

Your future is our business

Undergraduate **Business Degrees**

2012

Your future is our business

At the Business School at Oxford Brookes University we prepare you for a successful career. Our courses are academically rigorous and our teaching and learning methods make them exciting, fun and interesting to study. Along with studying the necessary theory, you learn how to apply theory to the real world of business through the work placement scheme, visits by experts from industry and the insight provided by our commercially experienced staff.

We take an international approach to teaching business and place a strong emphasis on making sure you have the skills that employers are looking for. Our aim is that when you graduate you will be confident and comfortable making presentations, working in diverse teams, communicating ideas, solving problems innovatively and managing yourself and others.

Ask any student, past or present, about their time at the Business School and the chances are that they will tell you about the friendly and supportive environment. Whatever your background or needs, you will find a warm welcome and ongoing support to ensure that you achieve your career goals.

*'Brookes was everything
I expected and so much more...
I want to do it all over again!'*

Ashley Lendrum, Business School graduate



on.fb.me/brookesBS



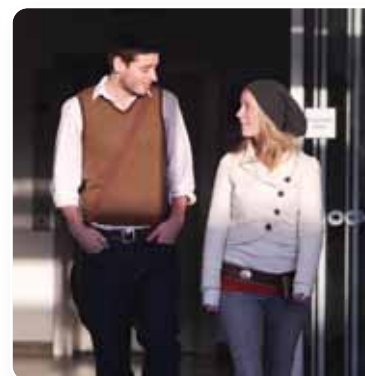
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For more details please visit www.brookes.ac.uk/services/hr/eod or phone **+44 (0) 1865 485929**.

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We make learning exciting and challenging

The Business School at Oxford Brookes University is a leading choice for students of business from the UK and overseas, who are looking for the best start to their business career. It is home to more than 2,000 undergraduates and 400 postgraduates. Our diverse student population comes from more than 150 countries worldwide.

Excellence in teaching and learning

The Business School is recognised internationally for its learning and teaching, confirmed by the achievement of top scores in the last government quality review. We adopt an innovative approach to teaching, which helps your learning experience to be vibrant and engaging. You develop skills in critical enquiry along with a firm grounding in business practice that, together, enable you to confidently take on the demands of graduate jobs in leading international businesses.

We are the only business school to host a Centre for Excellence in Teaching and Learning (in the area of assessment) as well as the two national Higher Education Academy Subject Centres in business and management disciplines (Business, Management, Accounting and Finance, and Hospitality, Leisure, Sport and Tourism), putting us at the centre of business education in the UK. You are encouraged to take an active approach to your studies through, for example, problem solving classes, dragons' den type assessments involving local employers and working with actors to develop presentation skills.

At the Business School we want you to enjoy developing the skills you will need to succeed in the competitive business world.



Research informed teaching

At the Business School we strongly believe that integrating research with teaching is central to the student experience. The government's recent Research Assessment Exercise judged the majority of our research to be of an 'internationally recognised standard' or 'world-leading'.

Our research feeds directly into our courses, ensuring that you are taught the latest thinking and practice. Internationally renowned authors, such as Professor Lyndon Simkin and Dr Frances Brassington, teach on and lead undergraduate programmes.

Internationally accredited

The School is a member of the Association of Business Schools and the European Foundation for Management Development (EFMD), the two organisations which represent UK and European schools of business.

The Business School was among the first European business schools to have programmes receive EFMD's EPAS accreditation and the first in the world to achieve five-year accreditation. We are a member of the international body, the Association to Advance Collegiate Schools of Business, and our MBA provision is accredited by the Association of MBAs and EPAS, badges of excellence in postgraduate teaching.



The Business School at Oxford Brookes University provides an excellent foundation for your career in business and management. We aim to attract the best students who then benefit from our staff's expertise in their disciplinary fields, our innovative approaches to teaching and learning and our strong commercial affiliations and links with professional bodies.

