

BA (Hons) Business Administration (Top-Up)

Applications:	For full-time study please apply through UCAS Institution code: B25 Course code: N101
Duration:	Full time, One year
Location:	Curzon Building, City Centre Campus

WHY CHOOSE US?

- Study at one of the UK's most established and respected business schools.
- Birmingham City Business School collaborates with industry, meaning that the course is updated and relevant to the current marketplace expectations.
- This top-up course is flexible which enables you to specialise in a specific area and will also increase your knowledge in the main business functions.
- With the support from your tutor you are able to build your own personal programme of study.

ENTRY REQUIREMENTS

At least 240 UK university credits of 120 credits in a business-related field with five GCSEs at grade A-C (including mathematics) or equivalent. You must also have an English language qualification.

For further details please visit; www.bcu.ac.uk/courses/business-admin-top-up.

COURSE OVERVIEW

- With the advice from your tutor you will be able to make appropriate module choices which will strengthen your knowledge and skills for your desired future career path.
- The course will cover 8 modules with assessments taking place at the end of each term.
- You will be taught by industry experienced staff members who can share a vast range of knowledge and in-depth insight.



Business

COURSE STRUCTURE

Modules offered on the programme may include:

- Business Operations and Systems
- Business Statistics
- Creative Industries Marketing
- Digital Marketing Strategy
- Global Marketing
- Globalisation

Available Modules

- Contemporary Advertising
- International Business Strategy
- International Human Resource Management
- Managing and Leading Strategic Change
- Managing the Human Relations Function
- Making Sense of Organisations
- PR Planning
- Relationship Marketing
- Social Marketing
- Sustainable Marketing
- The Real World of Management

ASSESSMENT

You will encounter a wide range of innovative assessment styles according to the module being studied, including business reports, academic papers, case studies, individual and group presentations, portfolios and projects, as well as conventional examinations.

FURTHER STUDY

On completion of your degree you can progress your studies with Birmingham City Business School with a postgraduate qualification. We have a range of courses available including, MBA, Executive MBA, MSc Management and Marketing, MBA International Business, or our MSc Leadership and Organisational Performance course.

EMPLOYABILITY

There are a range of activities available for you to participate in alongside your studies that will enhance your employability skills and help make you stand out from the crowd.

- The Leadership challenge can increase and develop your teamwork and leadership capabilities. It incorporates a series of workshops and seminars on a range of topics from IT skills, how to complete application forms and CV's and gives you the opportunity to participate in events and challenges.

Find out more at: www.bcu.ac.uk/leadershipchallenge.

- You can also earn while you learn with the universities 'OpportUNlty: Student Jobs on Campus' scheme. This is designed to give our students the first opportunity to undertake part-time positions within the university. This may include working at university events such as open days.

Find out more at; www.bcu.ac.uk/about-us/celt/student-engagement/student-employment-opportunity.

CONTACT US

Telephone 0121 331 5595 or contact us online at www.bcu.ac.uk/enquiries.

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