

Business and management studies

Essentials

What business and management studies degrees are there?

Accounting and Finance*
Business and Management Studies*
Business with Human Resource Management*
Finance and Business
International Business*
Marketing and Management*

(* These degree programmes have the option of a professional placement year, expanding the duration of the programmes to four years. You can switch between the three- and four-year durations at the start of Year 2 if you wish)

Economics and Management Studies (p62)
Law and Business (p89)
Law with Business (p90)

What A levels/IB scores do I need?

(For other qualifications information, refer to pages 125-129)

Typical A level offer range: AAB-ABB

Typical IB diploma offer range: 34-36 points

What else do I need?

GCSE (or equivalent) Mathematics, grade B

Fees

Refer to pages 137-138 for information on fees

English language requirements

IELTS 6.5 overall and not less than 6.0 in both the Listening and Writing sections. Internet-based TOEFL with 90 overall, including at least 24 in Speaking and 25 in Writing. For alternative English language requirements, refer to page 130

Foundation year for non-EU students

If your qualifications (including English language) do not yet meet our entry requirements for admission direct to the first year of these degree programmes, we offer an international foundation year entry route. Refer to pages 26 and 131 for details

How do I find out more?

For more information, contact the admissions tutor:

E ug.admissions@mbs.sussex.ac.uk

T +44 (0)1273 873199

F +44 (0)1273 873715

School of Business, Management and Economics,
Mantell Building, University of Sussex, Falmer,
Brighton BN1 9RF, UK

www.sussex.ac.uk/bam

When can I visit?

The School of Business, Management and Economics has a number of Open Days and Visit Days. Contact us at the address above for more information. The University's main Open Day dates for 2011 are 11 June and 8 October. We also run regular campus tours. Please book online at www.sussex.ac.uk/visitors or call 01273 876787

Why business and management studies?

How is the world of work and business changing? How do global markets operate, how can we make use of them and what do ethical business and entrepreneurship really mean? These are some of the key questions you investigate when studying business and management, which involves the application of both practical and conceptual knowledge. As organisations seek to meet business challenges, their futures will increasingly depend on the abilities of their staff. Gaining a business and management qualification opens doors to new opportunities.

Why business and management studies at Sussex?

- You will benefit from an interdisciplinary approach to study within an area that is a strong priority for the University and will continue to expand during your time here: we have created a new school bringing together activity in business, management and economics.
- The University is investing £30 million in a new building for the School of Business, Management and Economics.
- Business and management studies at Sussex is ranked in the top 25 in the UK in *The Times Good University Guide 2011* and in *The Complete University Guide 2010-11*, which is further evidence of our commitment to excellence.
- SPRU – Science and Technology Policy Research, the University's internationally recognised research centre specialising in the management of science, technology and innovation, forms part of the new School and contributes to teaching business and management students. SPRU research was highly rated in the 2008 Research Assessment Exercise (RAE). On average 80 per cent of the research was rated as internationally recognised or higher, and half rated as internationally excellent or higher.

What sort of career could I have?

- entrepreneur
- company director
- management consultant
- chartered accountant
- investment manager
- social enterprise manager
- marketing/retail manager or director
- human resource specialist.

How will I learn?

You are involved in a range of interactive learning opportunities. Courses are taught using a variety of lectures, workshops, case studies and informal discussions. Assessment is varied, including individual and group projects, essays and examinations.



Anna's career perspective

'I was both excited and nervous when I started the Business and Management Studies programme at Sussex but the tutors and lecturers were always easy to contact and happy to help with any problems. You also get great support and advice from fellow students, whom you often team up with for projects and presentations, greatly enhancing your teamwork skills.'

'I was initially uncomfortable talking in front of large groups, but courses such as Developing Leadership really helped me gain confidence, and enabled me to achieve goals such as captaining the University football team for three years and my election as finance (deputy president) officer of the Students' Union. I also enjoyed the course Principles of Marketing – identifying the needs and wants of students is a major part of my job now.'

'The management skills I gained on this programme equipped me for a whole variety of careers, teaching me to think outside the box, organise my time and delegate to others. Once I leave the Students' Union I hope to complete a Masters and then pursue a career in marketing or financial management – I'm confident Sussex has given me all the skills I need to do so.'

Anna Cornish
Business and Management Studies
graduate and
University of
Sussex Students'
Union Finance
Officer



What will I achieve?

- a clear sense of the organisational environment in the 21st century and readiness to take on employment in a management position
- in-depth knowledge of modern approaches to business and management
- an understanding of the relationship between people, organisations, and business and management in different organisational structures
- an understanding of financial requirements for business, including published financial information, and an ability to make judgements about the financial performance of companies
- an understanding of the central importance of innovation in a range of different organisational contexts – entrepreneurial start-up firms, small firms and other organisations, and large business corporations
- an understanding of the broader social context of the world of work, and the opportunity to assess your own personal development needs to help you focus your career in the future.

