



University of
Leicester

School of Management

UNDERGRADUATE COURSES IN
Management



THE Awards Winner
2007, 2008, 2009, 2010

www.le.ac.uk/management

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Welcome to the School of Management

Whatever your background, it is likely that you have experience of managing or being managed; of leading or being led. You may have experience of paid employment, or of voluntary activity. Perhaps you have been part of group activities at college or in your social life. Or maybe you follow the fortunes of a sports team that you know you could manage better yourself given half a chance! Whether we like it or not, management – and managers – affect our professional and personal lives in countless ways. Whatever your experience you are bound to have ideas about what makes a good manager or an inspirational leader.

The University of Leicester's BA in Management Studies will prepare you for the challenges of management in whatever organisation you choose. Whether you go on to manage others, or are managed yourself, this course represents an essential investment in your future career.

Managers need to be multi-taskers. They need to understand how to motivate staff and how to get the best performance from people; how to market their products or services and meet the demands of their consumers; how to implement processes and systems; and how to manage budgets and understand the impact that financial performance has on strategic decision-making. Crucially, they need to understand how all of these activities fit within the context of a rapidly changing, global market place.

At the School of Management, we will introduce you to a wide range of management theories, techniques and



Find out what students think at
www.le.ac.uk/profiles/management

concepts. We will then guide you as you unpick them, challenge them and question their relevance to contemporary society. You will be introduced to the latest thinking about management and see its historical precedents; you will learn how to use management techniques yet to question their ethical bases; you will understand what management is – and what it might be. You will consider how contemporary management is influenced by global concerns about ethics, sustainability and corporate social responsibility. Ultimately, you will come to realise that management is seen differently at different points on the globe, yet all those who are managed share much in common with each other.

In addition to our successful and popular campus-based programmes, we have a large number of postgraduate students, including thousands of students studying by distance learning across the globe, and a thriving PhD programme. As a School of Management student, you will be taught by academic staff who are at the forefront of research into issues surrounding ethical management and corporate social responsibility, and whose teaching is directly informed by this scholarship. At the School of Management we truly are a global community of scholars. We look forward to welcoming you.

The University of Leicester School of Management

- A member of the Association of Business Schools.
- Acknowledged by The Independent as “One of Europe’s largest management schools with a big emphasis on teaching and research.”
- Accredited by the Association of MBAs (AMBA) for our Masters in Business Administration.
- Leicester is ranked top after Oxbridge in the 2011 National Student Survey.
- Leicester is ranked in the top 2% of universities in the world by the QS World University Rankings.
- Leicester is ranked in the top 20 in the major national league tables.

Our Programmes

- BA Management Studies
- BA Management Studies (Marketing)
- BA Management Studies (Finance)
- BA Management Studies (Organisation Studies)
- BA Management Studies and Economics
- BA Management Studies with Politics



Why Study Management at Leicester?

Our experience: We have many years of experience in delivering challenging and thought-provoking management courses, meaning you can be confident of receiving excellent support and course provision.

Quality teaching and research: We pride ourselves on the quality of our teaching and our research, which enables us to provide an intellectually stimulating environment that reflects the best in current management practice and research, allowing you to be challenged to reach your full potential.

Excellent learning environment: As a School composed of dynamic, innovative, research-active scholars, we provide you with an excellent environment in which to develop your skills.

Specialist options: Our option modules allow you to specialise according to your interests, enabling you to put together a degree programme that meets your needs.

Superb facilities: We provide superb facilities including well-equipped lecture theatres, conference rooms and everything you would expect from one of Europe's leading Management Schools.



Wide ranging career opportunities: Throughout the programme there is an emphasis on the demands of employers for critical and analytical problem-solving skills, team working and the ability to present and communicate ideas, along with the personal and professional skills that you require to keep pace with rapid changes in the workplace and an ever-changing world. Many of our graduates have gone on to enjoy careers in a broad range of public and private sector organisations nationally and internationally; others have chosen to further enhance their employability by embarking upon postgraduate study.

Professional recognition: Completion of the BA Management Studies should enable you to gain additional postgraduate professional qualifications from organisations such as the Chartered Institute of Marketing; Institute of Personnel and Development; and the various professional accountancy bodies. These organisations may grant you exemptions on the basis of the modules that you study on your degree.

The BA in Management Studies has been approved by The Chartered Institute of Marketing to provide direct entry onto the CIM's Professional Certificate in Marketing.

