

- **Overview**

Our BA (HONS) Business and Management Online degree enables you to develop your knowledge, skills and understanding of the strategic and international dimensions of business and management. Studying BA (Hons) Business and Management prepares you for a wide range of careers as you develop knowledge of markets, customer behaviour, corporate strategy and project management. Opportunities exist with employers in the private, public and voluntary sectors, not to mention the possibility of running your own business. If you are already working in your chosen field and looking to develop your career, the course includes flexible options that allow you to specialise in an area of business studies, for example marketing communications or business finance.

- **Course structure**

The Bachelors degree in Business and Management is made up of the following modules and, upon completion, is equal to a total of 360 credits.

- **Level 4 modules:**

Fundamentals of Effective Learning (15 credits) *
Business and Management Skills (15 credits) *
Fundamentals of Marketing (15 credits) *
Human Resource Management (15 credits) *
Introduction to Finance (15 credits) *
Business Environment (15 credits) *
Core Skills and Employability (30 credits) *

- **Level 5 modules:**

Business Planning (15 credits) *
Marketing and Sales Management (15 credits) *
Operations Management (15 credits) *
Leadership and Managing Teams (15 credits) *
Financial Decision Making (15 credits) *
Project Management (15 credits) *
business Investigation (30 credits) *

- **Level 6 modules:**

*Global Business Environment (15 credits)
Business Strategy (15 credits) *
Strategic Human Resource Management (15 credits)
Business Law (15 credits)
International Marketing Strategy (15 credits)
Business Finance (15 credits)
Advanced Business Project (30 credits) *

**\* These modules are core and must be passed in order to achieve the award.**

- **Course Duration:** 48 Months
- **Mode:** Online
- **Entry requirements**

We have flexible entry requirements that look at both your academic and work-based experience. There are two entry routes onto our BA (Hons) Business and Management degree programme:

### **1. Academic Entry Route**

In order to satisfy the Academic Entry Route requirements for our BA (Hons) Business and Management degree programme you must have the following qualifications as a minimum:

- Two A-levels, or equivalent; plus
- If English is not your first language, IELTS (Academic) 6.0 or equivalent.
- If you do not hold an IELTS or equivalent qualification, we require students to pass a free online English test.
- You don't need to prove your knowledge of English if you're a national of, or if you have completed a qualification equivalent to a UK degree in, any of these countries.

**\*You are required to pass your initial assignment set during the first 21 days of the course in order to continue with your studies**

## **2. Work Experience Entry Route**

To apply for the BA (Hons) Business and Management degree via our Work Experience Entry Route you must meet the following criteria:

- GCSE Maths and English at grade C or above, or equivalent;
- Three years' relevant work experience; plus
- If English is not your first language, IELTS (Academic) 6.0 or equivalent.
- If you do not hold an IELTS or equivalent qualification, we require students to pass a free online English test.

- **Assessment**

We adopt an assignment-based approach to assessment instead of exams. Business and management assignments are based on real-life work experience and assessed by tutors on an ongoing basis.

You are always aware of your current provisional grade right from the start of the programme, allowing you to evaluate the success of your current study methods and clearly identify areas to improve.

We believe that this transparency gives you the information you need to make the most of your course. We achieve this by:

- showing your marks clearly in your gradebook, which can be viewed whenever you log onto the learning platform
- the rapid turnaround of work assessed to ensure that your gradebook is always up to date
- assessing your work throughout the module rather than waiting for end of year exams
- ensuring you have regular contact with your Student Adviser
- the simplicity and transparency in the design of our assessment criteria

We also have a policy of ensuring that work submitted by students is authentic. As well as the fact that all work is frequently assessed, we use a well-established electronic monitoring system to check for plagiarism.

On successful completion of your Bachelors degree in Business and Management, you will be invited to attend a graduation ceremony at the University of Essex, Colchester Campus.