Degrees

We are now offering the option of a professional placement for Year 3 of the degree programmes marked * in Essentials on page 41. On completion of your placement, you will come back to Sussex to study for the final year of your programme. This extends the duration of the programme from three to four years. The experience of taking a placement year can be very valuable in terms of future employment and career. It is also possible to arrange a shorter summer placement at the end of Year 2 as an alternative, in which case the duration of the programme will remain three years. At the start of Year 2 you have the opportunity to switch between these alternatives.

Programme structure

Most of our programmes follow a common first year, which allows you to get a taste of all the various aspects of management. This also makes it easy to change your specialism at the end of Year 1 if your preferences change (refer to core courses on page 43).

Exceptions to the common programme structure are our joint degrees – Finance and Business, Economics and Management Studies (p62), Law and Business (p89), and Law with Business (p90) – which generally follow a subset of the core courses and add others from a related discipline. For details, refer to the individual programme descriptions on page 43.

Year 1

Year 1 gives you a good grounding in the diverse aspects of management, prior to specialising in Year 2 and after. For example, Introduction to Economics gives an understanding of the context within which business is conducted; Accounting and Finance provides the tools and principles of accounting and an understanding of corporate finance and financial markets; and the Skills and Tools course provides you with a range of analytical techniques that you will find useful throughout the degree programme.

The core courses introduce concepts, issues and methods to help you develop a critical approach to management in organisations. You will examine cases and contemporary issues in management, be exposed to core ideas in management thinking and be given tools to analyse organisations and their environments, both in terms of qualitative and quantitative approaches.

Year 2

In Year 2, there is a smaller core of shared courses, alongside which you study courses relevant to your chosen specialism. The core courses are listed on page 43, while the specialist courses are listed under the individual programme descriptions also on page 43.

During the second year, you will investigate and become familiar with the core processes of management. Courses will cover and analyse the different aspects of these processes and how they constitute and shape organisations. Your analytical skills will be further developed by the Research Methods course in preparation for your final-year project.

Final year

In the final year, there is a greater degree of choice of courses and more scope for independent study and research. Through your choice of options, you consolidate and extend your conceptual and practical knowledge of management.

You will be able to draw upon your knowledge and skills accumulated during the programme (including any placement) to investigate some business and management topics in depth during your final-year project.

Carmen's perspective

'The Business and Management Studies programme at Sussex has definitely been one of the greatest experiences of my life, and one that I believe has had a fundamental impact not only on my future employability but also on shaping my personality. The courses I've taken have been extremely valuable, and have enabled me to develop the critical and analytical skills I've successfully applied in business competitions in which I have taken part. The dynamic discussions during seminars, plus the challenging assignments and the information-rich and up-to-the-minute lectures, have given me a truly in-depth understanding of the business world. Overall, as an international student, the cultural environment at Sussex has made this experience even more enriching for me. During my time here I've had the opportunity to meet people from many different parts of the world, which has really enhanced my knowledge and appreciation of other cultures.'

Carmen Gheoldus
BSc in Business and Management Studies



Accounting and Finance**BSc (Hons), 3 years UCAS Code: NN43****BSc (Hons) (with a professional placement year), 4 years UCAS Code: NN4H**

This programme is designed to deliver a sound understanding of business and management with a particular emphasis on specialist knowledge of accounting and finance. It provides a good basis for a career in the accounting, financial or corporate sectors – areas where good leadership is always at a premium and where the financial rewards can be high. Accreditation is currently under way with the major UK accounting bodies.

The specialist courses in Years 2 and 3 include:

- Banking and Finance
- Company Law
- Corporate Finance
- Finance for Development
- Financial Markets and Derivatives
- Financial Reporting
- International Finance
- Management Accounting
- Marketing Management
- Operations Research and Decision-Making
- Understanding Global Markets.

Business and Management Studies**BSc (Hons), 3 years UCAS Code: NN12****BSc (Hons) (with a professional placement year), 4 years UCAS Code: NN1F**

In this programme, the management curriculum is integrated with, and complemented by, the choice of a pathway from economics, contemporary European studies or international development (refer to the economics entry on page 60, the contemporary European studies entry on page 52, and the international development entry on page 80). The choice of the pathway will enable you to create a curriculum of studies that fits with your interests. As a successful business and management studies student you will be able to:

- describe the role of management and how management practices affect organisational development
- employ management tools and skills, and
- analyse business scenarios, develop strategies and make a case for decision-making across a range of organisational positions.

You progress through three stages: the role of management, managing functions, and strategic management. As you study the courses in the first two stages, you will also benefit from training workshops to develop your personal and career management skills.