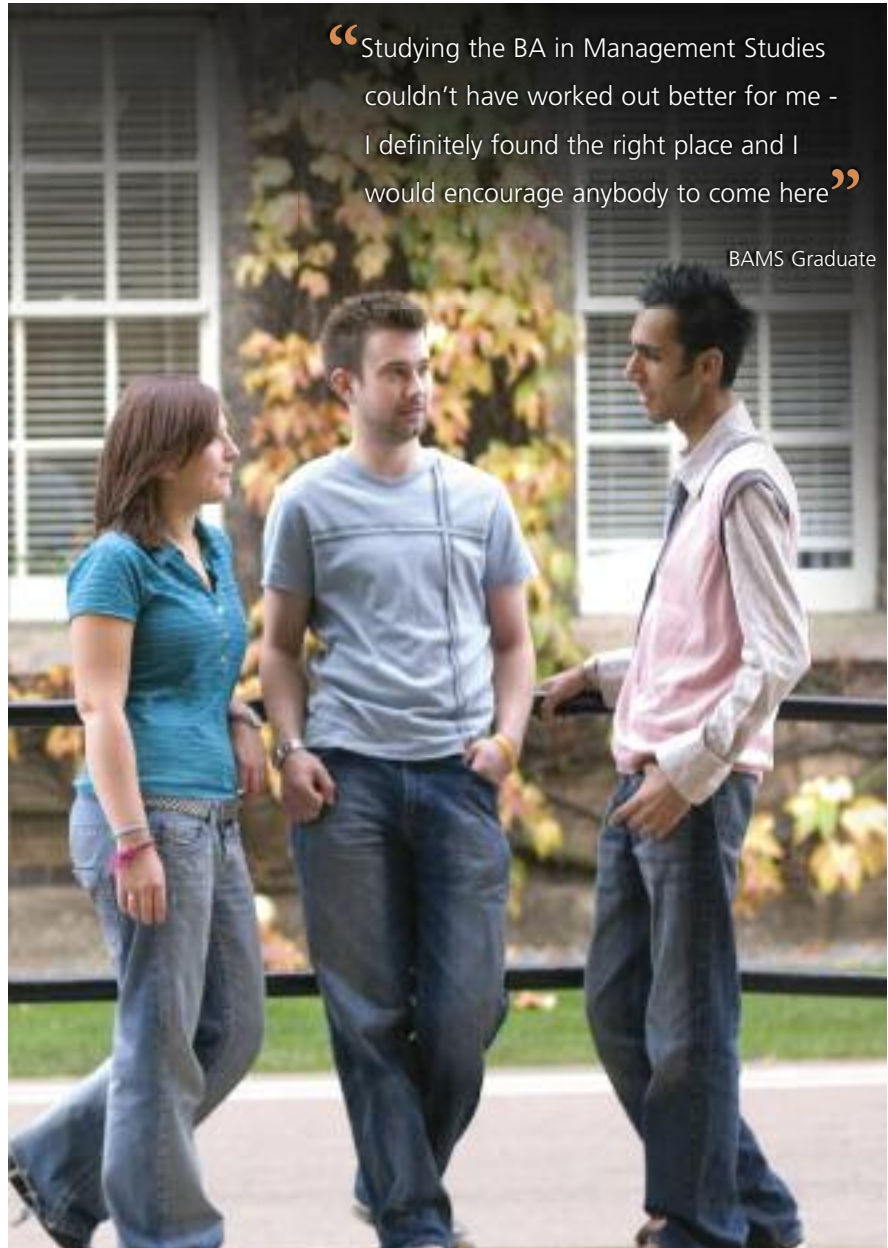
Opportunities for further study:

Our undergraduate programmes provide an excellent basis for progression to our specialist Masters degrees, our AMBA-accredited MBA*, or our doctoral research programme.

