Coventry University

Coventry University, Coventry, UK
Spokesperson: **Ian Dunn,
Pro-Vice-Chancellor,
Coventry University**
www.coventry.ac.uk

"It's great to be able to offer our students state-of-the-art facilities, hardware and software for them to develop industry standard skills. In addition, through our various initiatives aimed at enhancing employability, we hope that our students will be well on the way to building themselves a successful career, whatever they may choose to do."

Ian Dunn,
Pro-Vice-Chancellor at Coventry University

Adobe works with Coventry University to help students develop industry standard skills and enhance their career prospects.

Coventry University is one of the largest providers of higher education in the West Midlands with over 13,400 students. The University enjoys an excellent reputation and was voted the best modern university in the Midlands[1], with an overall student satisfaction rating of 85%[2] last year.

The University offers over 140 Undergraduate courses, ranging from Arts and Fashion, to Business and Engineering. Courses consist of lectures, fieldwork, tutorials, seminars, workshops, studio and laboratory sessions. It provides state-of-the-art facilities, including a stunning new £58 million Engineering and Computing building which offers access to a wide range of multimedia resources and industry standard Adobe software.

Increasing employability
Coventry University's commitment to employability is clear, with recent results revealing that an impressive 94% of graduates go on to employment or further study after they graduate*.[3]

In addition to ensuring students have access to the best industry standard tools, such as Adobe Creative Suite, the University has set up a number of initiatives designed specifically to make them more employable. It provides placements and summer internship opportunities and also works with a range of local businesses to help make sure students are given real world experience before leaving university.

It has also set up the Add+vantage scheme which is designed to help give students a competitive advantage when applying for highly sought after graduate positions. The scheme consists of a range of core modules ranging from leadership skills, project management and volunteering opportunities. Students can also learn a language, or help teach fellow students their native language, or choose to take nationally recognised accreditations in digital skills such as image manipulation, web design and animation through the Adobe Certified Associate. These qualifications can help students to build industry standard skills, and are an excellent way to enhance their CV's and job prospects.

Each department has a dedicated Career and Employability Service that provides students with high quality information and advice and is designed to equip students with the skills and knowledge they need to effectively choose and manage their careers. Students can use the service to decide what career path will best suit them, as well as to help identify and develop the skills needed for their first graduate job, work experience or placement opportunities.

For students who haven't managed to secure a job when they leave, the University offers students the chance to take a Postgraduate Certificate. The four month course is available at a low cost and offers students a Masters level qualification in employability skills to help give them the extra skill sets needed to get into work.

Looking to the future

Coventry University recognises the increase in tuition fees will understandably raise student expectations on facilities, so has implemented a range of systems to help them prepare.

It has introduced four pay bands for full-time degrees to reflect the amount of facilities the students will receive. For example, classroom-based courses such as Business and English will cost £7,500 a year; studio and activity-based degrees such as Fine Art, Geography and Music will be £7,900 a year and laboratory-dependent degrees such as Computing and Biological Sciences will cost £8,300. Specialist degrees including Media and Communications will be £9,000 and as part of that, students will each receive a Macbook Pro laptop to keep which comes fully equipped with the latest industry standard Adobe software. Students who live locally and just want to receive quality teaching can also choose to take the University College option for £4,500.

[1] According to NSS 2011
[2] Source: *http://www.thesundaytimes.co.uk/sto/University_Guide/*
[3] Source: DLHE 2009/10