



**Sound financial management is key to any business achieving its strategic objectives. On this course you will develop a broad understanding of business activity, as well as learning the major tools and theories of financial management, and how to apply these to real business situations.**

## Modules are: Level 4

### Developing Personal and Management Skills

Whether you're going to work in a micro business or a multinational company, you need great management skills. Starting with managing yourself and your workload, and working up to leading a team, you will learn how to apply theory relating to motivation, conflict management, empowerment and team building.



### Understanding the Business Environment

How are businesses structured? Who are the stakeholders and what impact do they have? This module will help you start to understand the world of business, from basic ideas about supply and demand, to competition, markets and government effects.

### Principles of Marketing

Every business needs marketing - that's why you'll study it in the early stages of the course. Starting with basic definitions, you'll learn how to analyse business and the wider market, breaking markets down into segments and learning to apply dynamic marketing tools.

### Introduction to Finance

In the business world, a basic understanding of financial management is a great asset. We'll take you through how organisations manage their books, how to start preparing accounts and how to use financial information to make informed business decisions. Equipped with this knowledge, you can make a greater impact in your organisation.

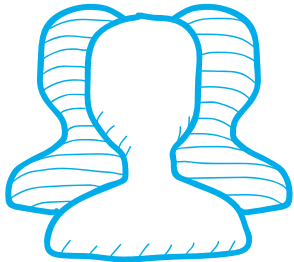
### People in Organisations

At its heart, business is about people. The most successful organisations are adept at leading, managing and motivating their employees. In this module, you'll explore what makes people tick, how teams work and how to manage change effectively.



## Management Accounting

There's no escaping the fact that business involves grasping numbers. Jargon such as absorption costing, activity based costing (ABC), and marginal costing might sound baffling now, but you'll soon be using these terms freely. It's not just about putting figures on a spreadsheet though. You'll learn to make them work for you, using techniques such as balanced scorecards to help you make smart decisions.



## Level 5

### Managing Across Cultures

Today's business is a global business, but national cultures differ, so we need to understand how to respond. How will our products work in different markets? How do we deal with multi-cultural workforces? This module addresses these – and other – critical issues related to management in the 21st century.

### Business Processes

You shouldn't stumble into a way of working, but rather, it should be designed and managed to make the most of your time and money, producing high quality results. In this module, you'll look at issues such as benchmarking, managing supply chains and assessing project success rates.

## Enterprise and Entrepreneurship

Entrepreneurs - whether cut and-thrust business people or social enterprise founders - need certain tools and techniques to thrive. From initial innovation, through start up and into early growth, this module is about how to get from big idea to big business.

### Business Analysis

Organisations generate huge amounts of data and how they use it can make the difference between success and failure. In this module, you will look at finding, working with, analysing and interpreting data. You will also develop skills in designing your own data collection projects.

## Financial Reporting

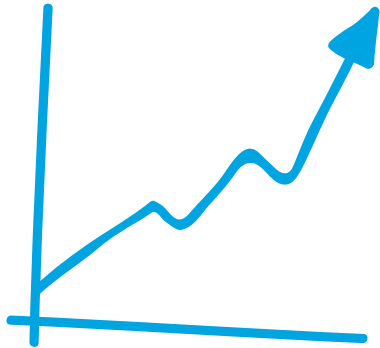
It doesn't matter who owns the business, a multitude of stakeholders need to see the financial results. To aid understanding, these are prepared using common formats laid down in rules both nationally and internationally. This module will introduce you to these and to account preparation. Drilling deeper than just numbers on a spreadsheet, you'll learn what those figures are really saying and how to report that information.





## Financial Auditing

The word audit is used a lot in business, but what does it involve? External auditors are necessary to demonstrate that a company's accounts are properly constructed and represent the reality of the business. But internally, audit is about ensuring control systems are functioning properly and business resources are safeguarded.



## Level 6

### Contemporary Management Issues

You'll get right up-to-date with the latest thinking in this module, probing the issues facing managers today, including sustainability, corporate values and moral and ethical choices. You'll ponder how the world is changing - from the communities we live in, to globalisation and the way the world's economic landscape is evolving.



## Strategic Management

Where is this business headed? What is your key goal? To get there, you'll need a road map. Here, you'll explore how to design that map, by applying a range of theories and techniques and building a strategy. You'll also look at how organisations deliver that plan by effectively managing change. We'll include a look at what happens in mergers and acquisitions, how to work with partners, and national or international planning.

## Managing Self and Others

Earlier in the programme you studied ways of supporting others and developing yourself. This module continues that theme. You'll learn how to be at your best with stress management techniques, positive thinking and assertiveness. Can certain tools help creativity and decision making? You'll be able to decide. You'll scrutinise everything from recruiting, to managing teams and individuals - and getting the best out of them.





## Financial Decision Making

From how to raise finance, to long and short term budget decisions, you'll learn how to plan for different outcomes. You'll be able to analyse and interpret a firm's financial policies and look at ways of managing risk.

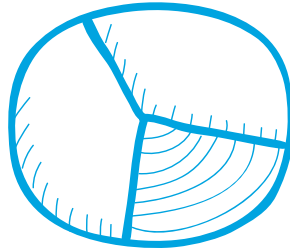
## Research Methods and Dissertation

We'll help you every step of the way with your dissertation. Starting by deciding what topic you want to research and how you're going to approach it, you will then gather your own data and analyse it, alongside books and other resources. Eventually, you'll bring it all together in a dissertation and presentation, by which time you'll be quite the expert!

## Course duration and hours of study

This varies depending on your rate of progress - you can access modules at a pace that is convenient for you. Once you have accessed a module, there is a minimum and maximum time that you will need to finish the module within. You can find more information on the course page by visiting [www.arden.ac.uk](http://www.arden.ac.uk). Alternatively, please call our admissions team on:

0808 231 0596 for more details.



## Entry requirements

To be eligible for this course you must have either:

Two subjects at GCE A level or equivalent, plus passes at grade C or above in three subjects at GCSE level or equivalent; or completed a recognised Access Programme or equivalent.

For students whose prior learning was not taught in English:

IELTS 6.0 or equivalent.

## If you have work experience

We're happy to consider an application from you if you can show us you have the motivation to study the programme, providing evidence in the form of a personal statement, including references, relevant experience and qualifications.