* After gaining at least three years postgraduate work experience

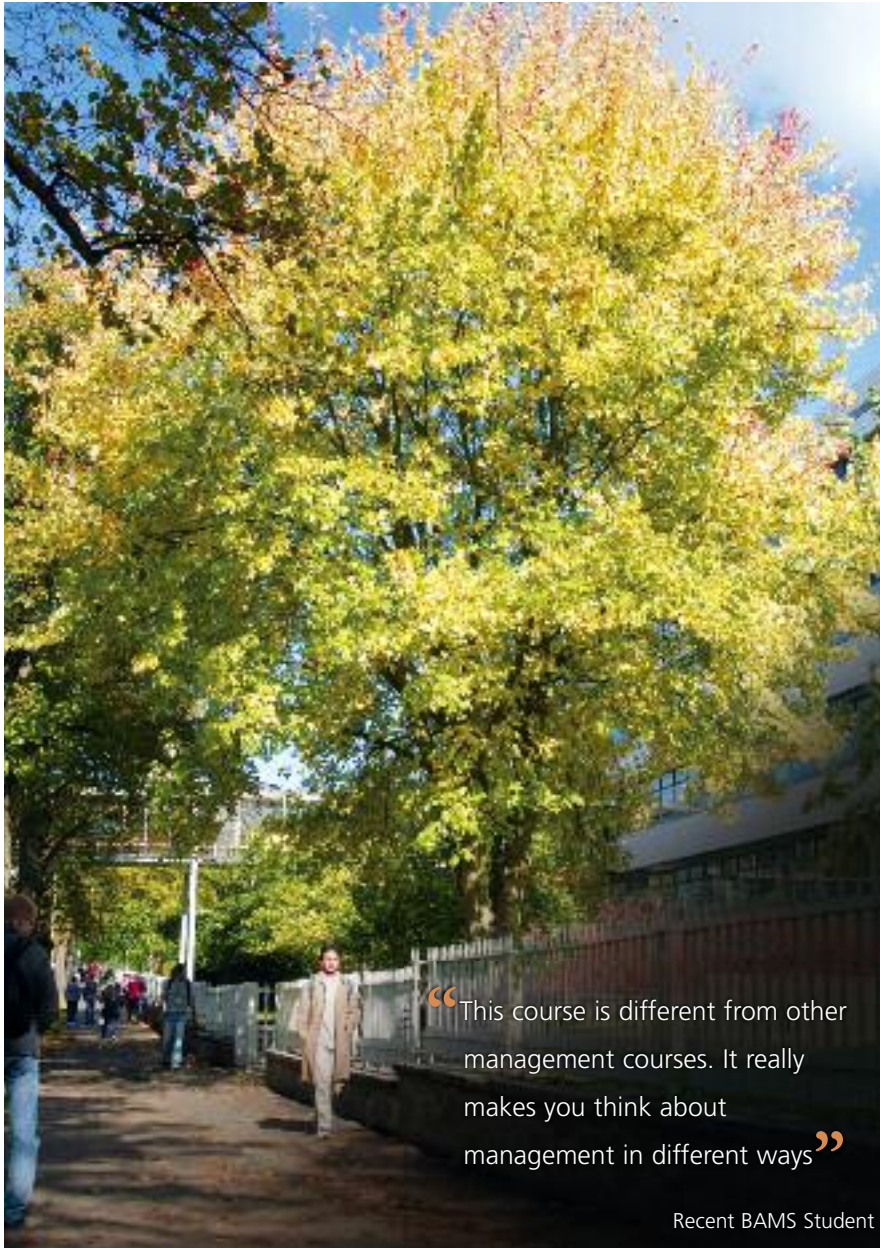
Links with other academic

disciplines: Management Studies is a subject which has enormous relevance to, and influence on, numerous other disciplines. Many of these disciplines are interwoven throughout the modules offered on the BA in Management Studies, where students are encouraged to consider management theory and practice from a number of sociological, psychological and political perspectives. Similarly, a number of students studying University of Leicester programmes as diverse as Modern Languages, Computing, Engineering and Mathematics choose to include some Management Studies as part of their programme because of the added dimension this adds to their studies and their future career potential. Furthermore, we have recently introduced two new programmes which enable students to incorporate another subject into their studies: BA Management Studies and Economics and BA Management Studies with Politics.



“Studying the BA in Management Studies couldn’t have worked out better for me - I definitely found the right place and I would encourage anybody to come here”

BAMS Graduate



“This course is different from other management courses. It really makes you think about management in different ways”

Recent BAMS Student

Our Degrees

Our programmes are intellectually challenging and allow you to develop the skills to become an effective manager in the global arena of public or private enterprise.

BA Management Studies

Duration and mode of study

This degree is a full-time, three year course.

Aims and objectives of the course

Our BA Management Studies offers you a programme of learning which will expose you to the realities of the managerial experience in both the public and private sectors. The course covers the relevance of both theory and practice for the solution of management problems in both national and international contexts.

