



CREDIBILITY SUPPORT AND GUIDANCE

Credibility Interviews

In addition to the 40 points you must gain for your CAS and financial evidence, you will be expected to take a TIER 4 credibility interview, either in person at the visa application centre, via Skype, or both. The interview will discuss the course that you wish to study in the UK, where you will be studying, your circumstances and your future plans after graduation. The interview will also determine if your English language ability is of a suitable standard. These interviews give you the opportunity to demonstrate that you are a genuine student, committed to studying in the UK with a clear understanding of what and where you will study. At the interview, you should answer all questions in an honest and clear way. The questions that will be asked should relate to you and your decision to study the course you have chosen. Your interview is likely to be between 8 and 30 questions long, depending on what information the interviewer thinks they need from you.

Interview Support from BSMI

In order to help you prepare for your credibility interview, BSMI requires you to sit a credibility interview with a member of staff prior to issuing a CAS to you. BSMI will determine whether you will sit a standard or extended interview depending on what we expect UK Visas and Immigration to ask you. The questions and some guidance on the kind of response you would be expected to give are below. Please read these carefully and practice prior to your interview with British School of Marketing International. If you do not perform satisfactorily in the interview with us, we cannot issue you with a CAS. You may not be asked all of the questions below by British School of Marketing International staff, but you should practice answering all of them as you may be asked different questions in your interview with UK Visas and Immigration.



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1. Why did you choose to study this course?

You should demonstrate that you know about the course you have applied for, referencing specific modules of interest – what they involve and why they are of benefit to you. This

about any unique features of the course, for example links to industry or professional accreditations and explain how the course will benefit you personally, for example, how it will relate to your previous study and what it will help you achieve for your future career plans.

2. Why did you choose to study at British School of Marketing International?

You should be able to list multiple positive factors that apply specifically to British School of Marketing International, such as academic quality, recommendation from friends etc...

You should be able to explain what research you have undertaken and give detail about the college facilities, location in the UK. If the interviewer thinks you have not researched the course or the college, they will refuse your application.

3. Did you consider studying any other courses or consider studying at another college or university either in the UK or overseas?

Studying overseas is a big step, you should be able to demonstrate that you have made a serious and informed choice about this step. List other institutions considered and say why you chose BSMI above these other institutions. If you have looked at courses at home, you should state this, and explain why the equivalent degree in the UK will be of more benefit to you.

4. What was the last course you successfully completed and when did you complete this?

Your answer must be consistent with the information you have previously supplied on your application form. If anything is missing from your application form, please tell us as soon as possible.

5. Given your previous study history how will this course assist you in your future plans?

You should explain how the course you applied for follows on from your previous study.

You should explain your future career plans, e.g. what job you want to get and show that the course they want to study is necessary to achieve this. You should explain the value of qualification to an employer as well as how the skills .

6. Where is British School of Marketing International located and where will you live in the UK?

You should be able to say where Bournemouth is geographically in the UK. You should say what kind of accommodation you will be staying in, for example, if it will be Residence or Home stay and it is important to know where your accommodation is in relation to the college and the cost of rent per week.

7. How will you travel to the college each day and how much will this cost?

You should say how far from college the accommodation is and how much it will cost to get there each day. If it is within walking distance, the cost will be free, if further afield you should be able to give some realist estimated of public transport costs.

8. What facilities are available at BSMI?

You should talk about any general facilities that are of interest to you as well as facilities specific to the course they you are applying for.

9. Do you know where BSMI is located any how many students attend?

You need to show genuine, independent research has been undertaken, and be able to describe where BSMI is located. You can find this information on BSMI website.

10. Provide details about two or three specific modules from the course you have chosen?

You should be able to name at least two modules and give details about the modules consistent with the website. You should have subject knowledge that means you can talk about what each module involves in more details than the title of the module. You should be able to say whether the course is a combination of exams, course work or e learning consistent with the website.

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12. How is the course assessed and how many hours of study a day?

