



Manchester  
Metropolitan  
University

Business School

# BA (Hons) Business Management

Full-time, Sandwich and Exchange  
2012 Entry



**This versatile business degree covers all the key business disciplines and offers three-year and four-year (sandwich or exchange/study abroad) options. In your final year you can choose to specialise in human resource management, finance, marketing, entrepreneurship or digital business.**

BA (Hons) Business Management is designed to equip you with the essential skills and knowledge to become an effective business leader, manager or entrepreneur. Your studies will draw on different business disciplines including strategy, management and leadership; marketing; finance and accounting; human resource management; and data analysis.

Case studies and examples will provide insight into how different types of business organisation (from small and medium-sized enterprises to FTSE 100 companies) operate and succeed in different UK, European and overseas markets.

You can also choose to include a language as part of your course. Arabic, Chinese, English as a Foreign Language (for students whose first language is not English), French, German, Italian, Japanese and Spanish are available through the University's Uniwide language scheme.

## Special Features

- Through the optional unit choices you can acquire knowledge and skills in a range of business areas or specialise in particular business disciplines. If you choose to specialise, this will be reflected in your final degree title, for example BA (Hons) Business Management with Entrepreneurship.
- The sandwich route provides the opportunity to work for a year, applying your studies to real-life business situations and 'testing' possible career paths. You will also be encouraged to identify a work-based issue that you can explore and develop into a research project in your final year.
- The exchange route enables you to spend a year studying abroad at one of our partner universities in the USA, Australia, Canada, China (Hong Kong), France, Germany, The Netherlands, Denmark, Italy, Spain, Czech Republic, Cyprus, Lithuania or Holland.
- The programme is taught by approachable, supportive staff with both academic and industrial backgrounds.
- We prepare our graduates for employment by ensuring a balance of both practical and theoretical knowledge; consequently, the degree is well regarded by employers.
- The programme adopts innovative teaching methods which are supported by Moodle, podcasting and video links.
- Enterprise and entrepreneurship are strong features of the programme.

## Fact File

### Full/Part-time:

Full-time

### UCAS Codes and Duration:

N201 – 3 year full-time programme

N204 – 4 year sandwich programme

N202 – 4 year exchange programme

### Institution Code:

M40

## Course Content and Structure

BA (Hons) Business Management shares the same structure and units as the BA (Hons) Business (Sandwich) degree. We are in the process of confirming the optional units and information will be posted to the University's eProspectus when it is ready, [www.mmu.ac.uk/study](http://www.mmu.ac.uk/study)

<b>Year 1</b>			
Global Context	Understanding and Managing People	Information Analysis and Finance for Business	Enterprise
<b>Year 2</b>			
Responsible Business	Marketing and Operations	Management and Organisation	Optional Unit
<b>Placement or Exchange</b> (if you take the sandwich or exchange route)			
<b>Final Year</b>			
Global Strategy	Core Optional Unit	Core Optional Unit	Optional Unit

You can use the core optional units in the Final Year to specialise in a particular business discipline by selecting two units from one subject and this will be reflected in your final degree award, for example, BA (Hons) Business Management with Entrepreneurship. Alternatively you can opt for a broader approach and choose core optional units from two different disciplines and graduate with BA (Hons) Business Management. Subject to availability, the specialist choices are: Human Resource Management; Finance; Marketing; Entrepreneurship; Digital Business.

*We regularly check the content of our courses and adapt them to ensure they prepare our students for graduate careers. Consequently, the information provided here and throughout this brochure is indicative and may change.*

## Study Experience

**In your first year** we recognise the need for additional support in your studies. We start your engagement in academic study at degree level as a 'dependent learner'. You will be strongly encouraged to fully engage and develop your academic and personal skills. You start to learn and assimilate academic and practical knowledge and skills which you will employ and enhance throughout your working life.

**In your second year** you will start to take charge of your own development and become more 'interdependent' as a learner. We continue to support your development as you become the major driver.

**In your final year** your tutors will encourage you to take full control of your development and become an 'independent learner' who is able to focus your studies, towards your chosen career path and employment.

## Sandwich Placements

A course with a sandwich route provides the opportunity to work for an organisation as part of your degree. This work experience is commonly referred to as a placement and you are usually paid a salary by your placement employer. The placement must be a minimum of 36 weeks but will usually last for 12 months and takes place after your second year of study.

If you choose the sandwich route, our Placement Office will help you find your placement. Our dedicated team has over 25 years' experience of matching students with employers and has been rated by students as one of the top four placement services in the UK (National Placement and Internship Awards 2010 and 2011).

The services they provide include:

- Organising an annual placement and career development fair where you can meet employers who have placement opportunities and graduate vacancies.
- Advertising over 1,000 vacancies from local, national and international employers each year.
- Delivering CV workshops that provide advice and tips about what to include in a CV and how to present yourself to your best advantage.
- Providing one-to-one advice about writing cover letters, CVs and application forms for the jobs you are interested in.
- Conducting mock interviews so that you can practice your interview technique and receive feedback on your performance.

It is your responsibility to be pro-active and apply for placement opportunities. The placement jobs market is competitive and we recommend that you start researching companies and opportunities during your first year and apply for positions from the start of your second year.

“The course covers an array of core topics and encourages students to use their energy, drive, determination, inspiration, independence and opportunism to thrive.”

When you are on placement, one of our tutors will keep in contact with you and will liaise with your employer. The placement is not formally assessed but it must be satisfactorily completed.

Research indicates that students who undertake a sandwich year as part of their studies are more employable. In 2010, 93% of Business School graduates who had completed a placement and were in employment were in graduate occupations.