Modules

During your **first year**, you will be introduced to the Foundations of Management. This element of the course prepares you for the analytical and theoretical arguments that are developed throughout Years Two and Three. You will also have the opportunity to develop your skills and competencies in basic quantitative methods and statistics, as well as the use of IT in business and modelling

techniques. In addition, Year One introduces you to key principles in accounting, marketing and economics.

During your **second year**, your modules build on those studied during your first year. You will study a number of the key functional areas of management such as finance, organisational behaviour, the business environment and human resource management. You will also take two option modules in order to extend your knowledge of specific areas of management theory and practice.

Finally, in your **third year**, you will take a critical view of the status of management knowledge through the evaluation of management ideas. You will also consider the wider issues of management through an examination of strategy and will pursue independent research through a dissertation as well as pursuing additional option modules.

Specialisms

You can opt to specialise in either Marketing, Finance or Organisational Studies by studying certain optional modules in your second and third years. Your degree certificate will show that you have been awarded the BA in Management Studies with a specialism. However, you do not have to specialise if you don't want to – the choice is yours.

First Year Modules

(semester 1)

Foundations of Knowledge
Foundations of Management
Economics for Management
Information Management

(semester 2)

Foundations of Knowledge
Introduction to Marketing
Introduction to Accountancy
Understanding and Using Statistical Information

Second Year Modules

(semester 1)

Organisational Behaviour
Financial Management
The Business Environment

(semester 2)

Consumer Research
Research Methods
Managing Research
Second Year Option I
Second Year Option II

Third Year Modules

(semester 1)

Strategy
Dissertation (Part I)
Third Year Option I
Third Year Option II

(semester 2)

Critical Analysis for Management
Dissertation (Part II)
Third Year Option III
Third Year Option IV

Typical Options

(Year 2)

Buyer Behaviour
Corporate Social Responsibility:
Theory and Practice
Crisis Management
Global Branding (Theory and Practice)
Human Resource Management
International Finance
International Marketing Communications
Operations Management
Organisational Change
Stock Market Analysis and Equity Valuation

(Year 3)

Analysing Quantitative Data
Business Ethics
Consumer Culture: Globalisation,
Materialism and Resistance
Corporate Finance
Critical Management in Practice
Derivative Pricing
Doing Qualitative Research
International Business
Managing Knowledge in Organisations
Survey Research for Management
Studies



Joint Honours Degrees

As part of our drive to provide contemporary, relevant management education, and in response to the demands of the global market place, we have been pleased to develop two new joint honours degrees. Students studying these programmes will receive all the advantages that being a School of Management student has to offer, with the added benefit of learning from and alongside staff and students in our partner departments.

BA Management Studies and Economics

There are many practical and intellectual synergies between management and economics. Any organisation has a market and the study of economics helps to understand how markets are structured and shaped. Managers have to be able to understand the global economic climate and the impact of micro- and macro-economic factors on the marketplace.

The BA in Management Studies and Economics is a challenging new programme which enables students to combine their studies of management with a particular focus on economic issues. Based primarily in the School of Management, students will also study some modules within the Department of Economics. The first

year of the programme introduces the foundations of management alongside the ideas, techniques and principles of modern economic analysis. This lays the conceptual and analytical framework through which you will go on to study management and economics in greater depth during your second and third years.

By studying the BA in Management Studies and Economics, you will acquire a wide range of critical and analytical skills, along with a range of communication and team-working skills, which will be directly transferable to the workplace whatever career you choose to follow.



First Year Modules

<p>(semester 1) Foundations of Management Applying Maths to Economics Microeconomics I</p>	<p>(semester 2) Introduction to Accountancy Using Economic Data Macroeconomics I</p>
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Second Year Modules

<p>(semester 1) Organisational Behaviour The Business Environment for Economics Households, Firms, Markets and Welfare Foundations of Macroeconomic Theory</p> <p>(semester 2) Market Power and Market Failure Macroeconomics and Finance Consumer Research Second Year (MN) Option</p>	<p>(semester 1) Strategy Advanced Macroeconomics Third Year (MN) Option I Third Year (EC) Option</p> <p>(semester 2) Critical Analysis for Management Accounting Advanced Microeconomics Third Year (MN) Option II</p>
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Third Year Modules

