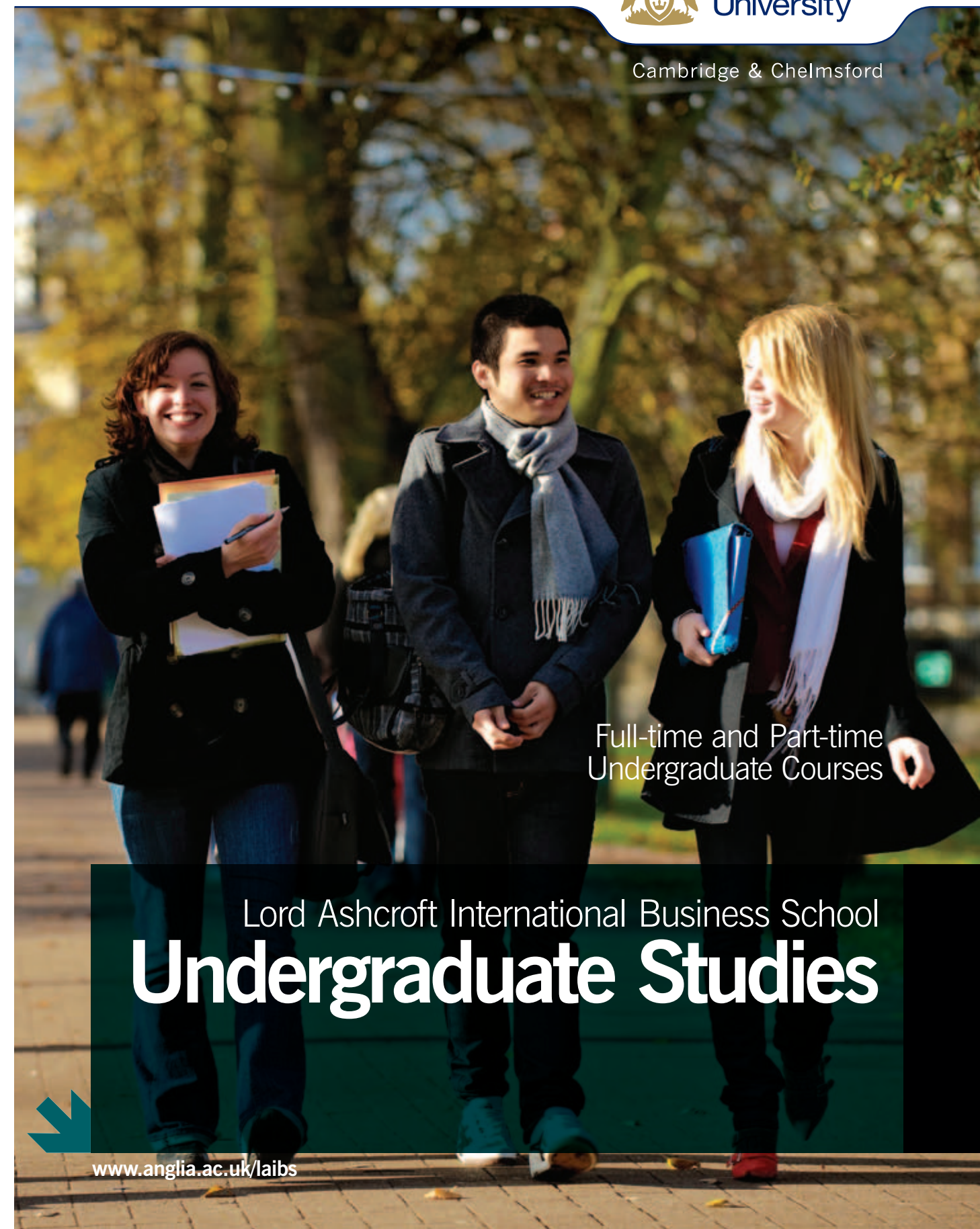




Anglia Ruskin
University

Cambridge & Chelmsford



Full-time and Part-time
Undergraduate Courses

Lord Ashcroft International Business School Undergraduate Studies

www.anglia.ac.uk/laibs

Cambridge Campus

East Road
Cambridge
CB1 1PT

Chelmsford Campus

Bishop Hall Lane
Chelmsford
CM1 1SQ

Contact us:

Visit: www.anglia.ac.uk/laibs

Email: answers@anglia.ac.uk

Call: 0845 271 3333

For information about our privacy and data protection policy;
visit: www.anglia.ac.uk/privacy





Welcome to the Lord Ashcroft International Business School

Thank you for your interest in the Lord Ashcroft International Business School. We sincerely hope you find within our course portfolio something that meets your interests and needs.

We believe we offer of selection of courses that are carefully designed to be both challenging of existing business practice and which are structured to encourage students to develop their creativity, enterprise and problem-solving abilities as part of a wide range of relevant work skills that will make them attractive to potential employers. We place a high priority on the quality of our teaching and have an enviable reputation for preparing students for employment in an increasingly competitive, international environment.

We are one of very few business schools that has ‘international’ in our title. We believe this represents an important statement of what we are and what we seek to do. We educate students from the United Kingdom and from many other countries to become thoughtful and well rounded corporate citizens. We seek to develop in our students the knowledge, skills and attitudes to become confident in operating in a business world that has less certainty than it once did, and that presents more challenges than ever.

Our striking, award-winning business school building in Chelmsford, as well as our new building in Cambridge, offer the most advanced state-of-the-art learning environments. We believe we are building an excellent reputation as a centre of excellence for business and management and we are well known, not only within the region, but throughout the world. We have well established partnership agreements with higher education institutions across Europe, in North America, the Caribbean, India and Malaysia and these support our distinctive international mission. In total, over 6000 students are studying with us.

All of our undergraduate, postgraduate and professional courses will bring you into close contact with expert practitioners, analysts and consultants to give you valuable insights into current strategic approaches within your chosen field of study. These expert practitioners are making a major contribution to students in the Lord Ashcroft International Business School, linking professional business and management practice to the rapidly changing global environment in which all businesses, both large and small, must operate.

We look forward to welcoming you to Anglia Ruskin University.

Dr Trevor Bolton,
Dean, Lord Ashcroft International Business School

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Welcome from Dr Trevor Bolton



Undergraduate courses



Open Days



To attend an Open Day call: **0845 271 3333**
or visit: **www.anglia.ac.uk/opendays**
See page 31 for more details.

ACCOUNTING AND FINANCE

BSc (Hons)

FULL-TIME
AND PART-TIME
UNDERGRADUATE

KEY FACTS

Final award:

BSc (Hons)

Faculty:

Lord Ashcroft International
Business School

Location:

Cambridge
Chelmsford
University Centre Peterborough (UCP)

Duration:

Full-time: Cambridge & Chelmsford
Part-time: Cambridge only
Up to 5 years part-time (UCP)

Start options:

September

UCAS code:

N421

Tariff points:

200

Entry requirements:

GCSE(s) required: three GCSEs at
grade C or above, including English
and mathematics.

Please note AS Level points are not
counted towards the tariff required
for this course.

To apply online visit:
www.anglia.ac.uk/apply

The main aim of this course is to provide you with the high-level skills, knowledge and technical ability that are necessary to succeed in today's finance and accounting industry.

Core to our degree is the development of your understanding of the technical language and practices of accounting. Additionally, other key areas of focus are information technology and its application in business, communication skills and analytical skills. Course options will enable you to focus on specific areas, giving you the opportunity to explore areas of particular interest, or to prepare for defined professional requirements.

