

BA (Hons) Business (Final Year Top-up) University of Wales

Nine Months Full-time

ibam
www.theibam.co.uk



Qualification

On successful completion of the programme you will be awarded a BA (Hons) Business

Awarding Body

This scheme is validated and awarded by the University of Wales. For further details regarding the University and its validation services, please visit www.wales.ac.uk/validation.

Course Description

The University of Wales BA (Hons) Business is designed as a top-up for holders of the BTEC HND Business & Management, or equivalent, to progress to full undergraduate honours. This programme will develop your knowledge and skills gained at HND level. You will undertake a rigorous study of theories, business techniques and issues and acquire the practical skills that are essential within the changing business environment to enable you to pursue a business career or further academic study.

Mode

Full-time at **ibam** Study Centre

Course Content (Modules)

Comprises an induction and six modules:

1. Managing Self and Others

This module will reinforce your study skills and give you an opportunity to reflect on your own wider skill set and future needs. It will then develop your understanding of working with and managing people. This will include reviewing the key policy variables that make up a human resources strategy including: performance management, human resource development, employee relations, strategic recruitment and retention.

2. Strategic Management

This module will help you develop the skills needed to create business plans in line with corporate strategic plans and communicate them to stakeholders. An international case-based approach to tracking businesses through the cycle of growth from start-up to mature market will be taken.

3. Emerging Business Themes

In this module you will explore some of the current trends in business and management. These will include globalisation, sustainability, corporate governance, and the not for profit sector.

4. Financial Decision Making

This module will explore aspects of internal resource management while examining the broader financial context in which companies operate. Budgetary control, working capital management and investment appraisal will also be investigated. The emphasis of this module will be on the analysis and interpretation of financial data to aid decision-making rather than technical preparation of data.

5. Marketing Strategy

This module will enable you to appreciate how marketing strategies can contribute to the success of the business. You will consider the 'mechanics' of marketing strategy i.e. the models and concepts that are used in developing and implementing valid strategies. In exploring how marketing strategies are developed you will engage with contemporary marketing themes and issues such as relationship marketing, branding and e-marketing.

6. Project Management

This module will enable you to understand the processes of project planning, financing and implementation using a variety of techniques covering:

- Effective project definition
- Activity and time planning
- Cost and quality evaluations
- Risk management
- Management and leadership of project teams

This module will introduce a good mix of operational skills and analysis of major strategic projects from around the world. This is an integrative module drawing down from a range of business functions and skills typical of the way businesses are increasingly being managed today.

Assessment

You will complete one 24-hour assessment, which you will complete within a very short timescale similar to that undertaken in an examination and four assignments of between 3,000 and 4,000 words each. You will also complete a Learning Diary, which will require you to collect evidence and log events in your life that relate to the attainment of the learning outcomes of the module. This will be completed as part of the induction at the beginning of the programme but the assessment will be handed in towards the end of the programme.

Duration of Programme

Normally Nine months

Entry Requirements

- HND in Business or equivalent.
- English ability equivalent to an IELTS score of 6.0

What's Included

RDI's Online University **ilearn** is used to deliver all resources for this course including:

- **Free Laptop** - Access electronic copies of your learning materials and important information, such as assessment instructions, whenever and wherever you are.
- **Tutor support** - On campus based lectures and tutorials to enhance study materials and generate discussion with fellow students
- **External resources** - Links to external sources can include key journal articles, your university's online library, sites of topical interest, etc.

How to Apply

In addition to a completed application form:

- Copies of your relevant certificates and transcripts.
- Proof of English language ability (IELTS or TOEFL), if English is not your first language or you have not previously studied in English.
- One suitable reference. Please note we can only accept professional academic or work references.

W Apply online

Visit our website
www.theibam.co.uk/apply

@ Email us

Email succeed@theibam.co.uk

📞 Call us

Contact us today on
024 765 15700

What You Could Study Next

Successful completion of the programme may allow you entry to:

University of Wales MBA

*These degrees are validated and awarded by the University of Wales, UK. For further details regarding the University and its validation services, please log on to www.wales.ac.uk/validation or email validation@wales.ac.uk