<p>(semester 1) Strategy Advanced Macroeconomics Third Year (MN) Option I Third Year (EC) Option</p> <p>(semester 2) Critical Analysis for Management Accounting Advanced Microeconomics Third Year (MN) Option II</p>	<p>(semester 1) Strategy Advanced Macroeconomics Third Year (MN) Option I Third Year (EC) Option</p> <p>(semester 2) Critical Analysis for Management Accounting Advanced Microeconomics Third Year (MN) Option II</p>
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Typical Options

<p>MANAGEMENT OPTIONS</p> <p>(Year 2) Buyer Behaviour Corporate Social Responsibility: Theory and Practice Crisis Management Global Branding (Theory and Practice) Human Resource Management International Finance International Marketing Communications Operations Management Organisational Change Stock Market Analysis and Equity Valuation</p> <p>(Year 3) Analysing Quantitative Data Business Ethics</p>	<p>Consumer Culture: Globalisation, Materialism and Resistance Corporate Finance Critical Management in Practice Derivative Pricing Doing Qualitative Research International Business Managing Knowledge in Organisations Survey Research for Management Studies</p> <p>ECONOMICS OPTIONS</p> <p>Development Economics and Policy Financial Derivatives International Finance Management Science Managerial Economics</p>
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(MN) = Management Options (EC) = Economics Options



BA Management Studies with Politics

In a world of global conflict and trade the links between management studies and politics are evident. To be truly effective, managers must be able to understand the context in which they are operating and the effects of domestic and international factors on the business environment. Management cannot function in isolation from politics, as issues such as Fair Trade, ethics and sustainability make clear. Questions of leadership, power and influence are relevant to management studies and politics alike.

The BA in Management Studies with Politics is an exciting new programme which draws the two subjects together to allow students to consider these issues from a range of perspectives. Based primarily in the School of Management, students will also study some modules within the Department of Politics and International Relations. The first year of the programme lays the foundations of management and politics, introducing you to key concepts and thoughts. This lays the conceptual and analytical framework through which you will go on to study management and politics in greater depth during your second and third years.



By studying the BA in Management Studies with Politics, you will acquire a wide range of critical and analytical skills, along with a range of communication and team-working skills, which will be directly transferable to the workplace whatever career you choose to follow.

First Year Modules	
<p>(semester 1) Foundations of Management Economics for Management Introduction to Politics: Ideas and Ideologies</p>	<p>(semester 2) Introduction to Marketing Introduction to Accountancy Introduction to Political Systems</p>
Second Year Modules	Third Year Modules
<p>(semester 1) Organisational Behaviour The Business Environment Second Year (PL) Option I</p> <p>(semester 2) Consumer Research Second Year (MN) Option I Second Year (MN) Option II Second Year (PL) Option II</p>	<p>(semester 1) Strategy Third Year (MN) Option I Third Year (MN) Option II Third Year (PL) Option I</p> <p>(semester 2) Critical Analysis for Management Third Year (MN) Option III Third Year (MN) Option IV Third Year (PL) Option II</p>
Typical Options	
<p>MANAGEMENT OPTIONS</p> <p>(Year 2) Buyer Behaviour Corporate Social Responsibility: Theory and Practice Crisis Management Global Branding (Theory and Practice) Human Resource Management International Finance International Marketing Communications Operations Management Organisational Change Stock Market Analysis and Equity Valuation</p> <p>(Year 3) Analysing Quantitative Data Business Ethics Consumer Culture: Globalisation, Materialism and Resistance Corporate Finance</p>	<p>Critical Management in Practice Derivative Pricing Doing Qualitative Research International Business Managing Knowledge in Organisations Survey Research for Management Studies</p> <p>POLITICS OPTIONS</p> <p>(Year 2) European Union Politics Globalisation Government and Democracy in the UK International Security Studies Political Ideas The Making of Contemporary US Foreign Policy</p> <p>(Year 3) To be advised</p>

(MN) = Management Options (PL) = Politics Options

Your Learning Experience – FAQs

How will I be taught?

A variety of teaching methods are used with the aim of creating a stimulating environment in which you are encouraged to develop your learning skills and to actively participate in the learning process. Formal lectures, seminars and group work are reinforced throughout each element of the programme by your own research.

How many hours will I be taught each week?

During your first year you will have around 9-10 hours of lectures per week, with 3-5 hours of small group meetings and workshops. In later years classes become smaller as you choose to specialise in your particular area of interest. During your final year class sizes may range from 10 to 35 students.