When you graduate you will be able to:

- explore and evaluate contemporary accounting theory
- analyse empirical evidence concerning financial management, risk, and the operation of global capital markets
- demonstrate a sound understanding of the broader business environment.

On a more practical level, you will be able to:

- demonstrate significant skills in preparing financial statements, performing analysis and delivering financial projections
- use appropriate IT business applications to support your financial analysis techniques and enhance reporting
- plan and execute research projects
- effectively communicate results at a level appropriate to your audience.

This course provides an excellent basis if you are looking to pursue a career in accounting. It can also deliver an excellent foundation for any number of roles within the wider commercial environment. The technical skills delivered in this degree are much sought after by industry and commerce, and the transferable skills are a valuable asset in almost any business environment.

Assessment

Assessment is via a mix of examination, coursework and essays, plus other oral and activity-based assignments. Coursework includes problem solving activities, consultancy projects, presentations, and individual and group reports.

Features

Our striking, award-winning business school building in Chelmsford, as well as our brand new building in Cambridge, offer the most advanced state-of-the-art learning environments.

A regular feature of the course is that of guest speakers from industry, commerce and accounting firms, and as a registered student you are eligible to join in. Recently both CIMA (the Chartered Institute of Management Accountants) and the ACCA sent along representatives to give an insight into the benefits of a professional accounting qualification.

Links with industry and professional recognition

Our graduates will be awarded a significant level of exemptions from some of the professional accounting bodies.

Associated careers

A degree in accounting and finance traditionally forms the basis for a career as a chartered accountant, a chartered certified accountant, chartered public finance accountant or a chartered management accountant. However, this course also provides an excellent foundation for entry into the fields of commerce, business management or banking and finance. The range of course options enables you to focus on areas of particular interest.



STUDY MODULES

Level 1 core modules

- Accounting for Business
- Analysis of Business
- Economics for Business and Management
- International Business Law
- Introduction to Accounting and Finance

- Introduction to Organisations and Management
- Personal Development and Careers

Level 2 core modules

- Accounting for Control and Performance Measurement
- Auditing
- Effective Team and Performance Management

- Enterprise and Entrepreneurial Management
- Financial Reporting
- Financial Tools for Planning and Decision Making
- International Business

Level 3 core modules

- Advanced Financial Reporting
- Financial Management
- Organisational Transformation in Practice
- Strategic Management
- Sustainable Management Futures
- Taxation
- Undergraduate Major Project

BUSINESS ECONOMICS

BSc (Hons)

FULL-TIME
UNDERGRADUATE

KEY FACTS

Final award:

BSc (Hons)

Faculty:

Lord Ashcroft International
Business School

Location:

Cambridge

Duration:

3 years full-time

Start options:

September
January

UCAS code:

L100

Tariff points:

200

Entry requirements:

GCSE(s) required: three GCSEs
at C or above, including English
and mathematics.

Please note AS Level points are not
counted towards the tariff required
for this course.

This course gives a solid foundation in theory, policy and the application of economic principles and policies, as, for example, with our module Beyond Markets: Critical Approaches to Economics.

A range of modules throughout the course apply business economic policy in a global context, such as Chinese Economy: Issues and Policies; EU Economy: Issues and Policies; Japanese Economy; Environmental Issues and Policies. Managing the economy gives you hands-on experience in engaging with economic forecasting. A number of practitioners are involved in helping deliver a the modules on this course.

When you graduate from this course you will be able to:

- display an insight into how markets work, in theory and practice
- understand how businesses function and how they interact with their environment
- appreciate the wider macroeconomic picture and how business operates within it

- demonstrate a sound appreciation of management practice, including human resources, marketing, accounting and finance and information management
- show a real awareness and understanding of contemporary global business issues.

On a more practical level, you will be able to:

- apply economic theory to contemporary business issues
- utilise appropriate qualitative and quantitative techniques to analyse such issues
- plan and execute research projects
- effectively communicate results at a level appropriate to your audience.

This course is not just about academic excellence and achievement, it also provides the opportunity to develop the skills you will need in order to excel in business in an increasingly global environment. In addition, it will support the development of your capacity to continue to learn and keep up with the fast-changing commercial environment.

Assessment

Assessment is via a mix of examination, coursework, essays and other written assignments. Coursework includes problem solving activities, consultancy projects, presentations, business simulations, and individual and group reports.

Features

Our facilities are new and modern, and include well-equipped lecture theatres and seminar rooms.

You will have the opportunity to undertake company visits, attend guest lectures given by people from industry and commerce, and even take part in a tour of Parliament.

The purpose of the modules and lectures on our Economics course, just like these texts, is to help you learn the fundamental lessons of economics – and to show how such lessons can be applied to the real world in which you live. Economics can be considered as the ‘mother’ of all disciplines because all other subject areas such as management, marketing, and finance have evolved from economics. Once you fully comprehend economics you will therefore easily understand the basics of all remaining disciplines.

The financial crisis which began to gather pace in 2007, and the subsequent recession, have led to a major rethink about some fundamental assumptions in economic theory. Realising that Economics offers many answers to many different questions is an important feature of this course.

Links with industry and professional recognition

Depending on the course options chosen, you may be exempt from certain examinations for some professional bodies upon graduation.

This course brings you into close contact with practitioners and specialists from a wide range of functional areas of business and management within the global economy.

Associated careers

This course can enable entry into a range of careers, including business management, economics, banking and finance. The ability to specialise gives you the opportunity to focus on particular areas of interest and to fine-tune your degree to suit your favoured career.

STUDY MODULES

Level 1 core modules

- Economics for Business and Management
- Introduction to Accounting and Finance
- Personal Development and Careers
- International Business in Focus
- Introduction to Organisations and Management

- Marketing Essentials
- Analysis of Business

Level 1 optional modules

- International Business in Focus
- Business English

Level 2 core modules

- International Business
- Enterprise and Entrepreneurial Management
- Systems and Operations Management
- Effective Team and Performance Management

Level 2 optional modules

- Business Economics
- Environmental Issues and Policies
- Japanese Economy

Level 3 core modules

- Undergraduate Major Project
- Strategic Management Analysis
- Organisational Transformation in Practice
- Sustainable Management Futures

Level 3 optional modules

- Beyond Markets: Critical Approaches to Economics
- Chinese Economy: Issues and Policies
- EU Economy: Issues and Policies
- Managing the Economy

BUSINESS MANAGEMENT

BA (Hons)

FULL-TIME
AND PART-TIME
UNDERGRADUATE

KEY FACTS

Final award:
BA (Hons)

Faculty:
Lord Ashcroft International
Business School

Location:
Cambridge
Chelmsford
SEEVIC College
University Centre West Anglia (UCWA)
University Centre Peterborough (UCP)

Duration:
3 years full-time
5 years part-time

Start options:
September
January

UCAS code:
N124

Tariff points:
200

Entry requirements:
GCSE(s) required: three GCSEs
at grade C or above, including
English and mathematics or science.
Please note AS Level points are not
counted towards the tariff required
for this course.

To apply online visit:
www.anglia.ac.uk/apply

As with many of our business degrees, the aim of this course is to equip you with a solid foundation in business and management theory. You will also have the opportunity to develop a range of practical skills and analytical techniques currently used within a number of business areas.

The wide range of course options will enables you to focus on areas of particular interest, or prepare for any specific professional requirements. Close ties with international industry and business ensure that the course content is aligned with contemporary business practice.