Tracy Panther, Associate Dean, Student Experience

Engaging with business

Our relationships within the corporate world give the Business School students a distinct advantage. You are taught by commercially experienced academic staff and learn through real-world examples of business life. This practical application of sound theory, combined with our highly successful one-year work placement scheme, makes our graduates, some of the most employable in the world. Indeed all courses take an international approach and the strength of our corporate relationships allows you to seek work placements both in the UK and abroad.

Global relationships

We have relationships with a wide variety of institutions globally, such as the Polish Open University, City University of Hong Kong, the International Business School in Budapest, Nilai University College in Malaysia and the Association of Chartered Certified Accountants (ACCA) among many others. We are continually expanding our range of international activities in line with the University's Internationalisation Strategy and the dynamic nature of the international Higher Education environment.

In particular, the Business School has forged an innovative strategic partnership with **Burgundy School of Business**.



This relationship runs through all aspects of School life including research, business and management education as well as teaching practice and aims to develop a truly European centric business school experience. If your studies take you to Burgundy, you engage with both French and UK organisations and benefit from a pioneering approach to learning, the opportunity of an internship in France and a genuinely international experience.

Fees

Following government changes to higher education funding, Oxford Brookes University has announced its intention to charge £9,000 a year as a graduate contribution towards tuition costs, subject to approval by the Office of Fair Access. **Whether you are studying part-time or full-time, no students pay up front.** You will not have to pay back tuition charges or living costs until you are earning at least £21,000 a year and the repayment rate will be 9% of any income above £21,000. Fees for non-UK/EU students are not affected by this change.

For further information about fees for all students, School scholarships, bursaries and the John Henry Brookes Opportunities Fund, please visit **www.brookes.ac.uk/studying/finance/tuition**.

“My course combines structured learning with interactive classes”

BA (Hons) Business and Marketing Management student

Student Profile: Saranda Sylar

BA (Hons) Business and Management

I had always wanted to study in Oxford, and Brookes has an excellent reputation among business schools in the UK and Europe. Also, my friends who studied at Brookes highly recommended the Business School so it really was an obvious choice for me. The teaching is excellent!

The lecturers are extremely insightful in their knowledge of theory. What they bring to the classroom is immense as they enrich your learning with their real life industry experience.

The best moment was my graduation - the feeling that all that hard work had finally paid off.



Oxford, a great place to live and study

As one of the most famous centres of learning in the world, Oxford offers everything any student could want and more. It is a bustling and stunning cosmopolitan city with a large student population, boasting excellent shopping and a host of restaurants, cafés, pubs and clubs.



Situated in the heart of England and home to 150,000 people, Oxford is stimulating, absorbing, safe and just over an hour from London and international airports. Many businesses are located in Oxford and the surrounding area, including a growing number of science parks and over 1,400 hi-tech firms. Oxford also has a rich heritage in education and is one of the world's leading centres for publishing.

The Business School location

The Business School is located at the Headington and Wheatley campuses (Oxford Brookes University also has a third campus at Harcourt Hill). Most School departments are based at Wheatley, a leafy 80-acre site just six miles from Oxford on the inter-campus Brookes bus. Wheatley Campus has a wide range of sports facilities and there are pubs and shops in the nearby village. The Department of Hospitality, Leisure and Tourism Management is based

at Headington which houses the award-winning Brookes Restaurant, offering a mouth-watering menu to local residents, staff, students and the business community.

Accommodation

The majority of accommodation is in Headington and this is the most popular option for students, with the ease of an inter-campus bus linking the university locations. Overall, Oxford Brookes student villages provide approximately 3,700 single study-bedrooms, of which 850 are catered. Most study-bedrooms are networked so you can gain access to the internet, University intranet and email, and directories where course materials are stored. There is also accommodation on the Wheatley Campus at Lady Spencer Churchill Hall, a mixed hall of residence comprising 162 single study-bedrooms with catering provided for residents during semesters.

Accommodation for students with special needs

Self-catering accommodation suitable for independent wheelchair users is available. You are advised to book early to secure a place. For further information, please visit www.brookes.ac.uk/accommodation.

