

BA (Hons) Business and Management

Applications:	For full-time study please apply through UCAS Institution code: B25 Course code: N201
Duration:	Three years (Four years with placement year)
Location:	Curzon Building, City Centre Campus

WHY CHOOSE US?

- Study at one of the UK's most established and respected business schools.
- This course is credited by the Chartered Management Institute.
- Co-curricular activity with our Leadership Challenge programme provides you with the opportunity to develop your skills and work on real life projects.
- 91 per cent of Birmingham City Business School students were satisfied overall [Source: National Student Survey 2014].
- There is no fee for the additional 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 previously studied this course have gone on to work at companies such as Capgemini, HSBC, Jaguar Land Rover, NHS, Mini BMW, Natwest, and Midlands Hearts.

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

- Studying a core first year, before moving to subject-specific modules, gives subject flexibility and increases your employability.
- The management pathway will prepare you to meet the demands of a rapidly changing environment that businesses in all sectors face.
- The business element of the course offers a sharp focus on the way organisations operate in their market; how change can affect personnel, how imaginative ideas can solve stubborn problems, and how you can think and act like an entrepreneur.
- The key management concepts, models and theories are taken off the page and applied to management as you'll find it.



COURSE STRUCTURE

FIRST YEAR		
Autumn	Spring	Credits
Accounting and Finance		30
Economic Environment	New Venture Creation	15 each
Marketing in Business		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
Developing a Manager	Organisational Improvement	15 each
The Complexity of Management	Reflective Practice and Organisation Development	15 each
OPTIONAL PLACEMENT YEAR		
THIRD YEAR		
Autumn	Spring	Credits
<i>In the final year you undertake a choice of modules totalling 60 credits from the list below. (The modules stated as 'core' are compulsory).</i>		
International Business Strategy (core)		30
Critical Management Perspectives (core)		30
Making Sense of Organisations	Business Operations and Systems	15 each
Managing and Leading Strategic Change	The Real World of Management	15 each
Management Consultancy Project or Dissertation or Placement Project		30

ASSESSMENT

Assessment is through a combination of coursework, examinations, presentations and coursework portfolios, both individually and in groups.

WORK PLACEMENTS

As part of this course, you have the opportunity to undertake a placement year in an industry of your choice. 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, MA Human Resource Management, 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 'OpportUNITY – Student Jobs on Campus' scheme and Student Academic Partnership projects.

Graduates have been able to pursue careers in a wide range of business roles including business development, sales, customer services roles and management positions in financial institutions, 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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