

INVEST IN YOUR FUTURE



ENTRY: 96 UCAS points **STUDY MODE:** Full-time/part-time
DURATION: 3 years **ASSESSMENT:** Examination/coursework
PROGRESSION: Employment/Postgraduate study



BA (Hons) BUSINESS MANAGEMENT

WHAT IS THE COURSE ABOUT?

Change has always been a constant in the business world. Over recent times this change appears to have gained unprecedented speed and intensity. The forces shaping our world today are immense, complex, surprising and challenging.

More than ever, our prosperity — as organisations, societies and individuals — depends on the extent to which we can

adapt to these forces and deploy them to our advantage.

Owners, managers and employees, at all levels, have an important part to play in this adaptation if business opportunities are to be realised. This means careful planning and monitoring, along with excellent management of stakeholder groups, finances and resources. Understanding the importance of effective communication, marketing activities, quality and, of course, customer care is essential, if organisations are to compete with others trading within the same arena.

We are proud of the relevance of our degree to the local and international business community. Through the first year of study in our Business Management degree you will develop a broad understanding of business organisations and the environment in which they function. You will develop this over

the following two years, building upon your knowledge, to understand how businesses grow leaders, develop strategy, make decisions, organise their internal resources and manage risk and uncertainty in a fast changing and competitive environment.

We do this through a variety of teaching strategies, such as seminars, tutorials, case studies, visiting lecturers and entrepreneurs, and those successful in their chosen field. This approach will facilitate you to develop the core skills fundamental to business success alongside the softer skills highly valued by the employer. These include key transferable skills such as organisational and time-management skills, self-management and communication, analysis and reporting skills with a business skew, of both a creative and analytical nature, problem solving, decision making, logical thinking, strong communication skills and presentation and report writing skills together with numeracy and an understanding of how to interpret and use financial data.

These skills, coupled with business acumen, will make you highly employable both locally and also further afield. To support the opportunity to travel, our business management degree offers the option to study or work abroad, either for a five week period or for a full year.

WHAT ARE THE ENTRY REQUIREMENTS?

96 UCAS tariff points from a level 3* qualification – all subjects accepted.

*Level 3 qualifications include A levels, BTEC, Access, Irish Highers, International Baccalaureate, Welsh Baccalaureate, Scottish Advanced Highers and others – for a full list, please refer to the new UCAS tariff at www.ucas.com.

WHAT SUBJECTS WILL I STUDY?

The modules that you will study have been carefully designed to reflect the changing needs of the business environment and prepare you for a wide range of careers, including adequately supporting you in self-employment. In the first year you will study six core modules. In the second and third year you will be able to personalise your learning through the selection of optional modules.

HOW WILL I BE ASSESSED?

All modules, core and optional, are assessed through a combination of some of the following written assignments and reports; presentations; portfolios of work completed throughout the year; and examination. To be successful you shall be required to show a high level of commitment to your studies prioritising your work and managing your time, with strong written and verbal communication skills.

WHAT ARE MY PROGRESSION AND CAREER OPTIONS?

All areas of society need strong leaders, managers, financial advisors and market-savvy decision-makers. Our degree is designed to help you develop the wide range of skills needed within the multidisciplinary nature of business, and recognise the importance of understanding all the key elements needed to make a business successful.

We place a strong emphasis on the practical application of theory, through the use of case studies, problem-solving tasks, project and team work, and placement schemes, and we facilitate your development of the softer skills. When you leave us you will be a highly employable individual.

As such, our students progress into many different areas:

Some remain in education and look to an academic postgraduate programme either On-Island (see Postgraduate and Master Professional Work Based Degrees

and MA/MSc Business Entrepreneurship (WBIS)) or at another Higher Education Institution elsewhere.

Others undertake Professional Qualifications into professions such as accountancy, human resources management, law and compliance. A route for which the degree might offer exemption from some exams.

Some follow a more traditional route into graduate employment into areas such as auditing, banking, business consultancy, retail and sales, perhaps through a graduate training scheme, communications, distribution, energy and utilities, hospitality and leisure, IT, insurance, journalism, law, logistics, manufacturing, media administration, production management, public relations, the public sector, risk management and tax. Every sector needs good business brains and so your choice of which industry to head into is likely to be based on personal interests with your specialism being led by you.

However, not all students wish to remain in education or progress into traditional. The changing nature of business offers many opportunities to pursue roles within innovative new start-ups, charities, other not-for-profit organisations and NGOs. If you have a bright idea and the knowledge to back it up, you may even consider launching your own business.

WHO SHOULD I CONTACT?

All enquiries should be directed to the H. E. Administrator on 648278 or email HE@ucm.ac.im