



**Bournemouth
University**

BA (Hons) International Business and Management (Part-time)

**Option to study 100% online or combine online study
with partial campus attendance**

The Business School

Location:

Bournemouth University (Talbot Campus)

Duration:

The full Honours degree takes approximately 4.5 years (part-time study), but there are flexible entry and exit points available. September and January start.

Entry requirements:

Stage 1 (Level C) 1 x 'A' Level or equivalent in capability and experience.

Stage 2 (Level I) subject-related HNC or equivalent

Stage 3 (Level H to 'top-up' to a full Honours degree),

FdA or subject-related HND/HNC or equivalent

Work experience and alternative academic study will be considered on an individual basis

For more course information:

Visit:

www.bournemouth.ac.uk/courses/BAIBMEP

www.bournemouth.ac.uk/courses/BAIBMBLP

www.bournemouth.ac.uk/courses/BAIBMDP

www.bournemouth.ac.uk/courses/BAIBMEDP

Contact askBU Enquiry Service:

Tel: 08456 501501 (BU does not profit from this service)

Tel: +44 (0)1202 961916 (International/EU callers)

Email: askBUenquiries@bournemouth.ac.uk

Levels

There are flexible entry and exit points, and you can gain:

Certificate of Higher Education

Diploma of Higher Education

Foundation Degree

If you already have a Foundation Degree or HND, you can top-up your qualification to a full honours degree.

Course Overview

The business world is increasingly internationally-focused. This part-time, online degree will equip you with a wide range of skills to begin a successful career in the world of international business management, or help you to progress your existing career further.

Areas of study include:

- Marketing
- Management (Strategy and Operations)
- Finance
- Law
- Human resources

This means you will graduate with a wide set of skills applicable to many different areas of business. What's more, this course is part-time and has two flexible delivery methods (see below), enabling you to continue with work and other commitments while studying towards your degree. This course is ideally suited to people returning to education as it does not require traditional academic qualifications for entry.

Delivery methods

There are two delivery methods for this course which are both part-time. You can study this course totally online via the internet. You can learn wherever you are as long as you have a good internet connection. You will be part of an online community, interacting with fellow students and the academic team using web based communication tools.

Alternatively, you can study part of the course online and part on campus. During any one term, you will study one unit by attending one evening each week, and one unit online.

Course Content

Year One – Level C

Duration of this level is approximately 18 months.

Introduction to Economics

To introduce you to fundamental economic concepts and their applications; enabling you to apply economic principles in the analysis of contemporary economic issues and problems. This will help you develop an understanding of the operation of markets, including the interaction between related markets and the impact of economic policies on business and society in the context of a global economy.

Legal Relationships

This unit will embed the core legal principles and concepts within the legal environment for a graduate operating in the finance and business sector. The main contractual and tortious relationships will be addressed and the identification of legal resources both printed and electronic will be utilised for legal problem solving.

Marketing

This unit aims to provide you with an understanding of the fundamentals of marketing to enable students to develop marketing approaches for a range of marketing scenarios.

Introduction to Management

This unit aims to help you develop the self-awareness, skills, behaviours, attributes and competences to make you an effective, independent and credible professional for the Information Age. The unit embraces three distinct topic areas: personal and professional development; information management; and people, work and society.

International Awareness and Management Ethics

The unit aims to enable you to gain an appreciation of, and demonstrate the ability to apply, principles of effective communication and team-working in an international context and to develop your understanding of cross-cultural theory and its application to practical business situations.

Accounting and Quantitative Analysis

This unit aims to provide you with a sound foundation in the fundamentals of accounting, together with a basic understanding of the regulatory framework. It also aims to provide an experience of basic quantitative techniques and skills, and to give you confidence in communicating numerically as well as verbally.

After successful completion of this level of the course, you will gain 120 credit points and will either be able to leave the course with a Certificate of Higher Education (CertHE) or progress to the next level.