How will I be supported?

All teaching staff have regular drop-in office hours, during which you can have one-to-one meetings without appointments. Staff are, however, also available for consultation by appointment at other times.

Additionally you will have a personal tutor who you can meet whenever you wish. Personal tutors offer support not

only for academic matters but also personal, financial or health problems. Most students have the same personal tutor for all three years, providing you with a constant and reliable source of support for the duration of your degree.

The University offers you additional support including academic support and advice and resources in the areas of health, careers, welfare and accessibility.

How will I be assessed?

Assessment varies from one module to another and ranges between a mixture of coursework and examination in some modules, to others that are 100% coursework or project-based.

How can I find out more?

We – including our current students – will be happy to tell you more about the courses, and studying at Leicester if you visit us on one of our Open Days. Please see our website for details www.le.ac.uk/opendays.

If you apply for one of our degree courses, you will be invited to attend one of our Visit Days for applicants. Other individual visits can be made by arrangement. You are very welcome to bring a friend or family member on any visit and we are always happy to answer any queries on the phone or by email.

If you wish to contact us our details are:

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e: ulsmUGadmiss@le.ac.uk

w: www.le.ac.uk/management

Careers and Graduate Opportunities

Our graduates have gone on to careers in management, consultancy, and in a wide range of activities in industry, business, commerce and the public sector including chartered accounting, marketing and higher education.

The undergraduate programme contains a credit-bearing module on the world of work and students are required to take a summer placement as part of that module. Moreover, the University Careers Service receives many hundreds of graduate career opportunities (including some work placements) and the School of Management is very active in making sure that our students are made aware of them. Students are supported if they wish to take a full year out of their studies to undertake a placement – a recent example of this has been a student annually taking a full year placement with the City Council for a management related internship.

An increasing number of our students go on to further study with us by taking one of our master's degrees or, in some cases, a PhD.

