
BUSINESS, ACCOUNTING AND MARKETING



We are the leading provider of national and international business courses. The first ever business studies degree in the UK was delivered by the Business School in the 1960s and we are constantly developing and enhancing our courses to ensure they meet the needs of our students and employers.



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* Subject to validation

CERTIFICATES IN PERSONAL AND PROFESSIONAL DEVELOPMENT (CPPDs)

- Digital Accounting with Sage*
- Human Resource Management
- Management Skills (Healthcare)
- Project Management Software (Microsoft Project) – Fast-track
- Skills for Enterprise.

*Subject to validation

ACCOUNTING

FdA

| | |
|-------------------|-----------------------------------|
| UCAS code: | Direct application |
| Duration: | Part-time – Two years (Saturdays) |
| Starting: | September, January and April |
| Location: | Ealing |

ENTRY CRITERIA

100 UCAS points normally in a minimum of two subject areas, plus GCSE English and Maths or equivalent.

For detailed information on alternative entry qualifications, please refer to page 169.

We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

All applicants for this course are required to attend an interview and undertake a written test.

COURSE OVERVIEW

Developed in consultation with employers, this course gives students up-to-date training enabling them to function effectively in the modern world of business and finance. It has been specifically designed to provide students with an opportunity to obtain a recognised qualification in accounting, which will allow them to progress their knowledge and skills in accounting, as well as further their career prospects.

Taught on Saturdays, the course allows students to effectively combine studying for a degree with full-time work and family commitments.

FURTHER STUDY

This course is accredited by the Association of Chartered Certified Accountants (ACCA), and on completion graduates can apply for membership of the ACCA with exemptions from certain papers.

They may also wish to continue their higher education by progressing directly onto the final year of the BA (Hons) Accounting and Finance course. Alternatively, graduates may seek to progress to a further qualification in a different field such as business and management.

CAREER OPPORTUNITIES

Both in good times and in bad, the services of accountants have been in steady demand – whether to manage the finances of booming businesses or to assist in the administration of businesses in difficulty. Therefore, accounting graduates tend to find their skills to be in high demand.

ACCOUNTING AND FINANCE

BA (Hons)

UCAS code: N420 BA/ACBF

Duration: Full-time – Three years

Starting: September and February

Location: Ealing

ENTRY CRITERIA

200 UCAS points normally in a minimum of two subject areas, plus GCSE English and Maths or equivalent.

For detailed information on international equivalences and alternative entry qualifications, please refer to page 169.

We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

COURSE OVERVIEW

This course has been designed to give students a balance of workplace skills – both practical and theoretical. Its depth of specialist knowledge and the time spent developing students' learning practices will leave them with a range of highly marketable skills.

The course has also been designed to maximise exemptions that may be obtained from the professional accounting bodies. The 2008 National Student Survey rated this course the third in the country with regard to the students' satisfaction score.

FURTHER STUDY

This course provides an excellent foundation for all professional qualifications. On completion of the course, students may be entitled to exemptions from a number of papers for the Chartered Institute of Management Accountants (CIMA) and the Association of Chartered Certified Accountants (ACCA).

CAREER OPPORTUNITIES

On completion of the course, graduates will be in a position to apply for various appointments in accounting, including:

- Financial Accounting
- Management Accounting
- Auditing
- Taxation
- Corporate Finance.

ACCOUNTING AND FINANCE WITH INTERNSHIP

BA (Hons)

UCAS code: NN3K BA/AcFin

Duration: Full-time – Four years (including work placement)

Starting: September and February

Location: Ealing

ENTRY CRITERIA

200 UCAS points normally in a minimum of two subject areas, plus GCSE English and Maths or equivalent.

For detailed information on international equivalences and alternative entry qualifications, please refer to page 169.

We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

COURSE OVERVIEW

This course offers a breadth and depth of specialist knowledge, as well as a range of highly marketable skills. Accounting as a subject is constantly changing in order to adapt to the needs of modern day business. Therefore, the development of the course is continuous in order to keep pace with these changes.