Year Two – Level I

Core units:

Understanding Organisations and Human Resource Management

The unit will develop the key themes of Organisational Behaviour and Human Resource Management. It aims to provide you with frameworks for analysing and making sense of organisational life and your own personal experience of behaviour in the workplace. It will also introduce concepts and techniques that will enhance your ability to manage others and operate effectively within organisations.

Financial Analysis

This unit aims to develop your ability to read and interpret the financial statements of a limited company, with a view to decision making. In addition, the ability to interpret and prepare management information through a variety of techniques will increase your employability prospects.

Project Management

The aim of this unit is to introduce you to an awareness of project management knowledge, together with an understanding of the role and responsibilities of different stakeholders. The unit explores the theories and practices associated with effective Project Management, as appropriate to a variety of business and technical environments.

Operations Management

This unit aims to provide you with a detailed understanding of issues in operations management. It will equip you with problem solving and decision making skills.

Optional units:

Small Business Management

This unit aims to develop an understanding of the role of small businesses in the economy and to analyse the different requirements and problems of small businesses. This includes identifying and assessing the specific characteristics, analysing the marketing needs, methods and strategies and examining the HRM and operational issues of SME's.

Law for Business

You will develop further understanding of the core legal principles and concepts within the legal environment for a graduate operating in the finance and business sector. This will enable you to understand and critically evaluate the legal environment in which businesses operate in their relationships both externally and internally.

Consumer Behaviour and Market Research

This unit aims to extend your understanding of marketing and market research principles and practices, providing a critical understanding of consumer behaviour within marketing and the marketing planning process.

Working in an International Context

This unit aims to equip you with a portfolio of skills, attributes, knowledge and competences, which will enable you to conduct yourself professionally, credibly and effectively in an international working environment.

After successful completion of this level of the course, you will gain a further 120 credit points (240 in total) and you will either be able to graduate with a Foundation degree or Diploma of Higher Education or progress to the next level.

Year Three – Level H

Duration of this level is approximately 18-19 months. If you have already completed an HND or Foundation degree (or equivalent) in a Business/Management or related subject you may be able to enter directly onto this level, to top-up your qualification to a full Honours degree.

Core units:

Strategic Management

This unit is designed to encourage you to develop intellectual and professional attributes that are needed for strategic analysis, to make appropriate choices between alternative strategies, and then to implement the chosen strategies with the desired results.

Contemporary Issues in Management

The aim of this unit is to enable you to gain a critical appreciation of a range of contemporary and pervasive issues that impact on organisations, managers and employees. It aims to give you an insight into topical business issues, including the increasingly globalised environment in which businesses operate.

Entrepreneurship

This unit will explore how individuals and teams can create new businesses or transform existing ones by undertaking innovative entrepreneurial activities. The emphasis will be on the requirements of the small enterprise and the small business owner.

International Marketing Management

You will gain a critical and systematic view of the major perspectives, theoretical approaches, principles and activities in international marketing management. You will explore the theory used for the analysis of both international marketing environments and the development of marketing programmes within them.

Optional units:

Starting a Business

This unit will explore the practicalities of starting a small business. Start-up survival and reasons for failure will be examined as well as the suitability of Government and Enterprise initiatives to support business start-ups. You will also conduct research into legal issues that may affect business ventures.

Operations Strategy

This unit allows you to explore issues of operations management within a strategic context and aims to develop your understanding of how operations strategies can be devised and implemented. It addresses one of the problems that organisations often have - not seeing the strategic importance of their operations management capabilities.

Advanced Project Management

The aim of this unit enables you to identify both the potential weaknesses and strengths in the existing PM methods and knowledge, and to be able to propose new success factors and competences which will improve the chance of future project success.

International Management

You will develop a critical awareness of International Management policy, practice and processes of multinational or transnational organisations in our dynamic globalised world. Your international awareness and competence will be enhanced as you appreciate the nature and complexity of International Organisations and Management issues.