- When you graduate from this course you will be able to:
- display a real understanding of contemporary issues such as globalisation, sustainability and social and demographic change
 - demonstrate a sound appreciation of management practice, including human resources, marketing, accounting and finance and information management

- critically analyse strategic commercial behaviour.
- On a more practical level, you will be able to:
- use appropriate IT business applications to support analysis and enhance reporting
 - utilise appropriate qualitative and quantitative techniques to analyse a range of issues
 - plan and execute research projects
 - effectively communicate results at a level appropriate to the audience.

This course is about preparing you for the world of business, which means not just giving you the skills that are in use today, but developing you intellectually so that you can continue to learn and grow after you graduate, and keep up with the fast-changing commercial environment.

Assessment
Assessment is undertaken via a mix of examination, coursework, essays and other written assignments. Coursework includes problem solving activities, consultancy projects, presentations, business simulations and individual and group reports.

Features
The teaching team will comprise of a mixture of marketers, economists, accountants, consultants and international business specialists all of whom are also academics. As the employment market in the UK and within Europe becomes ever more competitive, ever more global and ever more complex, we believe that our mixture of academic and practice based backgrounds from the UK and the rest of the world will prepare you as a student to understand this era of rapid change and become eminently employable.

Our facilities are new and modern, and include well-equipped lecture theatres and seminar rooms.

Links with industry and professional recognition
Depending on the course options chosen, you may be exempt from certain examinations for some professional bodies when you graduate.

This course brings you into close contact with practitioners and specialists from a wide range of functional areas of business and management within the global economy.

Associated careers
This course provides an excellent foundation for a career in financial services, marketing, consultancy or general business management.

“I chose this course as I am ambitious for success in business and am optimistic about the options that will be available to me when I graduate, and initially the course content attracted me.

I am enjoying the variety of modules – every time I go to lectures I learn something new! My lecturers are really supportive and outgoing, there’s a lot of theory to be learnt but I want to better my all-round knowledge in business. It is so interesting to drill down into the detail of how a business is run.”

Dane Nelson
BA (Hons) Business Management

STUDY MODULES

Level 1 core modules

- Economics for Business and Management
- Introduction to Accounting and Finance
- Personal Development and Careers
- International Business in Focus
- Introduction to Organisations and Management
- Marketing Essentials
- Analysis of Business

Level 2 core modules

- International Business
- Enterprise and Entrepreneurial Management
- Systems and Operations Management
- Effective Team and Performance Management

Level 2 optional modules

- Business-to-Business Marketing
- Consumer Behaviour
- Financial Tools for Planning and Decision Making
- Performance and Reward Management
- Business Economics
- Environmental Issues and Policies

Level 3 core modules

- Undergraduate Major Project
- Strategic Management Analysis
- Organisational Transformation in Practice
- Sustainable Management Futures

Level 3 optional modules

- Retail Marketing
- Operations Management
- Advanced Strategic Management
- EU Economy: Issues and Policies
- Cross Cultural Issues in International Business
- Marketing Consultancy

CHARITY AND SOCIAL ENTERPRISE MANAGEMENT

CertHE

PART-TIME
UNDERGRADUATE

KEY FACTS

Final award:
CertHE

Faculty:
Lord Ashcroft International
Business School

Location:
Cambridge
Chelmsford

Duration:
2 years part-time

Start options:
September
March

Entry requirements:

Two A Levels or equivalent, or appropriate business experience. Written support from the candidate's would normally be required as part of the application process.

This is a practical university-level course which has been designed to develop the skills and knowledge required for management in the third sector (charities, social enterprises, co-operatives and similar organisations).

It has been designed for people working within the third sector in the Eastern region, including paid employees, trustees and board members, as well as public sector staff in services moving towards a mutual or social enterprise model. We consulted extensively with the third sector when designing the course, and have brought together our experience in charity and social enterprise management as well as the commercial and business expertise of the Lord Ashcroft International Business School. The result is a modern, forward-thinking course that develops practical know-how and work-based skills, as well as a strategic and academic outlook within a third sector context. In addition there will be significant opportunities to share experience with peers in the sector and also draw upon resources within Anglia Ruskin University.

The course will be completed over two years' part-time study, including teaching sessions at either our Cambridge or Chelmsford campuses (approximately one per month). You will also carry out assignments and projects in your own time, supported throughout by our teaching staff and fellow students.

The aims of this course are to:

- improve the skills and knowledge of third sector leaders in areas of business management, such as leadership and management, social enterprise, marketing, financial management, human resource management, and social impact measurement
- develop your intellectual, academic and interpersonal skills, enabling you to perform more effectively in the workplace environment
- evidence professional development through an accredited university-level qualification
- meet the needs of third sector employers seeking to improve the skills of their managers.

Assessment

Assessment methods have been designed to apply your learning to your work context, reflecting the kind of tasks you may have to do as part of your job: presentations, reports and written assignments. There are no examinations.

Facilities

Anglia Ruskin University has extensive modern campuses in Cambridge and Chelmsford. All students can use facilities on both campuses, as well as at University Centre Peterborough, College of West Anglia and Harlow College. We have large multidisciplinary libraries at Cambridge and Chelmsford and an extensive digital library that provides on and off-campus access to databases, e-journals and e-books supported by on-site collections of printed books and journals.

Our libraries offer a range of spaces and facilities, including provision for group work and discussion, individual silent study, use of multi-media, networked PCs, wireless connectivity for laptops and standard IT applications. Friendly and expert staff are on hand to

provide support at reception, enquiry and online service points, and run a comprehensive programme of information and study skills training. Opening hours are extensive at our main sites throughout semesters and during vacations.

Meet the team

The Pathway Leader of the CertHE Charity and Social Enterprise Management course is Andy Brady. Andy is a senior lecturer in Lord Ashcroft Business School, based in Chelmsford. Having worked in the public and private sectors, but most extensively in the voluntary and community sector in London, Andy became a project manager at Anglia Ruskin University in 2001. He has secured funding for, and managed, a range of projects which provide practical management training for social enterprise staff, and is currently leading Anglia Ruskin's 3rd Sector Futures initiative, which undertakes learning, research and consultancy for the sector. More information on current projects can be found at: www.3rdsectorfutures.co.uk

Andy has been a director of Social Enterprise East of England (SEEE) since the company was founded, taking responsibility for areas including membership, marketing, and the SEEE website. As well as his regional role with SEEE, Andy has worked on a number of national social enterprise projects. He holds a Masters degree from University of Cambridge's Judge Business School, and has published research on networks for social enterprise.

Andy has previously taught on the undergraduate Strategic Management module on a number of occasions, and is a visiting lecturer at the University of Cambridge. In recognition of his work in helping Anglia Ruskin to engage with community organisations and social enterprises, Andy was presented with a Vice Chancellor's Award in 2008.

"A good compass to steer my organisation's department into the future."

Milly Gaskin
CertHE Charity and Social
Enterprise Management

STUDY MODULES

Core modules

- Leadership and Management in the Third Sector
- Social Enterprise
- Financial Management in the Third Sector
- Marketing for Third Sector Organisations
- Human Resource Management in the Third Sector

- Social Impact Management

To apply online visit:
www.anglia.ac.uk/apply

FULL-TIME
UNDERGRADUATE

ENTERPRISE AND ENTREPRENEURIAL MANAGEMENT

BA (Hons)

KEY FACTS

Final award:
BA (Hons)

Faculty:
Lord Ashcroft International Business School

Location:
Cambridge

Duration:
3 years full-time

Start options:
September

UCAS code:
N290

Tariff points:
200

Entry requirements:
Alternative qualifications/experience will be considered at interview stage. GCSE(s) required: three GCSEs at Grade C or above, including mathematics and English. Non-academic conditions: interviews. Please note AS Level points are not counted towards the tariff required for this course.