THE INTERNSHIP

Whilst on the course, students have the opportunity to undertake a one year industrial placement. Valued by employers as a demonstration of their practical skills and abilities, the internship enables students to gain essential experience and knowledge of the workplace, which is highly beneficial in their final year of study.

There are major benefits for an internship, as students will gain valuable work experience and have the chance to put theory into practice in a real business environment – as well as earning a salary.

Students in previous years have undertaken internships in organisations ranging from large multinational corporations to small businesses.

FURTHER STUDY

This course provides an excellent foundation for professional qualifications. On completion, students may be entitled to exemptions from a number of papers for the Chartered Institute of Management Accountants (CIMA), the Association of Chartered Certified Accountants (ACCA) and the Institute of Chartered Accountants (ICA).

CAREER OPPORTUNITIES

On completion of the course, graduates will be in a position to apply for various appointments in accounting, including:

- Financial Accounting
- Management Accounting
- Corporate Finance
- Purchase Ledger
- Taxation
- Auditing.

BUSINESS MANAGEMENT

FdA

| | |
|------------|---|
| UCAS code: | N200 FdA/BM |
| Duration: | Full-time – Two years Part-time – Two years (Saturdays or evenings in Ealing) |
| Starting: | September and February (Full-time) September, January and April (Part-time) |
| Location: | Ealing |

ENTRY CRITERIA

100 UCAS points normally in a minimum of two subject areas, plus GCSE English and Maths or equivalent.

For detailed information on international equivalences and alternative entry qualifications, please refer to page 169.

We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

COURSE OVERVIEW

This course is designed for those who have the potential to benefit from higher education and who wish to pursue a career in business and/or management.

The course enables students to develop an understanding of current business theory and practice, which will equip them to evaluate the challenges faced by organisations in responding to customer needs, whilst ensuring quality. They will also recognise how strategic thinking can be applied to the operation of business.

Students will have the opportunity to develop a wide range of transferable skills and key skills, enabling them to communicate confidently, work effectively with others and manage their own learning.

FURTHER STUDY

On successful completion of the course, graduates may choose to progress onto the final year of the BA (Hons) Business Studies course.

CAREER OPPORTUNITIES

This course will provide graduates with the opportunity to undertake supervisory or management roles, in a variety of businesses and industrial sectors. It will also allow those students already working in the sector at junior levels to develop their effectiveness within the workplace, and work towards obtaining the skills needed to enhance their career, progressing from junior to supervisory and management roles.

BUSINESS STUDIES

BA (Hons)

| | |
|------------|--|
| UCAS code: | N100 BA/BS |
| Duration: | Full-time – Three years Part-time – Three years (Saturdays) |
| Starting: | September and February (Full-time) September, January and April (Part-time) |
| Location: | Ealing |

ENTRY CRITERIA

200 UCAS points normally in a minimum of two subject areas, plus GCSE English and Maths or equivalent.

For detailed information on international equivalences and alternative entry qualifications, please refer to page 169.

We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

COURSE OVERVIEW

This course is designed for those who would like to develop the knowledge and skills pertinent to business. Set against a background of the environment in which businesses operate, students will identify problems, analyse situations, and evaluate alternative solutions.

Core modules will deliver the fundamentals of business and management theory, while course options will enable students to specialise in specific areas of interest, or to prepare for defined professional requirements. In addition, the practical elements of the course will enable students to develop IT, analytical and communication skills.

Throughout the course students will develop a critical understanding of ethical principles and practice, and an awareness of effective management practice. They will also develop an understanding of the various contexts in which business organisations operate, ranging from small and medium enterprises (SMEs) to larger firms.

FURTHER STUDY

Successful graduates may choose to progress onto one of our postgraduate courses:

- MBA
- MA/MSc International Business Management
- MSc Corporate Communication
- MSc Project Management.

