

BA (Hons) Business Management (Top-Up)

University of Sunderland



- Distance Learning
- Stand alone course or combine with the Edexcel HND Business & Management to form 3 year degree

Qualification

On successful completion of this programme you will be awarded the University of Sunderland BA (Hons) Business Management.

Awarding Body

University of Sunderland

Course Description

The BA (Hons) Business Management (Top-Up) will provide you with the necessary expertise to critically evaluate business models and concepts and apply them to real-world situations. Upon completion of this course you will be able to apply your skills to a wide-range of commercial and non-profit organisations.

The University of Sunderland BA (Hons) Business Management (Top-Up) can be studied as a stand-alone programme for those who already have an HND in Business, or can form part of a three-year degree programme when combined with the Edexcel HND Business (Management).

Mode

Text-based Distance Learning. Tutor supported.

Course Content (Modules)

Comprises six modules:

1. Contemporary Developments in Business and Management

You will explore some of the key issues of enterprise including: innovation, effective corporate governance and social responsibility. You will then review the effective management of knowledge and intellectual capital of the organisation. This module also examines the contribution that small and medium sized enterprises (SMEs) make to the economy in terms of innovation and knowledge creation.

2. Managing Projects

This module will enable you to understand the processes of project planning, financing and implementation using a variety of techniques covering:

- Effective project definition
- Activity and time planning
- Cost and quality evaluations
- Risk management
- Management and leadership of project teams

This is an integrative module which draws upon a range of business functions and skills typical of the way businesses are being managed today.

3. Strategic Management

Develop your skills by creating strategic plans and communicating those plans to stakeholders. You will take an international case-based approach to tracking businesses through the cycle of growth from start-up to mature market. You will also investigate the link between core strategic competence and

competitiveness and review emerging issues of corporate governance and change.

4. Marketing Strategy

This module will enable you to appreciate how marketing strategies can contribute to the success of the business. You will consider the 'mechanics' of marketing strategy i.e. the models and concepts that are used in developing and implementing valid strategies. In exploring how marketing strategies are developed you will engage with contemporary marketing themes and issues such as relationship marketing, branding and e-marketing.

5. Strategic Management of Human Resources

This module reconsiders the role of the personnel department in achieving strategic change through benchmarking, auditioning and outsourcing. You will also review the key policy variables that make up a human resources strategy including: performance management, human resource development, employee relations, strategic recruitment and retention. This module will provide you with an introduction to important concepts of organisational development and learning.

6. Strategic Management Accounting

You will critically evaluate a range of key strategic management accounting models and concepts. You will gain specific analytical skills in key areas within management accounting at local and international level. You will also gain an understanding of the role and limitations of management accounting theory.



"I find my learning experience through rdi to be extremely flexible. It simply fuses in with my way of life, and does not interrupt my crazy days that mainly start at about 4:20am. It's simply the answer for people that never want to give up their way of life for a few months studying. It gives you a bit of both really, I've come to call it the best of both worlds."

Wila Simpungwe, BA (Hons) Business Management

Assessment

The University of Sunderland BA (Hons) Business Management (Top-Up) is assessed by one written assignment after studying modules 2,3,4,6, and an examination after modules 1 and 5.

Duration of Programme

Minimum 12 months. However, this can be extended to a maximum of three years.

Entry Requirements

A HND in a relevant subject. The BTEC Level 5 HND Diploma in Business (Management) allows direct entry to this programme.

What's Included

All study materials, core textbooks and student handbooks are supplied. You will be allocated a tutor for academic support who you can contact as often as you like by telephone and email. You will have access to a programme co-ordinator for administrative support. You will also have access to an online Virtual Campus.

Workload

We recommend an average of 12 hours study time per week for this programme.

Exemptions

No exemptions are allowed for this programme.

How to Apply

In addition to a completed application form:

- Original or certified copies of your degree certificate and/or transcripts.
- One suitable reference. Please note we can only accept academic and/or professional work references.
- Copy of your CV detailing your work history (covering the last five years).
- English language ability equivalent to an IELTS score of 6.0.

What You Could Study Next

Successful completion of the programme may allow you entry to:

- University of Bradford MBA
- Anglia Ruskin University MBA
- BTEC Level 7 Diploma/Extended Diploma in Strategic Management & Leadership

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