Are you enterprising? Entrepreneurial? Looking for something different? This ground-breaking course, developed in conjunction with one of the leading Innovation Centres in the UK, is totally different to anything available elsewhere in the UK.

There are many courses on offer with the words enterprise and entrepreneurship in the title, but what makes our course unique is the close involvement of entrepreneurs. Over the past three years an incredible entrepreneur-in-residence network has been established, which means that you will have an entrepreneur as a mentor throughout this course, and will spend the second half of the first year working in an entrepreneurial business.

We also take a highly innovative approach to teaching, undertaken in blocks, often away from the Cambridge campus, within entrepreneurial business and other locations. Your contact with entrepreneurs through real-life case studies, visits and mentoring is unique. The teaching style is highly interactive, including for example, sessions on presentation skills from actors, competency profiling with business psychologists and finance sessions with business angles.

Whether you want to start your own business, or work inside an entrepreneurial firm, this course will equip you with the skills to take control of your own career path. With just 28 places available, this course is for dynamic, highly motivated, enthusiastic individuals looking for a life-changing experience.

Graduates of this course will:

- be enterprising individuals who have a positive, flexible and adjustable disposition towards change, seeing it as an opportunity rather than a problem
- have a security born of self-confidence, be at ease when dealing with security, risks, difficulty and the unknown, and have the capacity to initiate creative ideas, develop them and see them through into action in a determined manner
- be able, even anxious, to take responsibility
- be effective communicators, negotiators, planners and organisers

- be active, confident, purposeful and not passive, uncertain and dependent.
- The course will:
- teach enterprise and entrepreneurial management in a highly original way
 - allow you access to leading entrepreneurs
 - get you into entrepreneurial businesses to find out how they tick
 - provide you with the skills, the attitude and the confidence to take control of your own career path.

Assessment

Assessment will take many forms and will be undertaken mainly through teamwork. It will involve a mix of presentations, business plans and competitions, case study work, self-reflective learning, skills logs, and conference organisation. Examinations may be used, but will form a minor part of the assessment process.

Features

Our striking, award-winning business school building in Chelmsford, as well as our brand new building in Cambridge, offer the most advanced state-of-the-art learning environments.

Teaching will also take place in other locations including:

- innovation centres
- theatres
- museums
- marketplaces
- technology parks
- international business HQ's.

This provides an opportunity for classroom teaching to be complemented by learning in unique environments. Visits and on-site seminars have included Virgin Money, the Technology Partnership, the Junction Theatre, Fitzwilliam Museum and the Ice Bar (Mayfair).

Links with industry and professional recognition

This course brings you into close contact with practitioners and specialists from a wide range of functional areas of business and management within the global economy.

Through work placement, mentoring, teaching and informal events you will have an incredible opportunity to build a network of entrepreneurs and business people. This network will be a unique resource for future career development.

In addition, you will have opportunities to pitch ideas to investors, access to business pitching competitions and business start-up investment opportunities throughout the course. There is also a business incubation centre in Cambridge, which you can bid to gain access to upon graduation. The centre includes full business support packages, including financial and legal advice.

STUDY MODULES

Level 1 core modules

- Foundations of Enterprise
- Enterprise in Action
- Learning in Residence

Level 2 core modules

- Managing Tomorrow's Company
- Being Enterprising
- Building Your Skills

Level 3 core modules

- Learning by Doing
- High-level Skills Development
- Foresights and Futures

Optional modules

A range of optional modules are available on this course, offering you the flexibility to choose your topics of study.

To apply online visit:
www.anglia.ac.uk/apply

FULL-TIME
UNDERGRADUATE

HUMAN RESOURCE MANAGEMENT

BA (Hons)

KEY FACTS

Final award:
BA (Hons)

Faculty:
Lord Ashcroft International Business School

Location:
Cambridge
Chelmsford

Duration:
3 years full-time

Start options:
September
January

UCAS code:
N632

Tariff points:
200

Entry requirements:
GCSE(s) required: three GCSEs at grade C or above, including English and mathematics or science.
Please note AS Level points are not counted towards the tariff required for this course.

To apply online visit:
www.anglia.ac.uk/apply

This course will provide you with a robust education in the principles of human resource management, relevant to the professional standards of the Chartered Institute of Personnel and Development (CIPD). It will equip you with the broad range of business skills necessary to succeed in today's competitive commercial environment.

The core modules will establish your understanding of methods and techniques used to optimise the people resource within organisations. You will also be given the opportunity to develop other abilities much valued by business, including IT skills, communication skills and analytical skills.

The opportunity to spend a period of study at one of our partner universities in Europe, Trinidad or Malaysia, means you can add another dimension to the experience you take away at the end of your course.

When you graduate you will be able to:

- understand the strategic role played by effective human resource management within organisations
- critically analyse the ethical considerations concerned with the management and development of people
- show a real awareness and understanding of contemporary global business issues.

On a more practical level, you will be able to:

- apply business theory to a range of practical business issues
- apply appropriate qualitative and quantitative techniques to analyse such issues
- plan and execute research projects
- effectively communicate results at a level appropriate to your audience.

This course integrates a range of practice-based approaches, and involves examinations and assignments, written and oral reports, presentations and simulations and reflective assessment strategies such as learning logs. The trilogy of practice-based personal and professional development modules from Level 1 to Level 3 in particular, use context and practice-based assessment strategies. There will be further opportunities in other modules for you to critically appraise practical techniques in written answers to examination questions, assignments and projects.

Assessment
Assessment is via a mix of examination, coursework, essays and other written assignments. Coursework includes problem solving activities, consultancy projects, presentations and individual and group reports.

Features
Our striking, award-winning business school building in Chelmsford, as well as our brand new building in Cambridge, offer the most advanced state-of-the-art learning environments.

Links with industry and professional recognition
Depending on the course options chosen, you may be exempt from certain examinations for some professional bodies when you graduate. This course brings you into close contact with human resource management (HRM) practitioners and specialists from a wide range of functional areas of business and management within the global economy.

Associated careers
This course is clearly designed for students wishing to pursue a career in human resource management. However, the solid grounding it delivers across a range of business disciplines also makes it a good basis for a career in a number of sectors, including financial services, marketing, consultancy, and general business management.

STUDY MODULES

Level 1 core modules

- Economics for Business and Management
- Introduction to Accounting and Finance
- International Business Law
- Introduction to Organisations and Management
- Marketing Essentials
- Analysis of Business

Level 2 core modules

- International Business
- Enterprise and Entrepreneurial Management
- Principles of Human Resource Management
- Systems and Operations Management
- Effective Team and Performance Management

- Learning and Development
- Performance and Reward Management

Level 3 core modules

- Undergraduate Major Project
- Strategic Management
- Organisational Transformation in Practice
- Sustainable Management Futures

- Managing Diversity
- Fundamentals of Employment Law
- International and Comparative HRM

Optional modules

- Managing Organisational Change
- Performance and Reward Management
- Management Development

- Managing Diversity
- International and Comparative HRM
- The Strategic Management of Human Resources
- Project Planning and Control

INTERNATIONAL BUSINESS

BA (Hons)

FULL-TIME
UNDERGRADUATE

KEY FACTS

Final award:

BA (Hons)

Faculty:

Lord Ashcroft International
Business School

Location:

Cambridge
Berlin
Clermont-Ferrand
Maastricht

Duration:

4 years full-time

Start options:

September

UCAS code:

N1R2 – Berlin
N123 – Clermont-Ferrand
NR19 – Maastricht

Tariff points:

200

Entry requirements:

GCSE(s) required: three GCSEs at grade C or above, including English and mathematics or science.

