and industry professionals dedicated to delivering top-tier business education. The teaching team includes academics with strong backgrounds in diverse business disciplines such as accounting, marketing, finance, economics, management, and entrepreneurship. Many faculty members possess global academic credentials and have active engagement in research, consultancy, and professional practice.

The faculty & expertise spans both theoretical knowledge and practical industry experience, ensuring students benefit from current insights and real-world applications. This blend of scholarship and professional involvement enriches the learning environment, fostering critical thinking, innovation, and applied skills among students. They actively participate in curriculum development aligned with international standards, cutting-edge research, and partnerships that bridge academia with the evolving business sector in Egypt and beyond.

COVENTRY SCHOOL OF BUSINESS *FLAGSHIP EXPO*



Each year, Coventry School of Business in Egypt hosts a highly anticipated Annual Business Expo where students showcase their innovative and entrepreneurial projects to a wide audience of industry professionals, partners, and business leaders. The Expo attracts senior executives and experts from diverse sectors, providing students with valuable exposure and networking opportunities. Participants present projects that combine creativity, practical application, and strong problem-solving skills, demonstrating their industry knowledge and readiness to contribute to the business world. The event features inspiring speeches from academic leaders and industry figures and culminates in an awards ceremony celebrating outstanding student achievements. This flagship event underscores the school's commitment to practical learning, professional engagement, and student success.



INDUSTRY PARTNERSHIPS



Coventry School of Business maintains robust, strategic partnerships with a broad spectrum of global and local corporations across various industries. These collaborations enrich the academic experience by aligning curricula with current industry standards, providing students with access to internships, live consultancy projects, and mentorship opportunities. The school's partnerships span sectors including telecommunications, fast-moving consumer goods, consultancy, entrepreneurship and SME's, real estate, accounting and financial services, media, automotive, and media, marketing and strategic communications. These relationships ensure that students gain hands-on experience and insights from real business challenges while fostering strong professional networks that aid career development.



COVENTRY SCHOOL OF BUSINESS COURSES

BSC (HONS) ACCOUNTING & FINANCE

BSc (Hons) Accounting & Finance degree at Coventry School of Business delivers a rigorous, career-ready education focused on accounting, financial management, and analytical decision-making. It is designed to equip students with the skills and knowledge needed to thrive in the ever-evolving field of accounting and finance. With strong professional recognition, this degree equips graduates with skills essential for success in global business.



Our BSc Accounting & Finance programmes is accredited by prestigious professional bodies such as ACCA (Association of Chartered Certified Accountants). This recognition ensures that our curriculum meets the highest industry standards and prepares you for professional certifications.

Industry-Driven Content- Developed in partnership with experts and mapped to professional body requirements for immediate relevance and practical value. This course goes beyond theoretical knowledge and emphasizes real-world applications. Students will have opportunities to work with industry-standard financial software, engage in case studies, and participate in simulations that mirror the challenges faced by accounting and finance professionals.



Key modules:

- Entrepreneurial thinking
- Financial accounting
- Financial reporting
- Financial services
- Investment analysis
- Audit & internal control
- International finance
- Business strategy
- Portfolio management
- Accounting information system
- Corporate financial management
- Quantitative & Qualitative market research
- Mathematics & Statistics

ACCA Accreditation

The degree is accredited by the Association Chartered Certified Accountants (ACCA). Successful graduates can obtain exemptions from select ACCA exams, fast-tracking their journey to becoming a qualified chartered accountant.



Join our BSc Accounting & Finance programme at Coventry School of Business and take the first step towards a successful career in accounting and finance.

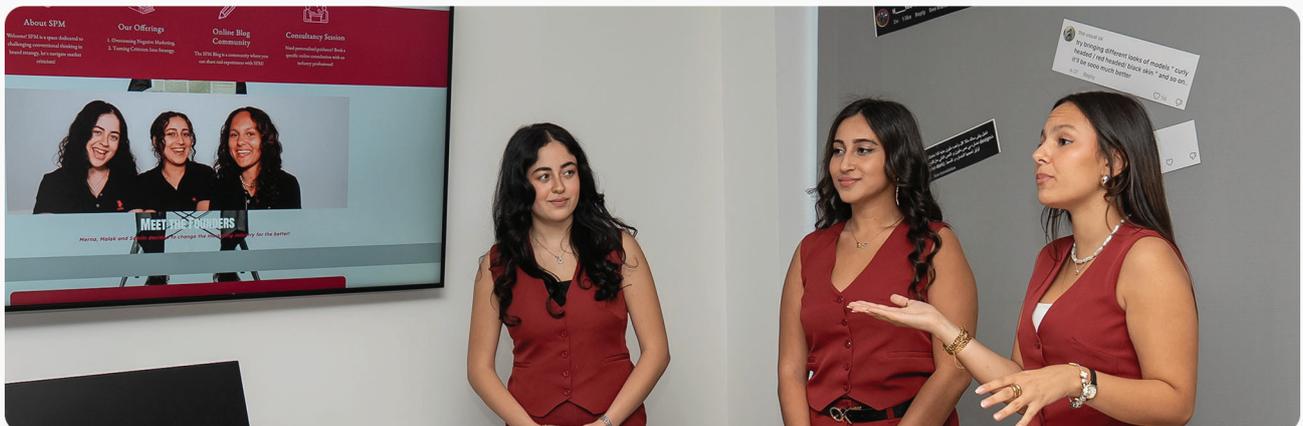
BA (HONS) ADVERTISING & DIGITAL MARKETING

BA (Hons) Advertising and Digital Marketing degree at Coventry School of Business is a compelling, career-focused programme blending creative and analytical skills with practical know-how. With a perfect blend of creativity and technology, this degree empowers students to create impactful marketing campaigns and drive business success in the digital age. The course aims to provide a comprehensive understanding of advertising strategies, digital marketing techniques, consumer behavior and social media planning.