The specialist courses in Years 2 and 3 include:

- Business and Social Entrepreneurship
- Change Management
- Corporate Governance and Social Responsibility
- Developing Leadership
- Entrepreneurship
- Innovation Systems
- Public and Non-Profit Management.

The specialist courses you take will also depend on the pathway you have chosen. For example, on the Global Economy pathway you might take Europe in the International Economic Order, Introduction to Economics, and The World Economy since 1945; on the International Development pathway you might take Environmental Perspectives on Development, Introduction to Development Economics, and Understanding Global Cultures; and on the Contemporary European Studies pathway you might take EU Politics and Policy, Europe and International Migration, and The Making of Modern Europe.

Business with Human Resource Management**BSc (Hons), 3 years UCAS Code: N1N6****BSc (Hons) (with a professional placement year), 4 years UCAS Code: N1NP**

This programme is designed to deliver a sound understanding of business and management with specialist knowledge of human resource management (HRM), and helps you develop practical skills essential for your future career.

The specialist courses in Years 2 and 3 include:

- Cases and Contemporary Issues in HRM
- Change Management
- International Human Resource Management
- Leadership
- Principles of Human Resource Management.

Finance and Business**BSc (Hons), 3 years UCAS Code: NN31**

This programme is designed to deliver a sound understanding of finance and business, and helps you develop practical skills essential for your future career. On this programme you take approximately half of the management core courses and these are combined with courses relating to finance.

The specialist finance courses include:

- Applied Statistics for Finance
- Corporate Finance
- Finance for Development
- International Finance and Macroeconomics
- Introductory Mathematics for Finance and Economics
- Macroeconomics 1
- Money and Banking
- Principles of Finance
- Statistics for Economics and Finance
- Understanding Global Markets.

International Business**BSc (Hons), 3 years UCAS Code: N120****BSc (Hons) (with a professional placement year), 4 years UCAS Code: N121**

This programme focuses on international aspects of business management, embedded within a sound understanding of business and management generally. You also learn to develop practical skills essential for your future career in this field.

The specialist courses in Years 2 and 3 include:

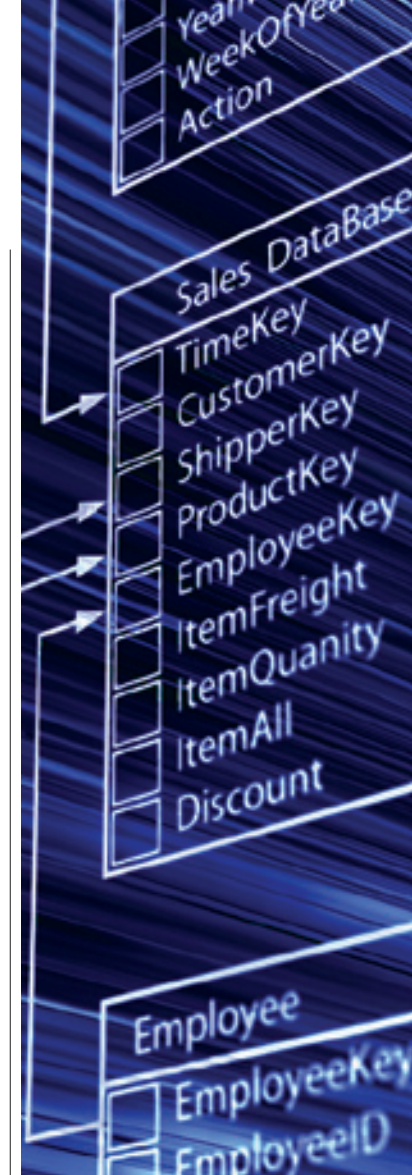
- Firm Strategies and East-Asian Economies
- International Human Resource Management
- International Marketing
- Principles of International Business
- Understanding Global Cultures.

Marketing and Management**BSc (Hons), 3 years UCAS Code: NN25****BSc (Hons) (with a professional placement year), 4 years UCAS Code: NN2M**

This programme allows you to develop a sound understanding of business and management with a specialist knowledge of marketing, and helps you develop practical skills essential for your future career.

The specialist courses in Years 2 and 3 include:

- Cases and Contemporary Issues in Marketing
- Global Marketing Management
- Strategic Marketing
- Tools and Techniques for Marketing and Marketing Research.

**Core courses**

These courses are designed and delivered to provide you with a foundation in management concepts and practical skills essential for your future career. Courses marked * will not be part of the core on the programmes Business and Management Studies, and Finance and Business

Courses currently include:**Year 1****Accounting and Finance**

• Business Law • Introduction to Economics • Organisational Behaviour* • Principles of Marketing* • Skills and Tools for Business and Management

Year 2**Information Systems**

• Innovation and Entrepreneurship Management • Operations and Services Management • Research Methods

Year 3**Knowledge Work and Organisation**

• Project Management • Research Project • Strategy