Research Study

You will have the opportunity to develop skills in conducting an effective research project. You will collect and critically analyse secondary and/or primary data and formulate and evaluate outcomes, demonstrating a critical and contemporary understanding of the research environment.

Project

This unit provides you with the opportunity to conduct a business-related project, which will be of demonstrable benefit to an organisation (or society), in terms of its ability to perform effectively in the contemporary business environment.

People Resourcing and Development

This unit aims to provide a critical understanding of the main issues and themes in people resourcing and development. It explores the relationship of resourcing and development to the wider HR function and the contribution it makes to organisation strategy and performance.

Frequently asked Questions

What is the difference between E-learning and Blended?

E-learning is studying in an online learning environment. We use a version of Blackboard, called myBU, as our Virtual Learning Environment (VLE). You will use this environment or study platform to access your learning materials, communicate with your fellow students and tutors, and make submissions of work in electronic files through online collection boxes.

Blended studying is a combination of the e-learning described above with more traditional methods of study. You would be expected to attend the University one evening a week (usually a Wednesday) to study two units in an academic year, whilst the other two units would be studied fully online using our VLE.

What exactly is E-learning?

E-learning allows you to follow a course of study in an online environment. Tutors will use different methods to deliver their online units. These will include video lectures, collaborative discussion boards, wikis, online activities, online testing, e-journals and texts, and web links. You will also submit your work for assessment through the online platform and receive feedback through various communication ways.

This method of learning enables you to fit your studying around your other commitments. You will be able to choose times that suit you best to study. You will need a good internet connection for this method of study.

How long will it take me to complete the course?

This course is a part-time course. Each level will take you approximately 18 months to complete. If you are completing the full honours course from Level C, it will take approximately 4 and half years to complete. At the final level the length of study may be influenced by your option choices.

Am I expected to log-on to the internet at any set times?

You are not expected to log-on to the internet or programme at any set time throughout the course. There is always flexibility built in to allow you to manage your own time schedules. The 'time constrained papers' are the tightest for timing and you are given a 48 hour period to work on this assessment. The dates for these assessments are advertised well in advance. We recommended you allocate approximately 10 – 12 hours of study time each week.

How will I be assessed?

You will be assessed by a variety of methods which may include essays, academic reports, projects, online tests and contributions to discussion boards. Assessment varies from unit to unit. If you enrol on the blended course you may also be assessed by a standard written exam. If you enrol on the online course, units which include an exam component will be assessed by a 'time constrained paper'. The paper becomes available to you for a set period of time, currently 48 hours, and requires completion and submission within that period.

Will I be working with any other students?

It will certainly help you to work with other students so you can share experiences. It is unlikely that you will meet other students face-to-face; however, online communication tools are available to help you liaise and discuss ideas with your fellow students. Everyone brings something different to the course, and sharing ideas is a valuable aspect of learning. It is possible there may be group assessments within some units.

Are there deadlines that I must adhere to?

There are deadlines which you must adhere to if you want to be successful. The University aims to maintain its standards by a strict approach to assessment submissions. Deadlines for submission of assessed work are clearly stated and must be adhered to. We recommend you do not leave your submission until the last moment to alleviate any last minute panic.

Do I need to purchase any textbooks?

You may need to purchase or borrow some textbooks. We recommend one core text per unit of study. Most core texts are now available as e-books and you will be able to access these through our online library system. However there are still a few favoured core texts which are not yet available in the e-environment. Additionally some students prefer to purchase one text per unit as a hard copy and this is left to personal preference.

Will there be holiday periods?

The course is run alongside the standard academic year with a slightly early start. You will have a long holiday period in the summer (from early June through to early September). There are also shorter breaks at Christmas and Easter.

What will my award certificate show at the end of my studies if I complete the full Honours degree?

The award certificate will have the title of the course BA (Hons) International Business and Management. There will be no reference part-time or e-learning on the certificate.