CAREER OPPORTUNITIES

Upon completion of the course, students will be well placed to apply for a range of roles in the fields of business and management. Graduates will be well equipped to be employed in a variety of leadership and management positions, in a full range of business and public sector organisations in functions such as:

- Finance
- Marketing
- Business Research
- Sales Promotion
- Retail Management
- Human Resource Management.

BUSINESS STUDIES WITH FINANCE

BA (Hons)

| | |
|------------|--|
| UCAS code: | N1N3 BA/BSWF |
| Duration: | Full-time – Three years (Four years if a work placement is taken) |
| Starting: | September and February |
| Location: | Ealing |

ENTRY CRITERIA

200 UCAS points normally in a minimum of two subject areas, plus GCSE English and Maths or equivalent.

For detailed information on international equivalences and alternative entry qualifications, please refer to page 169.

We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

COURSE OVERVIEW

This course is designed for those who would like to develop the knowledge and skills to specialise in finance. It takes a multidisciplinary approach and covers all of the essential areas of business.

The first year of study will provide a general business foundation. Students will study a range of subjects to develop an understanding of the main functional areas of business. In the subsequent years of study, students will build on this knowledge and study subjects which focus on the operations of a business organisation, in addition to modules specific to the finance specialism.

Students will also have the opportunity to take a one year industrial placement. Valued by employers as a demonstration of their practical skills and abilities, the work placement enables them to gain essential experience and knowledge of the workplace, which is highly beneficial in the final year of study.

FURTHER STUDY

Successful graduates may choose to progress onto one of our postgraduate courses:

- MBA
- MA/MSc International Business Management
- MSc Corporate Communication
- MSc Project Management.

CAREER OPPORTUNITIES

Graduates will acquire the skills that will enable them to gain employment in a variety of roles in finance and business. Successful graduates might expect to obtain initial employment in junior management posts in any one of the following areas:

- Finance
- Marketing
- Business Research
- Sales Promotion
- Retail Management.

BUSINESS STUDIES WITH HUMAN RESOURCE MANAGEMENT

BA (Hons)

| | |
|------------|--|
| UCAS code: | N1N6 BA/BSHRM |
| Duration: | Full-time – Three years (Four years if a work placement is taken) |
| Starting: | September and February |
| Location: | Ealing |

ENTRY CRITERIA

200 UCAS points normally in a minimum of two subject areas, plus GCSE English and Maths or equivalent.

For detailed information on international equivalences and alternative entry qualifications, please refer to page 169.

We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

COURSE OVERVIEW

This course is designed for those who would like to specialise in human resource management and are thinking of a career within industrial relations, training and development, and human resources.

The course requires students to pursue a variety of learning experiences, to prepare them for employment and lay firm foundations that will provide a sound basis for personal and professional development. In addition, the practical elements of the course will enable students to develop IT, analytical and communication skills.

The first year of study will provide a general business foundation. Students will study a range of subjects to develop an understanding of the main functional areas of business. In the subsequent years of study, students will build on this knowledge and study subjects which focus on the operations of a business organisation, in addition to modules specific to the human resources specialism.

Throughout the course students will develop a critical understanding of ethical principles and practice, and an awareness of effective management practice. They will also develop an understanding of the various contexts in which business organisations operate, ranging from small and medium enterprises (SMEs) to large firms.

Students will also have the opportunity to take a one year industrial placement. Valued by employers as a demonstration of their practical skills and abilities, the work placement enables them to gain essential experience and knowledge of the workplace, which is highly beneficial in the final year of study.

FURTHER STUDY

Successful graduates may choose to progress onto the MA Human Resource Management course.

CAREER OPPORTUNITIES

Successful graduates of this course will be in a position to apply for a variety of junior human resource roles, including:

- Human Resource Administrator
- Human Resource Adviser.

