

Business

BA (Hons)



The key rounded programme incorporating all aspects of business

Birmingham City
Business School

COURSE FACTS

Faculty	Birmingham City Business School
Application	Apply through UCAS Institution code: B25 Course code: N100
Location	City North Campus Perry Barr
Duration	Full time: 4 years (with compulsory sandwich year)



WHY CHOOSE US?

- Birmingham City Business School is one of the UK's most established, respected and largest Business Schools.
- The Business School enjoys close and collaborative links with industry; your course reflects real business challenges so it's recognised and valued by employers.
- You will be able to apply business theory to the working world, and see examples from industry that bring theory to life.
- You can have the opportunity to listen to and learn from our high profile guest speakers, who are invited to share their experience and insight.
- At Birmingham City Business School, we welcome around 3,000 students from over 80 countries, so you have a whole world of experiences – business and social – on your doorstep.

ENTRY REQUIREMENTS

The entry requirements for this course include:

- A minimum of five GCSE's at grade C or above including Mathematics and English Language or an equivalent qualification
- A minimum tariff score of 280 UCAS points.

Applications from international students are also welcome. Please see the course page on the university website for international entry requirements.

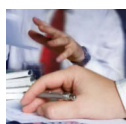
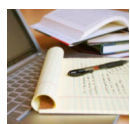
For further information please visit www.bcu.ac.uk/bcbs

FEES AND FUNDING FOR 2012

UK/EU Full time students: £7,500

A reduced fee of £1,500 will apply for the placement year.

For further information, including international fees, please visit our website www.bcu.ac.uk/courses/fees-for-2012-13



COURSE CONTENT

COURSE OVERVIEW

- Of all Birmingham City Business School degrees, this 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.

THIS IS A SANDWICH COURSE. WHAT DOES THAT MEAN?

- A sandwich course consists of an additional year on the course, which is spent on placement at a relevant company or organisation. This is taken after the second year of academic study, and before the final year.
- Sandwich courses contain a compulsory placement year, which gives you invaluable business experience and counts (through a 30 credit project on this particular course) towards your final degree classification.

WHAT OPPORTUNITIES ARE THERE FOR ME?

- In your first year, you develop and pitch a business plan in a 'Dragons' Den' style.
- You will have the chance of a twelve-month exchange programme in the second year of your course, at one of our international partner institutes.
- There are several clubs and societies that students can join at Birmingham City University, and those with an interest in setting up a business can join our very own Entrepreneurship Society, established by business students.

WHY STUDY BA (HONS) BUSINESS IN BIRMINGHAM?

- Birmingham has a long history of business, industry and entrepreneurship, and many of our staff have first hand business experience and expertise, that will enrich your learning experience.
- As well as the academic opportunities, Birmingham is a multicultural city full of exciting opportunities, with a vibrant student population. We believe our city is a great place for you to live, study and work.

MODULES STUDIED

Typical modules will include subject areas such as:

Marketing, Public Relations, Finance, Accountancy, Business and Business Operations, and Human Resource Management.

You can then specialise in the field that best suits your career aims.

PLACEMENTS

- Our Placement Office takes you through the placement process, calling on years of experience to assist you and your participating organisation.
- Your work placement year lets you see the business world as it is - the experience is invaluable to your studies and proof to any employer of your credibility and competence in the workplace.
- You not only gain practical skills, but also invaluable industry contacts.
- The Office also advertises jobs, provides advice on CVs and application forms, and runs mock interviews.
- Many students have sufficiently impressed their placement organisation to be offered a full-time position or further work on a part-time basis.

EMPLOYABILITY

- Local companies respect and recruit Birmingham City Business School's graduates. As well as helping you find a suitable place for your work experience year, the Placement Office advertises around 1,000 jobs each year.
- 82% of Birmingham City Business School graduates are in employment or further study; with an average full-time salary of £23,677* (* Source: Destinations Data 2008/2009).

FURTHER STUDY

Your higher education does not have to finish at the end of your degree. As a graduate of this course, you can progress to postgraduate study on a range of Birmingham City Business School courses including:

- MSc Management (with Finance, Human Resource Management, International Business and Marketing pathways)
- MSc Marketing Practice
- A range of professional qualifications including CIM and CIPD

Birmingham City University, Birmingham City Business School, City North Campus
Perry Barr, Birmingham, B42 2SU

Tel: 0121 331 5200
Email: business.school@bcu.ac.uk

www.bcu.ac.uk/bcbs