Please note AS Level points are not counted towards the tariff required for this course.

International students

This course is not normally available to international students who would require a student visa to undertake study abroad. This restriction is because we cannot guarantee a student's ability to secure a further visa to support the placement year in Europe. The exception will be international students studying at the partner institution intending to transfer to Anglia Ruskin University for part of the course.

To apply online visit:

www.anglia.ac.uk/apply

This dual-award degree will furnish you with the theoretical and practical skills necessary to succeed in an international business environment. During the course, you can spend two semesters studying at a partner institution in Europe (Berlin, Clermont-Ferrand or Maastricht). You will also have the opportunity to undertake a work experience placement.

Our core modules will provide you with a solid foundation in a number of key business disciplines, including IT, finance, marketing, law, economics and human resource management. The opportunity to combine this with a period of study abroad and a work experience placement will add an extra dimension to your degree, not only in terms of the language skills you gain, but also to your whole learning experience.

When you graduate from this course you will be able to:

- demonstrate a critical awareness of the global environment within which businesses operate
- analyse strategic corporate behaviour within an international context
- show a real awareness and understanding of contemporary global business issues.

On a more practical level, you will be able to:

- apply business theory to a range of contemporary business challenges
- employ appropriate IT applications to support research and reporting requirements, and to enhance presentation of results
- plan and execute research projects
- effectively communicate results, both orally and in written form, in a foreign language.

Assessment

Assessment undertaken is via a mix of examinations, coursework, essays, individual and group reports and consultancy projects.

Features

Our striking, award-winning business school building in Chelmsford, as well as our brand new building in Cambridge, offer the most advanced state-of-the-art learning environments.

Links with industry and professional recognition

Depending on the optional modules you choose to take, you may be exempt from examinations for some professional bodies when you graduate.

This course brings you into close contact with practitioners and specialists from a wide range of functional areas of business and management within the global economy.

Associated careers

This course provides excellent preparation for an international career in a range of fields, including financial services, business management, consultancy, marketing and human resources.



STUDY MODULES

Level 1 core modules

- Analysis of Business
- Business Environment
- Introduction to Business Law
- Managing People, Finance and Marketing
- Enterprise and Entrepreneurial Management
- Relevant language module (either English, French or German)

Level 2 core modules

One option from the following:

- two semesters at Fachhochschule für Wirtschaft, Berlin
- one semester at Anglia Ruskin University studying core modules in International Business and French, followed by 24 weeks of supervised work experience
- two semesters at Hogeschool Zuyd, Maastricht, The Netherlands.

Level 3 placement modules**Berlin**

- 48 weeks of supervised work experience

Clermont-Ferrand

- A combination of study at our partner institution, Universite Blaise Pascal, and a supervised work placement

Maastricht

- 48 weeks of supervised work experience

Year 4 core modules

- Undergraduate Major Project
- Strategic Management
- Ethics and Governance
- Cross Cultural Issues in International Business (Maastricht only)
- Managing the Economy (Berlin and Maastricht)
- French (Clermont-Ferrand only)

INTERNATIONAL BUSINESS STRATEGY

BA (Hons)

FULL-TIME
UNDERGRADUATE

KEY FACTS

Final award:
BA (Hons)

Faculty:
Lord Ashcroft International Business School

Location:
Cambridge

Duration:
3 years or
2 years (accelerated) full-time

Start options:
September

UCAS code:
N122

Tariff points:
200

Entry requirements:
GCSE(s) required: three GCSEs at grade C or above, including mathematics and English.
Please note AS Level points are not counted towards the tariff required for this course.

To apply online visit:
www.anglia.ac.uk/apply

This course provides a range of practical engagements, with business simulations, reports, presentations (individual and group), logs, and computer-based activities. Engagement with practitioners occurs frequently during the delivery of various modules within this course, to support the international and practice-based focus of our Lord Ashcroft International Business School.

When you graduate from this course, you will be able to:

- display a real understanding of contemporary issues, such as globalisation, intercultural awareness, sustainability and technological, political, social and demographic change
- demonstrate a sound appreciation of international management practice, including international human resources, international marketing, international finance, international logistics, international environmental and e-business management
- critically analyse strategic business and organisational behaviour in a global setting.

On a more practical level, you will be able to:

- use appropriate IT business applications to support analysis and enhance your presentational and reporting skills
- adopt appropriate qualitative and quantitative techniques to analyse issues of strategic importance
- plan and execute research and investigative projects
- effectively communicate results to a global business audience.

This course is about preparing you for the world of international business, which means not just giving you the skills that are in use today, but developing you intellectually so that you can continue to learn, and grow, after you graduate, and keep up with the fast-changing international business environment.

Assessment
Assessment undertaken is via a mix of projects, reports, business games and simulations, examinations and a variety of written coursework assignments. Coursework includes problem solving activities, consultancy projects, presentations and individual and group reports.

Features
Our striking, award-winning business school building in Chelmsford, as well as our brand new building in Cambridge, offer the most advanced state-of-the-art learning environments.

Links with industry and professional recognition
Graduates of this course may be exempt, upon application, from certain examinations of some professional bodies, e.g. The Strategic Planning Institute, the UK's leading professional body for strategy executives.

Associated careers
This course provides an excellent foundation for a wide range of careers in financial services, marketing, consultancy or general business management in a global setting.



STUDY MODULES

Level 1 core modules

- Economics for Business and Management
- Introduction to Accounting and Finance
- Personal Development and Careers
- International Business in Focus
- Introduction to Organisations and Management

Marketing Essentials

- Analysis of Business

Level 2 core modules

- International Business
- Enterprise and Entrepreneurial Management
- Systems and Operations Management
- Effective Team and Performance Management

Level 2 optional modules

- International Financial Strategies
- International Operational and Logistical Strategies
- International Environmental Management and Sustainability
- International Information and e-Business Strategies

Level 3 core modules

- Undergraduate Major Project
- Strategic Management
- Organisational Transformation in Practice
- Sustainable Management Futures


Level 3 optional modules

- International Intercultural Management
- International Business Strategies in Action
- International Marketing Strategies

FULL-TIME
UNDERGRADUATE

INTERNATIONAL MANAGEMENT

BA (Hons)



KEY FACTS

Final award:
BA (Hons)

Faculty:
Lord Ashcroft International Business School

Location:
Cambridge
Chelmsford

Duration:
3 years full-time

Start options:
September
January

UCAS code:
N120

Tariff points:
200

Entry requirements:
GCSE(s) required: three GCSEs at grade C or above, including English and mathematics or science. Please note AS Level points are not counted towards the tariff required for this course.

To apply online visit:
www.anglia.ac.uk/apply

This course will:

- provide you with a solid foundation in business and management theory
- furnish you with the skills necessary to succeed in an international business environment
- add an international dimension to your studies by enabling you to spend one semester at a partner institution in Europe, North America or Malaysia.

The core modules on this course will deliver the fundamentals of business and management theory, while course options will enable you to specialise in specific areas of interest, or prepare you for defined professional requirements. In addition, a practical element will enable you to develop IT, analytical and communication skills.