BUSINESS STUDIES WITH INTERNSHIP

BA (Hons)

UCAS code: N103 BA/BSI
Duration: Full-time – Four years (including work placement)
Starting: September and February
Location: Ealing

ENTRY CRITERIA

200 UCAS points normally in a minimum of two subject areas, plus GCSE English and Maths or equivalent.

For detailed information on international equivalences and alternative entry qualifications, please refer to page 169.

We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

COURSE OVERVIEW

This course provides students with a comprehensive business education, where they have the opportunity to analyse and evaluate business organisations. Set against a background of the environment in which businesses operate, students will identify problems, analyse situations, and evaluate alternative solutions.

The first year of study will provide a general business foundation. Students will study a range of subjects to develop an understanding of the main functional areas of business. During subsequent years, students will build on this knowledge, and study subjects which focus on the operations of a business organisation.

In the final year, students will also have the opportunity to specialise in a particular area of business, for example marketing or human resource management.

THE INTERNSHIP

During their internship, students will gain valuable work experience and have the chance to put theory into practice in a real business environment – as well as earning a salary.

The internship can be in any area of business, including sales and marketing, finance and human resource management, and should ideally be relevant to students' studies and their future career aspirations.

In the final year of the course, students will complete a project which will be based on their internship experience.

FURTHER STUDY

Successful graduates may choose to progress onto one of our postgraduate courses:

- MBA
- MA/MSc International Business Management
- MSc Corporate Communication
- MSc Project Management.

CAREER OPPORTUNITIES

Graduates from this course have been employed in a wide range of business functions such as marketing and sales, finance, human resources and IT, in a variety of roles for a broad range of employers.

BUSINESS STUDIES WITH MARKETING

BA (Hons)

UCAS code: N1N5 BA/BSMar
Duration: Full-time – Three years (Four years if a work placement is taken)
Part-time – Three years (Saturdays)
Starting: September and February (Full-time)
September, January and April (Part-time)
Location: Ealing

ENTRY CRITERIA

200 UCAS points normally in a minimum of two subject areas, plus GCSE English and Maths or equivalent.

For detailed information on international equivalences and alternative entry qualifications, please refer to page 169.

We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

COURSE OVERVIEW

This course is designed for those students who wish to pursue a career in business and marketing. It gives students a solid foundation in business disciplines and develops the skills and academic knowledge they need to follow a career in this field.

The course requires students to pursue a variety of learning experiences, to prepare them for employment and lay firm foundations that will provide a sound basis for personal and professional development. In addition, the practical elements of the course will enable students to develop IT, analytical and communication skills.

The first year of study will provide a general business foundation. Students will study a range of subjects to develop an understanding of the main functional areas of business. In the subsequent years of study, students will build on this knowledge and study subjects which focus on the operations of a business organisation, in addition to modules specific to the marketing specialism.

Students on the full-time course have the opportunity to take a one year industrial placement. Valued by employers as a demonstration of their practical skills and abilities, their placement enables them to gain essential experience and knowledge of the workplace, which is highly beneficial in their final year of study.

FURTHER STUDY

On successful completion of the course, graduates may choose to progress onto the MA Marketing course.

CAREER OPPORTUNITIES

On completion of the course, graduates will be in a position to apply for various junior marketing roles, including:

- Marketing Assistant
- Marketing Administrator.

CREDIT MANAGEMENT

FdA

UCAS code: Direct application
Duration: Part-time – Two years
Starting: September and February
Location: Ealing

ENTRY CRITERIA

100 UCAS points normally in a minimum of two subject areas, plus GCSE English and Maths or equivalent.

For detailed information on alternative entry qualifications, please refer to page 169.

We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

COURSE OVERVIEW

This course follows the syllabus and structure of the Institute of Credit Management (ICM). It prepares students for work in this specialised field, providing a solid grounding in the techniques of credit control and helping to develop managerial capabilities.

The course is designed to provide individuals working in credit management with the opportunity to gain a foundation degree, through the study of the current theory and practice of credit management.

