

BA (Hons) Business Management with Finance, Human Resource Management or Marketing

four years part-time



Our BA (Hons) Business Management is designed for business people looking to develop their personal knowledge and skills and to enhance their career prospects through the study of relevant academic and applied work-related subjects.

It is also suitable for those with specialist vocational qualifications who wish to move into management. Those who are self employed or owner managers will also benefit from enhancing their business knowledge, whereas those between employment, or returning after a career break, and persons wishing to retrain will also benefit from the course.

As an alternative to BA (Hons) Business Management, students who select from a specified set of optional units will graduate in BA (Hons) Business Management with either Finance, Human Resource Management or Marketing.

Special Features

- The chance to acquire a vocationally based degree in either Business Management or Business Management with a specialist pathway – Finance, Human Resource Management or Marketing.
- An individual project developed by the student to enhance their career, work based knowledge or academic area of interest.
- A final year 'real life' business consultancy group based project for one of our local, regional or national clients.

Fees

For details of tuition fees for home and overseas undergraduate study please visit the Business School's website at www.business.mmu.ac.uk/ugfees.

Programme Content and Structure

Stage 1

Understanding People

The Global Context of Modern Business

Finance for Business

Ideas, Creativity and Entrepreneurship or Work-based Project

Information Discovery and Data Analysis

Professionalism, Achievement and Employability

Stage 2

Business Research and Professional Skills

Marketing Concepts and Planning

Managing People

Operations Management and Decision Making

Stage 3

Business Accounting

Business and Sustainability

Cross Cultural Management

Corporate and Global Strategy

Stage 4

Business Research and Consultancy

Work-based Project

Elective

Elective

In your first year, six core business subjects are studied: Understanding People, the Global Context of Modern Business, Finance for Business, Ideas, Creativity & Entrepreneurship, Information Discovery & Data Analysis and Professionalism, Achievement and Employability. These units will help to develop your financial, quantitative, personal and interpersonal skills, and update your general business knowledge.

In your second year, four core business subjects are studied: Business Research and Professional Skills, Marketing Concepts and Planning, Managing People and Operations Management and Decision Making. These units build on your first year of study, broadening your knowledge across these areas.

In your third year, four core business subjects are studied: Business Accounting, Business and Sustainability, Cross Cultural Management and Corporate and Global Strategy. These units build on your first and second years of study and help to support and prepare you for your final year of study.

In your fourth year, two core business subjects are studied: Business Research and Consultancy and a work-based project. You'll also have the opportunity to choose two elective subjects from a wide range of options across the whole Business School. The Business Research and Consultancy unit is a group project, commissioned by a third party client, which involves solving a business problem. The work-based project involves students, on an individual basis, solving a business problem for their employer. Alternatively, the work-based project may be based on an area of career or interest where appropriate.

Where the work-based project and the two electives are all chosen from one discipline – for example Marketing, Human Resource Management or Finance – your award will include this discipline as a specialist pathway in the award title.

Assessment

Assessment is through a variety of interesting and challenging mediums, including assignments, examinations, case studies, presentations and project work. From the second year onwards these marks may go towards determining the final classification of your Manchester Metropolitan University degree.

Students' Experiences

"As a direct result of my degree I was promoted to a managerial post. This gave me the confidence to establish my own business. My time at the Business School put me in contact with great people who really helped me with my organisation in terms of advice and growth. I believe also that my analytical skills have improved which has again helped me in making critical decisions."

David Dadzie
recent graduate

"The part-time degree allows you to directly relate theories learnt in the classroom to real life business situations. The marketing pathways option has been insightful and helped me identify the career I wish to undertake. This qualification has created opportunities and now my career can really begin."

Vicky Bowness
final year part-time student

“As a direct result of my degree I was promoted to a managerial post. This gave me the confidence to establish my own business.”

David Dadzie, recent graduate

“The part-time degree furnished me with a broader and deeper appreciation of issues facing businesses today, and in applying this knowledge to my current role and demonstrating new skills and abilities my career progression has accelerated, and will continue to do so over the coming years.”

Anthony Haber

recent graduate

Career Development Opportunities

Students can tailor their subject choices within the programme to suit their career aspirations, graduating in either BA (Hons) Business Management, or BA (Hons) Business Management with Finance, Human Resource Management or Marketing.

Students' work-based skills and employability are also enhanced through participation in a compulsory commissioned project undertaken in collaboration with a third party client:

“I would like to thank everyone for making this opportunity possible and to the students who did a great job. I would welcome the opportunity to work with another group of such diligent students as this work has been invaluable to my business.”

Mr Lateef Badat,

ALB Lifestyle and Confidence Coaching

Entry Requirements

All applicants are considered individually.

Students can enter the programme at various stages dependent on previous study and work experience. For example, students with HNC, HND or Foundation Year qualifications may be able to enter the programme at Year 3. We also welcome applications to this programme from those without formal entry qualifications.

How to Apply

Applications should be made through the Business School's Undergraduate Admissions Office. The part-time application form is available to download from the programme's course pages at www.business.mmu.ac.uk





Manchester
Metropolitan
University

This publication is available in alternative formats.
Please telephone 0161 247 1692.

Further information

For further information about study opportunities in the Business School please visit our website at **www.business.mmu.ac.uk**

Enquiries about this programme should be made to:

courses@mmu.ac.uk
+44 (0)161 247 6969

This information is correct at the time of going to press. For terms and conditions applicable to the provision of the University's Educational Services please refer to the prospectus. March 2008.