Going out

There's plenty going on in and around Oxford and with London just over an hour away, you will never be short of new things to do. Many of the bars and clubs in Oxford run students nights and showcase bands and DJs. In addition, the Students' Union runs a number of bars across the campuses and in residential halls. Welfare, social, educational and cultural needs are also catered for by the Students' Union, and the hub of Oxford Brookes Students' Union is the Helena Kennedy Student Centre. This is home to 'The Venue', which hosts a performance space, film screenings, workshops, speakers and other events.

***“Oxford Brookes has entrepreneurial activity
and many connections to business”***

BA (Hons) Business and Marketing Management student

“Oxford has a strong academic heritage and easily accessible services”

BSc Accounting and Information Systems student

Students come to the Business School at Oxford Brookes University for a number of reasons. You will benefit from our excellent reputation for teaching and learning, practical knowledge from employers, excellent facilities and the experience of living and studying in Oxford. We are a student-centred institution where you receive the support and experience you need to achieve your career goals.



Play football, rugby, climb or debate politics!

Going to university is about trying something new and doing the things you enjoy.

There are nearly 70 clubs and societies run by the Students' Union, ranging from entrepreneurship to circus skills, Formula One to cakes, and these are a great way to meet people and socialise.

Whether you like sports, music, drama, photography, or your passions are cultural, political, environmental or religious, you will find a club or society with like-minded people. We also have an excellent sports centre offering a fitness suite, heavy weights room, badminton courts, squash courts, basketball courts, football, hockey and rugby pitches and a climbing wall and tower.

Welfare and support

Whatever your needs, student advice and support services are on hand to provide help and guidance. The Students' Union Advice Centre provides free welfare advice and information on all aspects of university life, from finances and housing to legal and welfare issues. In addition, Student Support Co-ordinators provide a first 'port of call' for all students, offering daily 'drop-in' surgeries and guidance to students regarding support available within the University. Every student is also allocated an Academic Adviser to advise on, for example, programme choices, study skills, career choices, and generally making the most out of Brookes' student life.



“Oxford has a great student presence”

BA (Hons) Business and Marketing Management student

Student Profile: Meera Shah BA (Hons) Business and Marketing Management

I chose Brookes because I was looking for a university that was diverse and multicultural as it would help enrich my whole student experience. Oxford is well prepared to accommodate students from various parts of the world. It offers that rare blend of both social and academic experience. I felt Oxford's central location and close proximity to most major cities was perfect. I would encourage everyone to get involved and embrace the Brookes experience, because you get much more out of it. There are tons of activities students can get involved in - I was the international student officer for the Students' Union, a committee member for the Student Learning and Teaching Network, a Business School rep and got involved in societies like the Africa-Caribbean Society, the Indian Society and the Brookes Global Society. The relationships that you make while being involved in these activities are immense! You make so many friends from all over the world.

Work placements

A key feature of all our undergraduate courses is the work placement scheme, which lays the foundations for a successful career.

“I’ve discovered just how fast moving the business world is”

BA (Hons) Business and Management student

The work placement scheme is compulsory on the hospitality and tourism degrees and takes place in your second year. On all the other degrees at the Business School the work placement year is optional, though strongly recommended, and takes place in the third year of a four-year course.

The placement scheme provides you with the opportunity to gain paid, full-time work experience in a graduate-level position. The scheme is highly valued by employers and is probably a key reason why the Business School performs well in the published tables of the employability of its graduates.

A wide range of companies including prestigious international organisations choose students from the Business School and our Work and Voluntary Experience Services office will provide you with help and guidance when searching for a placement. You will gain invaluable, real-world business experience and have the chance to demonstrate your competences and develop new skills. You are supported by the School throughout and assessed on both your own self-development and the value you add to the organisation.

By taking a placement, you can gain an advantage over other graduates and build contacts for the future; in fact, many placement students secure a job with the same employer when they have finished their studies. Recruiters value highly the maturity, poise and understanding that develops in graduates during their placement, all of which helps you to secure that all important first job after graduation.

Following your placement year, you apply the industry experience you have gained in subsequent modules of your degree within the theoretical framework of business.

