

BA (Hons) Business

Applications:	For full-time study please apply through UCAS Institution code: B25 Course code: N100
Duration:	Four years (including compulsory placement year)
Location:	Curzon Building, City Centre Campus

WHY CHOOSE US?

- Study at one of the UK's most established and respected business schools.
- 83 per cent of students are in work or further study six months after finishing this course [Source: Unistats, 2014].
- 100 per cent of student felt that staff were good at explaining things on this course [Source: National Student Survey, 2014].
- Co-curricular activity with our Leadership Challenge programme provides you with the opportunity to develop your skills and work on real life projects.
- There is no fee for the placement year.
- You will have the chance to listen to high profile guest speakers who will share their experience and insight, to help you further understand your chosen field.
- Students who have previously studied on this course have gone on to work at companies such as Marketing Birmingham, KPMG, Sony Computer Entertainment Europe, Rolls Royce, GlaxoSmithKline, Barclays, Goldman Sachs, Santander, JP Morgan, L'Oreal, Arcadia Group, Aston Martin, Jaguar Land Rover, Deloitte, Warner Bros and Fujitsu.

ENTRY REQUIREMENTS

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus at least two GCSEs at grade C or above, including English language and mathematics or equivalent qualifications.

Please note: You must already have the required GCSE grades stated above at the point of application.

COURSE OVERVIEW

- Of all Birmingham City Business School degrees, this course gives you the maximum flexibility in terms of option choice. It has been designed to offer a wide spectrum of business knowledge.
- You will gain a thorough understanding of what business is about and develop key business skills in areas such as finance, human resource management, marketing and business operations.
- If you are unsure of your final career direction, you can get a solid grounding in the main areas of business before specialising in your final year.
- The compulsory placement year allows you to gain real world work experience and help develop your professional development skills to make you stand out from the crowd on graduation.



COURSE STRUCTURE

FIRST YEAR		
Autumn	Spring	Credits
Accounting and Finance		30
New Venture Creations	Economic Environment	15 each
Marketing Fundamentals		30
Managing Organisations People and Self		30
SECOND YEAR		
Autumn	Spring	Credits
Creative Problem Solving	The Business Entrepreneur	15 each
Business Operations and Logistics	Contemporary Business Issues	15 each
HRM Resourcing and Development		30
Marketing Communications Planning		30
PLACEMENT YEAR		
FOURTH YEAR		
Autumn	Spring	Credits
<i>In the final year you undertake a choice of modules totalling 90 credits from the list below. (The modules stated as 'core' are compulsory).</i>		
International Business Strategy (core)		30
Global Marketing / Making sense of organisations / Business Statistics / Sustainable Marketing / Digital Marketing Strategy / PR Planning / Managing the Human Relations Function / Managing and Leading Strategic Change	Business Operations and Systems / Globalisation / Social Marketing / Creative Industries Marketing / Relationship Marketing / Contemporary Advertising / International Human Resource Management / The Real World of Management	15 each
Placement Project		30

ASSESSMENT

You'll be asked to demonstrate a thorough grasp and application of key business skills. You'll encounter a balanced range of assessment methods, including course work, the preparation of a portfolio, and examinations.

WORK PLACEMENTS

As part of this course, you will undertake a placement year in an industry of your choice, after your second year. Full support with applications and interviews will be given by the placements office.

FURTHER STUDY

Should you want to further your study, the business school offers a range of postgraduate courses such as MBA, MSc Management programmes, MSc Leadership and Organisational Performance, and many more.

EMPLOYABILITY

There are a range of activities available to improve your employability skills such as the Leadership Challenge and your placement year. You can also earn while you learn with the on campus 'OpportUNlty – Student Jobs on Campus' scheme and Student Academic Partnership projects.

Graduates have been able to pursue careers in a wide range of roles including business administration, marketing, press and public relations, financial advisors, customer service, HR and stockbroking, while some have started their own businesses.

FIND OUT MORE

Telephone 0121 331 5595 or contact us online at www.bcu.ac.uk/enquiries.

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