Explain about the course you have applied for, and that it is a progression from what you have studied previously, how it will enhance your previous study in terms of content and level

13. How long is your course and what qualification will you receive?

You should be able to explain the length of the course in years and the qualification you will gain at the end of it.

14. How do you explain the gaps in your education/employment history and why are you returning to study now.

If you have had a break in study, you need to explain why it is you are returning to education now, and what the break in your studies was for. For example, is the course you intend to study a requirement for you to reach the next stage in your career? Did you take a break in your studies to ear money to pay for this course – if so, is this evidenced in your financial documents?

15. What are your future career plans?

You should have a clear plan for once you have finished your course, in terms of career plans or further study. The plans should be relevant to the course, realistic and the proposed course should

16. How much will your course fee be?

You should know the exact cost of your tuition fees per course and duration.

17. How will you pay for your studies?

You should have a sustainable and credible source of finance that is sufficient for the student not to rely on work. You must provide evidence of this when applying for visa.

18. If father/parents paying for study, what job do they do and how much do they earn a year?

This amount must realistically be enough to support you and meet any other commitments during your studies. If it is not realist, your application will be refused.

19. Do you know how much your living expenses will be?

You should have some knowledge of the cost of living and an ability to meet that cost of living without relying on work.

20. How does the course relate to your previous study?

Explain about the course you have applied for, and that it is a progression from what you have studied previously, how it will enhance your previous study in terms of content and level.

21. How did you acquire the necessary funds to meet the course fees and living costs?

Your financial situation will be expected to mean that you do not need to be reliant upon work to fund your studies in the UK. The source of your income should be realistic – for example if your father is to pay your fees or support your living costs but has a salary of £20,000 and two other dependants to finance, then this may be deemed to be unrealistic. You must be able to submit evidence of the source of your finance as part of the visa application. If the interviewer feels the money you are saving you are going to use is not realistically available, they will refuse your visa application – even if you have been awarded the 10 points for your maintenance.

22. Have you ever applied for a visa to visit another country?

You should list previous visits and purpose of visit.

23. What counties have you visited and what was the purpose of your visit?

You should give full answers and ensure that they are consistent with your employment and study history.

24. Have you ever had a visa application refused – if so why was it refused?

Having had a visa refused previously may count against you – but it doesn't automatically mean this visa application will be refused. It is important that you tell the interviewer about any

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refusals you have had and explain the reasons for the refusal. You need to demonstrate that you understand the reason for the refusal and explain why this will not happen with this visa application.

25. If you intend to work in the UK, do you know how many hours you are allowed to work?

You should know the rules on working (20 hours a week term time for degree level or above, 10 hours per week for below degree level) but be clear that work is not a priority for you. If you have no plan to work part-time, you should make this clear.

26. Do you have any other personal commitments that would make studying in the UK difficult, such as a family at home?

If you are coming to the UK to study while having commitments such as a family back home for whom you are the main provider you will need to explain how you will remain focussed on your studies and not over-reliant on work in the UK to meet your commitments at home.

Visa Application Decisions

Once you have a decision on your visa application it is important that you tell us as that outcome – even if your visa application has been unsuccessful, we might be able to support you in challenging the decision if it is unfair or incorrect – but it is important this is done quickly.

Next steps

After you have completed your interview with the college, we will assess your answers in the same way UK Visas and Immigration will, to ensure that we are confident you have a reasonable chance of making a successful visa application.

You will be contacted to confirm whether a CAS can now be issued, or whether you will need to sit a further interview so that we can help you prepare a little more.

You will also be given feedback on your performance – it is important that you continue to prepare for your visa application and interview, make sure that you have provided all the necessary documents with your visa application, that you have enough money in your nominated bank account and that you are ready to give detailed and personal responses to questions at interview – many visa applications are refused because answers given are viewed as generic or vague – so it is important the answers you give are honest and come from you.

You will also need to be able to talk about your future plans and the part your study at British School of Marketing International will play in them.