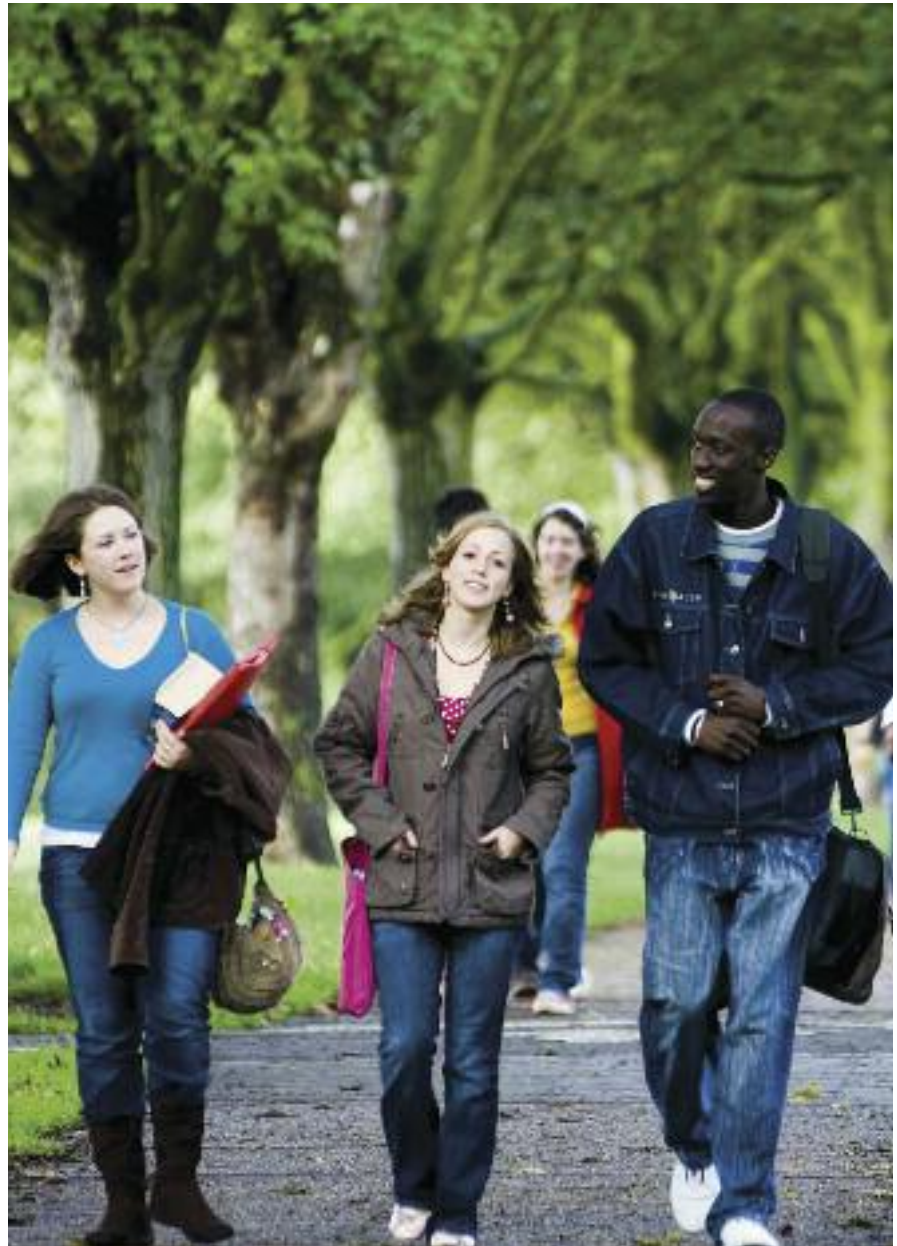
Entry requirements and how to apply

Entry Requirements

- **A/AS Levels:** Typical offer is AAB. Three A-levels are normally required. Two AS-levels may be considered in place of one A-level. General Studies is accepted.
GCSE: Mathematics and English Language at grade C.
BA Management and Economics: Grade B GCSE Mathematics required.
- **Access to HE courses:** Pass, with at least the requisite credits at level 3.
- **International Baccalaureate:** Pass Diploma with 34 points
- **European Baccalaureate:** Pass with 80% overall
- **BTEC Nationals:** Full Diploma with DDD, plus any subject/GCSE requirements.
- **Other Qualifications:** Other national and international qualifications welcomed.
- **Mature students welcomed:** Alternative qualifications considered.

How to apply

Applications should be made via UCAS. Applicants are not normally interviewed. All applicants receiving an offer will be invited to visit the School. These degrees are not available on a part-time basis.





About the City of Leicester

Leicester is a lively and diverse city and the tenth largest in Britain. It has all the activities and facilities you would expect, with a friendly and safe atmosphere. The city centre is just a short walk from campus so you'll never be far from the action.

Leicester's diverse heritage is reflected in a dazzling array of festivals and cultural experiences including the largest Diwali celebrations outside India, the UK's longest running Comedy Festival, the eclectic Summer Sundaes Music Festival,

and the University's hugely successful book festival – Literary Leicester.

Recent developments have led to the opening of the world-class Curve Theatre and Phoenix Square Independent Arts Centre in the new Cultural Quarter, which complement Leicester's existing array of cinemas, theatres, museums and galleries.

The sparkling Highcross complex features 110,000 square metres of retail therapy, bars, cafés and restaurants. For those with independent tastes Leicester

Lanes houses a variety of boutiques and specialist shops.

As you would expect from a true student city, there is a huge range of bars, clubs and live music venues that cater for all kinds of tastes. Food lovers are treated to a fantastic selection of restaurants, with specialities available from every corner of the world.

We are passionate about our city and so are our students, many of whom settle here after graduation.

About the University

Some universities consider their primary purpose to be high quality research, others concentrate on excellent teaching. Here at Leicester we think that the two are not only complementary, they're inseparable. We believe that teaching is more inspirational when delivered by passionate scholars engaged in world-changing research – and that research is stronger when delivered in an academic community that includes students.

We think that a university should be about empowering people to explore what they don't know. We achieve this through passionate, dedicated research and teaching.

When we were named University of the Year for 2008-9 by the Times Higher Education, the judges applauded Leicester's very different approach, calling us "elite without being elitist." Of Britain's top 15 universities only one – Leicester – exceeds its government benchmarks for inclusivity.

Our dedication to providing an excellent student experience can be seen in our consistent performance in the National Student Survey. Since the launch of the survey in 2005, Leicester has consistently featured amongst the top-10 universities in England for student satisfaction.

With these ideas at heart, Leicester is reframing the values that govern academia and re-defining what a

university needs to be in the 21st century; we are constantly finding new ways of being a leading university.



For further information please contact

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