Through our links with industry and our highly regarded work placement scheme, you will receive the best preparation for life after university. If you opt to undertake a work placement in your third year, you will take a Skills for Placement Search module during your second year. This module provides the opportunity for you to practice and develop the necessary skills to seek and secure a work placement, and to help prepare you to carry out the related work-based project.

The skills developed in this module, along with the experience you will gain from interviews and assessments during your work placement search, will prove to be highly beneficial when you begin looking for graduate employment.

‘Over the years the high standards and personable attitude of Oxford Brookes students has been consistent and has exceeded that of other institutions I visit.

Brookes students form an important part in our management career planning strategy and many past students are now successful managers and supervisors with the Marriott organisation.’

Chris Ponting, Area Director of Human Resources, Marriott Hotels, UK and Northern Ireland

“I now value competency based skills as well as academic theory”

BA (Hons) Business and Marketing Management student

Microsoft®

Amelia has become an integral and valuable member of the team. Perhaps the best reference to Amelia's impact and contribution to Strata is the fact that she has been offered a role in our new Dubai operation.

Paul Nicholls, Strata Communication

IBM®



Student Profile: Emily Brown, IBM Placement, London, BA (Hons) Business and Management

When I was applying for my degree there was a lot of uncertainty about graduate jobs, so it was important for me to incorporate a work placement as part of my course. A Brookes course allowed me to do this.

As a finance analyst at IBM, I had to consolidate and analyse data from four different country groups, checking targets and strategies for each quarter. It gave me a complete overview as to how different cultures communicate and do business. I also gained analytical and problem solving skills by digging deep into individual accounts.

I learnt how to work in a team and how to communicate with colleagues from around the world. As I increased in confidence, I asked positive questions and grabbed every opportunity to improve and develop, especially presentation skills. Three months in,

I was sent to Paris for seven days, it was really busy but a huge learning curve and fantastic to meet so many people.

It is great to get a year's 'hands on' work experience which will give me an edge over others as I move into a graduate role. A placement taught me what I like doing and I now know exactly what I am looking for.

Examples of recent student work placements:

American Express

BMW

Disney

Harrods

Hilton International

Hewlett Packard

IBM

Innocent Ltd

Janssen-Cilag

Marks & Spencer

Marriott

Microsoft

NHS

Nissan

Panasonic

Panasonic



***"I have gained key skills and business experience
for graduate recruitment"***

BA (Hons) Business and Marketing Management student

Careers and employment

The Business School at Oxford Brookes University is a great place to prepare for a great career. All our courses are designed to prepare you for the world of work as well as being academically rigorous. Major employers are involved with delivering specialist lectures, debates and field trips and, on the hospitality course, mentors from industry advise students on possible career paths and pass on their invaluable experience.

FOUR SEASONS

At the Business School you learn the key transferable skills that employers are looking for in new graduates such as IT, learning and presentation skills, self-management, communication, problem solving, numeracy and teamwork. These key competencies build your confidence and provide you with the ability to persuade and negotiate, helping you to maximise your career potential.

Thinking about your future career is a major issue when deciding which course to study and, of course, which university to choose. The practical nature and international approach taken at the Business School prepares you for a career with a blue chip company, a public sector or not-for-profit organisation, or for starting your own business.

We have links with global names in industry and this is a key reason why our graduates are successful once they enter the world of work. Through these links we keep up to date with trends in industry, seek input into the development and design of our courses and ensure that our teaching and learning produces graduates with the skills and knowledge that employers are looking for.

The Business School regularly invites external speakers from industry to talk to students about their career opportunities, including professional recruiters delivering valuable CV workshops and HR professionals providing mock assessment centres and advice on how to succeed at interview. We are able to provide psychometric assessment to help you to focus on the career opportunities which will suit you best and give advice on the skills and attributes that employers are looking for in the graduate labour market.

Corporate connections

The Business School invites specific employers to give presentations and to attend our recruitment fairs, providing you with the opportunity to build contacts with major recruiters and to receive the best possible preparation for life after university.