Students enrolled in this degree programme can expect to study various subjects including:

- Marketing principles
- Creative advertising techniques
- Digital marketing channels
- Social media marketing
- Creative content creation
- Online customer experience
- Value through innovation
- Integrated marketing communications
- Big data and data analytics.
- Public relations
- Event marketing
- Entrepreneurial skills
- Decision-making using data analytics
- Accounting & Finance
- Quantitative & qualitative market research





Upon completion of a BA (Hons) Advertising and Digital Marketing degree, graduates may pursue a range of career paths within the advertising, marketing, and digital media industries. They may find opportunities in advertising agencies, marketing departments of companies, digital marketing agencies, media organizations, or they may even choose to work as independent marketing consultants or entrepreneurs.

Join our BA (Hons) Advertising and Digital Marketing Degree programme and unlock your potential in the world of marketing.

Chartered Institute of Marketing (CIM) Graduate Gateway Programme

This course is part of the CIM Graduate Gateway programme, with the modules of the course aimed to map to certain CIM professional qualifications. This means that students who successfully complete the Marketing BA (Hons) course at Coventry University are exempt from certain modules of CIM qualifications.



BA (HONS) BUSINESS ADMINISTRATION

The BA (Hons) Business Administration at Coventry School of Business is a forward-thinking, multidisciplinary degree designed to cultivate adaptable, confident business professionals. This programme blends theory with intensive real-world application, building a toolkit of management, analytical, and leadership skills that meet the needs of the rapidly evolving business world.



Our BA Hons Business Administration programme offers a well-rounded curriculum that covers key areas of business administration. From marketing and finance to human resources and strategic management, students will gain a broad understanding of various business functions. This interdisciplinary approach will help students develop a holistic perspective, enabling them to make informed decisions and contribute effectively to any business environment.

Students will study a wide range of subjects including:

- Entrepreneurial thinking
- Business decision making using data analytics
- Marketing, digital and social media
- Innovation in practice
- Exploring strategy
- Managing people in global context
- Supply chain management
- Managing global organisations



- Business processes management
- Disruptive technologies
- Purchasing and procurement
- Project management
- Strategic entrepreneurship
- Business accounting
- Quantitative and qualitative research skills



Coventry's BA Business Administration stands out for its balance of rigorous academic grounding and authentic business experience, shaping graduates who stand out in the competitive global job market. Our programme incorporates practical learning experiences to bridge the gap between theory and practice. Students will get engaged in case studies, business simulations, industry projects, and internships that will emulate authentic workplace challenges.



Launch Your Career in Business Administration Today!

BA (HONS) BUSINESS & MARKETING



At Coventry School of Business, the BA (Hons) Business and Marketing programme is deeply committed to immersive, hands-on learning that prepares students for the realities of the marketing industry. This practical approach ensures students gain real-world experience alongside their academic studies.

Key Elements of Practical, Hands-On Learning

- Simulated Marketing Environments
- Guest Lectures and Industry-Led Workshops
- Live Marketing Projects
- Assessment Through Practice



What Will You Learn?

The BA (Hons) Business and Marketing focuses on developing students & skills in:

- Consumer behaviour
- Brand management
- Integrated marketing communications
- Social media and influencer marketing
- Business to business marketing
- Product innovation
- Public relations



- Event marketing
- Strategic marketing planning
- Entrepreneurial skills
- Decision-making using data analytics
- Accounting & finance
- Quantitative & qualitative market research



Upon completion of the BA (Hons) Business and Marketing degree at Coventry School of Business, graduates are well-prepared for a variety of career paths in marketing, advertising, sales, market research, brand management, and related fields. They may find employment opportunities in both private and public sectors, ranging from small businesses to multinational corporations.

Chartered Institute of Marketing (CIM) Graduate Gateway Programme



This course is part of the CIM Graduate Gateway programme, with the modules of the course aimed to map to certain CIM professional qualifications. This means that students who successfully complete the Marketing BA (Hons) course at Coventry University are exempt from certain modules of CIM qualifications.



BSC (HONS) FINANCE & INVESTMENT

BSc (Hons) Finance & Investment degree at Coventry School of Business is designed to provide students with a comprehensive understanding of finance, investment, and financial markets. If you have a passion for numbers, a keen interest in financial markets, and a desire to excel in the field of finance, our course is the perfect choice to kickstart your career. With a comprehensive curriculum and a focus on real-world applications, we will empower you with the knowledge and skills needed to succeed in the dynamic world of finance and investment.

Our BSc Finance and Investment programme is designed in collaboration with industry experts to ensure that students gain the knowledge and skills most sought after by employers. Students will study a wide range of subjects including:



- *Financial analysis*
- *Economics*
- *Econometrics and data analysis*
- *Economics of banking & finance*
- *Portfolio management*
- *Investment & risk analysis*
- *International Finance*
- *Financial derivatives*
- *Financial services*
- *Financial regulation*
- *Corporate governance*
- *Sustainable finance*
- *Entrepreneurial thinking*
- *International Finance*
- *Quantitative & qualitative market research*
- *Mathematics & Statistics*





The course emphasizes practical applications of finance concepts and theories. You will have access to state-of-the-art financial software, engage in real-world case studies, and participate in simulations that mirror the challenges faced by finance professionals.

Are you ready to embark on a rewarding career in finance and investment?



Join our BSc Finance and Investment programme at Coventry School of Business and gain the skills and knowledge to excel in the dynamic world of finance.



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