When you graduate from this course you will be able to:

- demonstrate a sound appreciation of management practice, including human resources, marketing, accounting and finance and information management
- understand how businesses function and how they interact with their environment
- appreciate the wider global picture and how businesses operate within it
- show a real awareness and understanding of contemporary global business issues.

On a more practical level, you will be able to:

- apply business theory to a range of contemporary business challenges
- work effectively in a number of roles within a team
- plan and execute research projects
- effectively communicate results at a level appropriate to your audience.

This course provides a good balance between academic achievement and the acquisition of skills required by modern employers. The international element not only adds value that is sure to be recognised by employers in an increasingly globalised economy, but it also offers another dimension to the experience from which you will benefit upon graduation.

Assessment
Assessment is undertaken via a mix of examination, coursework, essays and other written assignments. Coursework includes problem solving activities, consultancy projects, presentations and individual and group reports. Assessment is via a mix of examination, coursework, essays and other written assignments. Coursework includes problem solving activities, consultancy projects, presentations and individual and group reports.

Additional course information
You are required to undertake a minimum of one semester studying in another country during this course. This will be arranged by us in conjunction with your preferences. Many of our partners offer courses taught in English and for semesters taught in a European Union (EU) country, there may be some financial assistance for EU citizens.

Links with industry and professional recognition
This course brings you into close contact with practitioners and specialists from a wide range of functional areas of business and management within the global economy. Depending on the course you choose, you may be exempt from certain examinations for some professional bodies when you graduate.

Associated careers
This course provides excellent preparation for a career in a range of fields. Recent graduates have been employed in a number of European countries in financial services, business management, consultancy, marketing and human resources.



STUDY MODULES

<p>Level 1 core modules</p> <ul style="list-style-type: none">• Analysis of Business• Economics for Business and Management• Introduction to Accounting and Finance• Introduction to Organisations and Management• Marketing Essentials• Personal Development and Careers	<p>Level 1 optional modules</p> <ul style="list-style-type: none">• Business English 1• International Business in Focus <p>Level 2 core modules</p> <ul style="list-style-type: none">• Enterprise and Entrepreneurial Management• Effective Team and Performance Management• International Business	<ul style="list-style-type: none">• Systems and Operations Management <p>Level 2 optional modules</p> <ul style="list-style-type: none">• Business Economics• Consumer Behaviour• International Environmental Management and Sustainability• International Financial Strategies• International Information and e-Business Strategies	<ul style="list-style-type: none">• International Operational and Logistical Strategies <p>Level 3 core modules</p> <ul style="list-style-type: none">• Organisational Transformation in Practice• Strategic Management• Sustainable Management Futures• Undergraduate Major Project	<p>Level 3 optional modules</p> <ul style="list-style-type: none">• Chinese Economy: Issues and Policies• International Business Strategies in Action• International and Comparative Human Resource Management• International Intercultural Management• International Marketing• International Tourism Management
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LEADERSHIP

CertHE

KEY FACTS

Final award:
CertHE

Faculty:
Lord Ashcroft International
Business School

Location:
Distance Learning

Duration:
1 year full-time
2 years part-time

Start options:
September
January

UCAS code:
N212

Tariff points:
80

Entry requirements:

GCSE(s) required: three GCSEs, including English and mathematics or science.

Please note AS Level points are not counted towards the tariff required for this course.

This is an innovative, work-based leadership course that offers an alternative route to a Certificate in Higher Education (CertHE) with the option to progress to a Diploma and BA (Hons) degree.

It is delivered through flexible, blended learning and offers the opportunity to study while at work. The course is completed at distance using You Lead.

You Lead is a unique leadership portal, which gives a focus for leadership development, offering the chance for learners to meet online and discuss leadership issues and share knowledge. You Lead has been designed to give you the tools to enhance your leadership potential and drive, to advance skills in the workplace.

There is a one-day induction workshop, but the rest of the learning can be undertaken at a time and place to suit individual circumstances.

Students on course are likely to be employed in an organisation and wish to undertake a qualification that is relevant to their current job role. Leadership is a key issue on the corporate business agenda, and this course aims to develop your leadership knowledge, skills, values and behaviours. Leadership is not just about models, tools and techniques: it also requires a good level of behavioural awareness, and the ability of the leader to reflect on their own practice.

Associated careers

This course is designed to enhance your existing skills and abilities by developing new leadership skills which you can put into practice in your current job role.

STUDY MODULES

Core modules

- Leadership Self Awareness
- Leading Teams
- Performance Management and Coaching
- Leading a Change Initiative
- The Reflective Leader

Optional modules

A range of optional modules are available on this course, offering you the flexibility to choose your topics of study.

DISTANCE
LEARNING
UNDERGRADUATE



PART-TIME
UNDERGRADUATE

MANAGEMENT (WORK-BASED)

FdA

KEY
FACTS

Final award:
FdA

Faculty:
Lord Ashcroft International
Business School

Location:
Chelmsford,
Work-based Learning

Duration:
2 years part-time

Start options:
September
January
May

Tariff points:
100

Entry requirements:
GCSE(S) required: mathematics
and English grade C or above, or
equivalent. Candidates must also
have a minimum of 400 hours' work
experience in the sector – this is
flexible and the breadth of the
candidates expertise/experience
will be considered. ICT competence
sufficient to make effective use of
word-processing, internet and e-mail
facilities. Access to ICT facilities,
including internet access at home
and/or the workplace.
Non-academic conditions:
interviews and a work place
agreement are required.

To apply online visit:
www.anglia.ac.uk/apply

This flexible management foundation course has been designed to equip managers and aspiring managers with the management skills and knowledge needed to succeed in today's challenging climate.

The course is designed to be both practical and work-based, so you can transfer learning directly to your work environment, boosting your personal performance and benefiting your employer as you learn. You will develop skills and knowledge in a comprehensive range of applied management topics, including marketing, leadership, change and project management.

The course is designed to be completed over two years whilst working, and is delivered either entirely online, or through a combination of online learning and one-day workshops held at our Chelmsford campus. Both methods of delivery benefit from full tutor support.

Assessment
Assessment has been designed to utilise and develop the management skills used at work, and will be based upon a combination of written assignments, presentations and project work. There are no exams involved.

Work-based learning
Work-based learning is a method of teaching that focuses on people's day-to-day work responsibilities. This course is taught through work-based learning, which means that you will be learning about issues directly relevant to your job. This approach benefits both you and your employer, since the course content and assessment are based around your work activities, reinforcing and supporting the development of practical skills and understanding.

Features
Our striking, award-winning business school building in Chelmsford, as well as our brand new building in Cambridge, offer the most advanced state-of-the-art learning environments.

Throughout the course there will be opportunities for you to investigate themes relevant to your work. In particular, there is a major project which will enable you to study one particular area of interest both to you and your employer. Past students have carried out a wide range of projects, including a report on comparable organisations' customer service policies, an analysis of a specific logistical issue within the company, and a study of e-marketing opportunities available to their employer. This project gives you a specialist understanding in a particular area of activity, while your employer gains not only from your final report, but also from the in-depth knowledge that you can then apply to your work.

Virtual learning environment
This course is delivered using Anglia Ruskin's virtual learning environment (VLE). This is a web-based facility that manages students' learning and enables you to communicate with your tutor and with fellow students. Through the VLE we are able to deliver support at times that suit you, and students are able to share ideas and feedback with each other, work on collaborative projects and receive guidance from their tutors.