Students who successfully complete Level 4 of the course will be given Associate Membership of the ICM and will be entitled to use the designatory letters AICM (Cert). Students who successfully complete Level 5 will be admitted as full members and will be entitled to use the designatory letters MICM (Grad).

FURTHER STUDY

On successful completion of the course, students will be eligible to progress to the BA (Hons) Credit Management – Top-up course.

CREDIT MANAGEMENT

BA (Hons) – Top-up

UCAS code: Direct application
Duration: Part-time – One year (weekends)
Starting: September and February
Location: Ealing

ENTRY CRITERIA

An FdA in Credit Management or a relevant equivalent Level 5 qualification, and graduate membership of the Institute of Credit Management (ICM).

Applicants should also be working in a credit management or risk management role.

COURSE OVERVIEW

This course is accredited by the Institute of Credit Management (ICM) and aims to equip students with the knowledge and skills to develop their career within the credit management sector.

The course includes a range of modules including Corporate Insolvency, Personal Insolvency, Business Risk, and Corporate Failure, and International Business. It provides students with an understanding of the core aspects of credit management, including an in-depth study of financial risk and financial management.

Key concepts of credit management are explored throughout the course, enabling students to solve problems and analyse current issues in credit management.

CAREER OPPORTUNITIES

Successful graduates have been employed as credit controllers, credit managers and risk managers in a wide range of companies, ranging from regional SMEs to FTSE-100 and FTSE-250 companies.

ENTERPRISE AND ENTREPRENEURSHIP: BUSINESS START-UP

FdA

UCAS code: Direct application
Duration: Part-time – Two years
Starting: September and February
Location: Ealing

ENTRY CRITERIA

100 UCAS points normally in a minimum of two subject areas, plus GCSE English and Maths or equivalent.

For detailed information on alternative entry qualifications, please refer to page 169.

We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

COURSE OVERVIEW

Many people dream of starting a business and being their own boss. Turning the dream into reality is a very difficult process, as statistics show. Although the rate varies slightly from year to year, approximately 50% of new businesses fail in their first two years, often because they don't get the right help and support at the right time. This course aims to support new businesses and would-be entrepreneurs through the first two vital years. Students on the course study and run their business at the same time.

The course is designed to provide students with an understanding of the skills necessary for enterprise and entrepreneurship. It will help them develop their ability to analyse, reflect and apply those skills pertinent to setting up and running a successful business.

Throughout the course, students will focus on the skills, characteristics and behaviours of entrepreneurs, whilst assessing their own skills, characteristics and behaviour. They will apply what they have learnt to their own entrepreneurial ventures or business start-ups, through the use of business plans, marketing plans, leadership and enhanced management skills.

The teaching input is geared towards acquiring the knowledge, skills, behaviours and competencies required to create a successful enterprise. There is ongoing advice and support from tutors and mentors, as well as mutual support from other course members.

FURTHER STUDY

Successful graduates can choose to progress onto the final level of the BA (Hons) Business Studies course.

INTERNATIONAL BUSINESS MANAGEMENT*

BA (Hons)

UCAS code: N201 BA/IBM
Duration: Full-time – Three years
Starting: September and February
Location: Ealing

ENTRY CRITERIA

200 UCAS points normally in a minimum of two subject areas, plus GCSE English and Maths or equivalent.

For detailed information on international equivalences and alternative entry qualifications, please refer to page 169.

We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

COURSE OVERVIEW

This course aims to address the demand for graduates who can function in an international business environment, and will prepare them for careers with organisations that engage in business across international borders.

In addition to covering the essential business functions within an international context, the curriculum will address the business case for diversity, the influences of culture on international management as well as the inter-cultural dynamics of work relationships.

FURTHER STUDY

Successful graduates can choose to progress onto the MA/MSc International Business Management course.

CAREER OPPORTUNITIES

Successful graduates of this course will be in a position to apply for a variety of junior roles in businesses in the UK or abroad.

* Subject to validation.