

Business Pathway

# BA (Hons) Business Management

## (Final Year Top-up)

# University of Sunderland



- Text-based 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 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 organisations, both commercial and not-for-profit.

The University of Sunderland BA (Hons) Business Management (Final Year 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. 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 module will introduce a good mix of operational skills and analysis of major strategic projects from around the world. This is an integrative module drawing down from a range of business functions and skills typical of the way businesses are increasingly being managed today.

#### 2. 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.

#### 3. Strategic Management of Human Resources

This module will consider the redefinition of personnel department's role in achieving strategic change through benchmarking, auditing 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.

#### 4. Financial Management

Explore aspects of internal resource management while examining the broader financial context in which companies operate. Budgetary control, working capital management and investment appraisal will also be investigated. Your emphasis of this module will be on the analysis and interpretation of financial data to aid management decision-making rather than technical preparation of data.

#### 5. 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.

#### 6. 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 emergent issues of corporate governance and change.



"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 Top-Up is assessed by one written assignment after studying modules 1, 3, 4 and 5, and an examination after modules 2 and 6.

### Duration of Programme

Minimum 12 months for the University of Sunderland BA Top-Up. However, this programme is flexible and can be extended to a maximum of five years.

### Entry Requirements

A HND in a relevant subject. The BTEC HND 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 also have access to a programme co-ordinator for administrative support. You will be invited to an optional induction day (held at RDI's Head Office in Coventry) and you will 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, provide one reference, preferably from an academic or current employer, and proof of qualifications.



#### Apply online

Visit our website [www.rdi.co.uk](http://www.rdi.co.uk)



#### Email us

Email [applications@rdi.co.uk](mailto:applications@rdi.co.uk)



#### Call us

Contact us today on **FREEphone**  
**0800 COURSES / 0800 268 7737**

### What You Could Study Next

Successful completion of the programme may allow you entry to:

University of Bradford MBA

University of Sunderland MBA

University of Wales MBA

BTEC Diploma in Management Studies (DMS)