Career development
The content and delivery of this course has been designed to equip you with the core management skills and knowledge that will enable you to make an increased contribution at work.

The Work-Based Project module provides the opportunity to focus on a topic of relevance to the you and your employer, or client organisation, and to make recommendations for improved business performance.

“Embarking upon this course has allowed me to learn a lot about myself. At the end of my first semester, I already feel equipped with many new skills for the future. I have found the opportunities for networking with colleagues from across the company particularly helpful when undertaking projects and tasks at work. I've also been able to learn from others and draw upon their different experiences.”

Adam Thompson
FdA Management student
from Ridgeon Group

STUDY MODULES

- | Level 1 core modules | Level 2 core modules |
|---|---|
| <ul style="list-style-type: none">• Leadership Self Awareness• Understanding Work-Based Learning and the Sector• Managing People, Customers and Markets• Work-based Practice | <ul style="list-style-type: none">• Managing Projects and Organisational Change• Managing a Sustainable Business• Business Planning and Decision Making• Leadership in Practice• Work-Based Project |

“Increasingly evidence supports the research that suggests applied management practices are one of the most effective ways for an organisation to gain a competitive advantage. We are working with businesses that have identified strategic priorities to develop their management practices and to provide a more highly educated workforce, among managers and aspiring managers alike. My role as a Senior Lecturer in Work-based Learning is to further engagement with businesses, specifically work-based foundation degrees.”

Jill Baldwin
Senior Lecturer (Work-based Learning)

MANAGEMENT AND LEADERSHIP

BA (Hons), CertHE, DipHE

PART-TIME
UNDERGRADUATE

KEY FACTS

Final award:
BA (Hons)

Faculty:
Lord Ashcroft International
Business School

Location:
Cambridge

Duration:
3 years part-time

Start options:
September

Tariff points:
240

Entry requirements:

GCSE(s) required: five GCSEs at grade B or above, including Mathematics and English.
Non-academic conditions: interviews.
The deadline for applications for the Barclays degree is 31 March each year.

Lord Ashcroft International Business School currently works in partnership with two major corporate clients; namely Barclays Retail Banking and UPS Limited. Both of these prestigious organisations have chosen to adopt this course as a formal part of their undergraduate development programmes.

If you are interested in securing full-time employment and studying for a degree simultaneously, then one of these undergraduate development programmes may be the career path for you. Both of these organisations' programmes offer fantastic opportunities for individuals who would like to obtain a degree, but who are equally keen to enter the labour market and start developing their careers. Such individuals will acknowledge that obtaining a degree enhances their career opportunities but at the same time do not want to spend three or four years as a traditional undergraduate student on campus.

This course combines study with on-the-job learning and is an ideal route for anyone who is keen to develop their career alongside their studies. This course is awarded by Anglia Ruskin University. The financial support offered by these organisations via their respective undergraduate development programmes, also provides opportunities to students who may have discounted the thought of continuing their education due to concerns about the financial costs of higher education.

Assessment

The overall assessment regime reflects the content and context of study and includes: case-based examinations; consultancy reports; personal development reports and plans; group presentations and reports and research projects.

Features

Our striking, award-winning business school building in Chelmsford, as well as our brand new building in Cambridge, offer the most advanced state-of-the-art learning environments.

The ability to develop knowledge and apply it to work-based assignments is the key focus of the assessment strategy for the degree. You will be allocated a business and academic mentor that will support you throughout your time on the degree. course, which is delivered via residential-based study blocks. The residential costs are paid for by the employing organisation.

Links with industry and professional recognition

Barclays Retail Banking

Students that are successful in applying for a place on the Barclays' Retail Development Programme will enjoy the benefit of having all their university fees paid for in addition to the range of professional courses they will attend within Barclays as part of their broader business development. Furthermore, they will receive an annual salary of circa £12,500.

This course will be of interest to any student who may be considering a career in retail or, more specifically, the financial services sector. The key aim of the Retail Development Programme is to develop individuals so that they are ready to undertake the role of a branch manager or equivalent by the time they complete the course. Students who are interested in finding out more about the programme can visit the Barclays website: www.barclaysdegree.com

UPS Limited

UPS is the world's largest package delivery company and a leading global provider of specialised transportation and logistics services. The UPS Undergraduate Programme offers places to individuals who are keen to develop their careers within the fast-paced commercial and operational functions of their business. Successful candidates will enjoy the benefit of having all their university fees paid for in addition to in-company based development opportunities. A salary of circa £14,400 will also be paid to successful candidates.

This course will be of interest to anyone who is interested in developing their career in either operations or sales/ business development.

STUDY MODULES

Level 1 core modules

- Commercial and Organisational Awareness and Analysis
- Career Management and Development
- Entrepreneurship and Enterprise Realities (running a real business)

Level 2 core modules

- Organisational Contexts and Performance
- Leadership Values and Behaviours 1
- Contemporary Issues for Leadership and Innovation

Level 3 core modules


- Strategy, Value and Change
- Leadership Values and Behaviours 2
- Critical Organisational and Leadership Insights
- Undergraduate Major Project

To apply online visit:
www.anglia.ac.uk/apply

MARKETING

BA (Hons)

FULL-TIME
AND PART-TIME
UNDERGRADUATE

**KEY
FACTS**

Final award:
BA (Hons)

Faculty:
Ashcroft International Business School

Location:
Cambridge
Chelmsford
University Centre Peterborough (UCP)

Duration:
3 years full-time
6 years part-time (UCP only)

Start options:
Full-time:
September, January
(Cambridge, Chelmsford & UCP)
Part-time: September (UCP only)

UCAS code:
N502

Tariff points:
200

This course will provide a robust education in the principles of marketing relevant to the professional standards of the Chartered Institute of Marketing (CIM). It will prepare you for a variety of roles within marketing, such as a product manager, brand manager or an advertising executive.

Our core modules will establish your understanding of marketing, including theory and practice, and also develop other key abilities required by business organisations, including: IT skills, communication skills, and analytical skills.

When you graduate from this course you will be able to:

- demonstrate a comprehensive understanding of marketing theory
- analyse strategic market behaviour
- understand the principles and responsibilities of other management functions, including human resources, accounting and finance

- show a real awareness and understanding of contemporary global business issues.
- On a more practical level, you will be able to:
- apply relevant techniques to identify and exploit market opportunities
 - devise appropriate marketing objectives around customer acquisition and retention
 - plan and execute research projects
 - effectively communicate results at a level appropriate to your audience.

The course delivers a good balance between academic and vocational content. It is about delivering a good grounding in marketing and management theory, whilst also preparing you for a successful career. It also cultivates the intellectual capacity to enable you to continue to develop and keep pace with a changing business environment.

Assessment
Assessment is via a mix of examination, coursework, essays and other written assignments. Coursework includes problem solving activities, consultancy projects, presentations and individual and group reports.

Features
Our striking, award-winning business school building in Chelmsford, as well as our brand new building in Cambridge, offer the most advanced state-of-the-art learning environments.

You will undertake projects for local companies as part of your third year of study.

We offer opportunities to study abroad with ERASMUS, which is a European Union student exchange programme.

Links with industry and professional recognition
When you have completed this course you will be eligible to study on either the MA in Marketing and Innovation (on campus) or the MSc Global Marketing Practice (by distance learning).