For more information about our Placement Office please see [www.business.mmu.ac.uk/placements](http://www.business.mmu.ac.uk/placements)

### Exchange

If you choose the exchange route you will spend a year studying at one of our partner universities in the USA, Australia, Canada, China (Hong Kong), France, Germany, The Netherlands, Denmark, Italy, Spain, Cyprus, Lithuania or Holland. For certain European countries (France, Germany, Italy and Spain) it is advisable that you have some basic knowledge of the language before you travel although language lessons are provided by our partner institutions.

There are many benefits to the exchange route including broadening your cultural understanding, studying at another university, having the opportunity to travel in your chosen country before or after the academic year, and developing your language and communication skills.

If you choose to study in a European country you are likely to be eligible\* for Erasmus funding and no fees are payable for the exchange year.

*\*Students (classed as International for tuition fee purposes) undertaking any part of their academic year abroad under the Erasmus scheme will be charged full fees as stated in the University fees list.*

### Assessment

Assessment throughout your degree will be both formative and summative, adopting a wide range of assessment mechanisms.

Formative assessment is based on work prepared by you for tutorials and workshops and your contributions to those activities. It does not form part of your formal mark or grade for the unit or programme but it is a vital part of the learning process. Formative assessment helps you and your tutors determine whether or not you have understood the material and whether you are working in a satisfactory manner.

Summative assessment includes examinations, group or individual presentations, written essays and reports, poster presentations and portfolio collection and presentation. From the second year onwards these marks may contribute towards your final degree classification.

### Student Experience

This programme is part of a well-established and successful family of undergraduate programmes in business. Comments from current/previous students include:

“This is a sound and methodical course, which will provide you with the strategy and management skills to empower you to make influential decisions to shape future organisations. I would highly recommend the course and with the range of skills developed by the time of graduation, you will be able to fulfil your ambitions from becoming an entrepreneur to a promising graduate trainee working for a dynamic, progressive firm.”

Irfan Safi, recent graduate

### Career Development Opportunities

This course is designed to enable you to gain a broad range of transferable business skills and to acquire knowledge in particular business disciplines. Consequently many of our recent graduates progress to a wide range of jobs in different industries and business sectors.

Jobs are often, but not exclusively, professionally based in sectors such as accounting, financial services, insurance and marketing. Some students continue their studies by applying to join professional bodies or by progressing to postgraduate study. Each year some students go on to set up their own businesses.

The Business School has its own graduate incubator, Innospace, to help these students get started – visit [www.innospace.co.uk](http://www.innospace.co.uk) for more information.

### Tuition Fees and Financial Support 2012 Entry

We passionately believe that going to university is a real investment in your future. If you wish to follow a professional or vocational career and benefit from all the opportunities and rewards that this can offer, then going to university remains the best and most direct way of achieving this

#### UK/EU students

Tuition fees have increased for 2012 entry because government funding for higher education has been cut. However, the existing system of loans and grants has also been extended and improved to assist students in going to university. Your fees can be paid for by applying for a tuition fee loan and you will not have to pay any fees upfront. You do not have to start making repayments on student loans until the April after you graduate and only then if you are earning over £21,000.



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The tuition fee for this programme for 2012 entry will be £8,000. If you are following the sandwich route, the cost of your placement year in 2014/15 is still to be determined. As a guide, the placement fee was £680 in 2012/13, and has historically increased by around 2.5% each year. This is subject to change, so please check out our website

[www.finance.mmu.ac.uk/students](http://www.finance.mmu.ac.uk/students) to determine the exact fee before you start your sandwich year.

Further information about fees, funding support and the University's £3,000 student support package for first year, full-time, first degree undergraduates whose household income is up to and including £25,000 is available from

[www.mmu.ac.uk/fees](http://www.mmu.ac.uk/fees)

#### International students

The tuition fees for students who do not qualify for UK or European Union (EU) status is £10,000 (2012 entry).

There are a number of organisations that award scholarships to international students. Many of these scholarships are awarded a year in advance so you are advised to start your research at least 18 months before you plan to start your course. In addition, the University has a limited number of partial scholarships which are made through the Vice-Chancellor International Scholarships scheme. Please see

[www.mmu.ac.uk/international/scholarships](http://www.mmu.ac.uk/international/scholarships) for more information.

### Typical Entry Requirements

#### UCAS tariff points

280 at A2 or an acceptable alternative such as BTEC National at Level 3

#### Non tariffed qualifications

A relevant Access to HE Diploma will be considered for entry to this course

#### International Baccalaureate

28 points

#### Specific subjects required

##### Level 2 (eg GCSE)

GCSE grade C, or acceptable alternatives, in English language and mathematics.

#### International students

Country-specific information about many international qualifications is available on our website at

[www.mmu.ac.uk/international](http://www.mmu.ac.uk/international)

#### English language requirements

International students must achieve IELTS 6.0 with a minimum score of 5.5 in each unit (or an equivalent standard in an acceptable alternative such as TOEFL).

### How to Apply

Application for all of our full-time undergraduate programmes is through UCAS. Please submit your application online at [www.ucas.com](http://www.ucas.com).

Please contact UCAS' applicant helpline on **0871 468 0 468** if you have any queries or problems using the online application system.

### Further Information

For information about our staff and the £75 million Business School in which you will be studying, please see [www.business.mmu.ac.uk](http://www.business.mmu.ac.uk)

Additional course and study information is available on our eProspectus, [www.mmu.ac.uk/study](http://www.mmu.ac.uk/study)

Full contact details for our Course Enquiries team, including telephone numbers and email addresses, are available from [www.mmu.ac.uk/study/undergraduate/contact](http://www.mmu.ac.uk/study/undergraduate/contact)