The MSc Global Marketing Practice qualification has been developed with Global Marketing Network, the worldwide membership association for marketing and business professionals. This professional body is working through its advisory council to shape the future of the marketing profession. The course is delivered by our partner BPP Learning Media and more details can be obtained on their website, visit: www.bpp.com/gmp

Associated careers
The broad range of business skills our degree provides means that you will be able to consider a range of career options on graduation. However, the real value will clearly be gained by those looking to pursue a career in marketing.

“Inspired teaching from helpful tutors makes learning a pleasure.”

Jeremiah Martin-Leon
BA (Hons) Marketing student

Entry requirements:
GCSE(s) required: three GCSEs at grade C or above, including English and mathematics or science.
Please note AS Level points are not counted towards the tariff required for this course.



STUDY MODULES

- Level 1 core modules**
- Analysis of Business
 - Business English
 - Economics for Business and Management
 - Introduction to Accounting and Finance

- Introduction to Organisations and Management
- Marketing Essentials
- Personal Development and Careers

- Level 2 core modules**
- Business-to-Business Marketing
 - Consumer Behaviour
 - Effective Team and Performance Management
 - Enterprise and Entrepreneurial Management
 - International Business

- Marketing Communications
 - Systems and Operations Management
- Level 3 core modules**
- Consultancy Project
 - International Marketing
 - Organisational Transformation in Practice
- Retail Marketing
 - Strategic Management
 - Sustainable Management Futures
 - Undergraduate Major Project

FULL-TIME
UNDERGRADUATE

TOURISM MANAGEMENT

BA (Hons), HND

KEY FACTS

Final award:
BA (Hons)

Faculty:
Lord Ashcroft International Business School

Location:
Cambridge
Chelmsford

Duration:
3 years full-time

Start options:
September
January

UCAS code:
N800

Tariff points:
200

Entry requirements:
GCSE(s) required: three GCSEs at grade C or above, including English and mathematics or science.
Please note AS Level points are not counted towards the tariff required for this course.

To apply online visit:
www.anglia.ac.uk/apply

This course provides a solid foundation in the theory and practice of tourism management and prepares you for a successful career within the tourism and leisure industry. In addition to industry-specific modules, optional modules will enable you to develop a range of business skills applicable to the wider commercial environment.

The opportunity to spend a period of study at one of our partner universities in Europe, the United States or Canada, means you can add a real international dimension to the skills you take away at the end of the course.

When you graduate from this course you will be able to:

- demonstrate a thorough understanding of the tourism and leisure industry, its products, its customers and the environment within which they interact
- display a real insight into the cultural significance of tourism
- show an appreciation of the development and growth of knowledge of tourism.

On a more practical level, you will be able to:

- evaluate individual tourism markets and analyse strategic behaviour within those markets
- show an appreciation of contemporary global issues and how they relate to the tourism and leisure industry
- plan and execute research projects and effectively communicate results at a level appropriate to your audience.

This course is not just about developing an understanding of tourism and leisure; a strong, vocational focus makes it ideal preparation for a successful career within this exciting industry.

Assessment
Assessment is via a mix of examination, coursework, essays and other written assignments. Coursework includes problem solving activities, consultancy projects, presentations and individual and group reports.

Features
Our striking, award-winning business school building in Chelmsford, as well as our brand new building in Cambridge, offer the most advanced state-of-the-art learning environments.

Students will have the opportunity to undertake various field trips including visits to wildlife parks and zoos where you will gain some valuable insight in their operations and where dissertation ideas may be developed. You will be able to hear about the major issues surrounding wildlife conservation worldwide and how the various institutions are contributing to sustainable practices in this key area.

Links with industry and professional recognition
Those wishing to study for Chartered Institute of Marketing professional examinations will be able to obtain exemptions related to the modules studied in this course.

It brings you into close contact with practitioners and specialists from a wide range of functional areas of business and management within the global economy.

Associated careers
This course prepares you for a range of careers within the tourism and leisure industry, within either the public or private sector, in the UK or overseas. The a range of optional modules available will enable you to focus on particular areas of interest, or to prepare for a favoured career choice within a specific sector of the industry.

“I am an international student from Hungary and am enjoying my time studying Tourism Management at Anglia Ruskin.

The course attracted me as I have always been interested in travelling, foreign languages and different cultures. I have developed research and teamwork skills so far – both of which will be essential in the workplace.

My course tutors are very helpful and I also spend a lot of time in the library which is always busy with students.

Following my graduation, my career ambition is to work for a national or international tourism organisation.”

Katalin Horvath
BA (Hons) Tourism Management

STUDY MODULES

Level 1 core modules

- Economics for Business and Management
- Introduction to Accounting and Finance
- Personal Development and Careers
- Introduction to Tourism
- Introduction to People, Organisations and Management

- Tourism Geographies
- Worldwide Tourist Destinations

Level 2 core modules

- International Business
- Environmental Issues and Policies
- Tourism and Sustainability Fieldwork

- Effective Team and Performance Management
- Tourism Marketing
- Ecotourism
- Sustainable Tourism Solutions

Level 3 core modules

- Undergraduate Major Project
- Strategic Management Analysis

- Sustainable Tourism Practice and Planning
- Wildlife and Tourism
- Sustainable Tourism Practice and Planning
- Cultural and Heritage Tourism
- International Tourism Management

Optional modules

- Information Systems
- Learning and Development
- Marketing Research
- Dark Tourism
- Cross-cultural Issues in International Management
- Wildlife and Tourism

"I came to Anglia Ruskin University as an international student from Germany and my time here has been overwhelming. I never expected the staff to be so welcoming and helpful and I am glad I chose to study there."

Christian Mate
BSc (Hons) International Management

OPEN DAYS

To provide you with the opportunity to experience life at Anglia Ruskin University, we offer a number of Open Days in the spring and autumn.

When you come to one of our Open Days, you will have the opportunity to:

- talk to our academic staff about your course of interest and find out about entry requirements and course content
- check out our facilities and resources with a guided campus tour
- see our accommodation – tours, advice and information will be available all day
- talk to current students and find out about life here from our Anglia Ruskin ambassadors
- find out more about admissions, application advice, Students' Union, support services, student finance and careers.

There can be a lot of information to take in at our Open Days, so it is a good idea to prepare a list of questions to ask and things that you want to see on the day. Also, try to speak to a mixture of staff and current students. This will help to give you a good insight into life at Anglia Ruskin.

Get here early – there will be students on-hand to show you around and pass on their own tips on academic life, as well as the social scene.

We are always glad to welcome parents and friends.

Virtual Open Day

Our Virtual Open Day is a great way to explore Anglia Ruskin if you cannot make it in person.

Visit: www.anglia.ac.uk/vod

Book a place

To reserve your place at one of our Open Days, just let our Contact Centre know you are coming, or fill in the booking form by visiting our website.

Visit: www.anglia.ac.uk/opendays
Email: answers@anglia.ac.uk
Call: 0845 271 3333

DATES

Saturdays 10am-3pm

8 October 2011

19 November 2011

11 February 2012

28 April 2012

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Saturday 10am-2pm

23 June 2012

6 October 2012

3 November 2012



GET THE CREDIT YOUR EXPERIENCE DESERVES...

To find out more
about APL...

Visit:
www.anglia.ac.uk/apl

Email:
answers@anglia.ac.uk

Call:
0845 271 3333

Our Accreditation of Prior Learning (APL) process is specifically designed to determine how your previous experience and learning might translate into academic credit towards your chosen course of study.

FOLLOW THE LATEST...

ANGLIA RUSKIN NEWS ON TWITTER...

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- follow our latest news
- set up a feed to your mobile phones or desktops using RSS



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www.twitter.com/angliaruskin