After one such visit to the Business School, Doug Bairner, Market Controller at **Innocent Ltd** commented:

'It's a pretty daunting thing to ponder, spending an afternoon out of your schedule to tell your business story to students. You imagine lots of disinterested and bored faces, sniggering at the shirt you've chosen (badly). Rather than dealing with blank looks and yawns however, the biggest challenge during my trip to the Business School turned out to be dealing with all the intelligent questions fired at me.'

'That's a real credit both to the students themselves and also to the teaching and nurturing they have clearly received. The course lecturers exude huge enthusiasm for their subjects, which has certainly rubbed off on everyone around them; from the tutor group leaders to pretty much every student on the course.'

As part of the advanced honours consultancy module, the Business School has established a close relationship with **IBM Global Business Solutions**, the largest business consultancy in the world. IBM helps students prepare for the graduate recruitment process by presenting workshops on how to get hired as a graduate in the consultancy industry. They cover the capabilities they look for in new consultants, sessions on life as a consultant delivered by recently hired graduate consultants, and short, real-life assessment exercises of the type used at their recruitment centres.

The Business School at Oxford Brookes University is also a preferred recruitment partner for both **Fairmont** and **Four Seasons** International Graduate Programmes, and one of only a handful of universities from which they recruit in Europe. Fairmont, the largest luxury hotel company in North America, and Four Seasons, the world's most honoured hotel brand with 23 AAA Five Diamond Award hotels and resorts, value the mixture of academic knowledge and practical and personal skills that graduates develop through our courses and are able to transfer to their companies.

“The range of modules I’ve taken makes my degree stand out”

BA (Hons) Business and French Studies student

The Business School has strong links with industry and we have an excellent reputation when it comes to graduate employment. With a dedicated University Careers and Employment Centre we can help you make the most of the skills and experience you will acquire during your time at the School. The Careers and Employment Centre is staffed by experienced professionals who are able to provide the information and guidance you need to make the best choices for you.

The Careers and Employment Centre offers a ‘drop-in’ service where you can arrange an individual session with a careers counsellor. There are also employability workshops, job fairs and employer presentations.

Other services offered by the Careers and Employment Centre include:

- development of skills such as CV preparation, presentation skills, interview techniques, experience of aptitude and personality tests
- careers information including free career directories, specialist booklets and CDs
- access to specialist careers programmes and databases, such as Prospects Planner and Funder Finder
- website providing a regularly updated job vacancy service.

International students

The UK Border Agency now operates a points-based system when assessing applications to work in the UK from people outside of the European Economic Area (EEA). A specific category exists for post-study workers.

For further information, please visit:

www.ukba.homeoffice.gov.uk/workingintheuk/tier1/poststudy



Lorna Froud,
Head of Careers and Employment Centre



Student Profile: Adam Miller Commercial Operations Executive at Magners GB, London, BA (Hons) Business and Retail Management (equivalent course for 2012 entry, BA (Hons) Business and Marketing Management, page 30).

I chose Oxford Brookes predominantly for the course and the good reputation of the Business School. When the time came to graduate, the Careers Centre gave me guidance on what was out there and the careers fairs provided me with information on the career paths available to me.

The financial, marketing and entrepreneurial skills that I gained whilst at Brookes have proved invaluable in my role at Magners. In particular, the Entrepreneurial Business Management module provided me with a lot of preparation for the challenges that I face on a daily basis. As for my future, I'd like to stay in the food and beverages industry, moving down the Marketing route as either a Category or Brand Manager.

As Brookes' recognition continues to grow it provides graduates with a competitive advantage in an increasingly competitive job environment.

International students

The Business School at Oxford Brookes University is home to students from more than 150 countries. You benefit from our outstanding academic reputation, teaching quality and the excellent personal and academic support that helps to encourage and ensure success in your future career.

Support when you need it

The University provides support on academic and welfare issues throughout your time at the Business School. All students are allocated a personal tutor on arrival. In addition, the University International Student Advisory Service provides welfare support, visa advice and counselling should you need it.

International and EU students who join Oxford Brookes University are given priority for accommodation in student halls in their first year, as long as the application deadline is met. You will enjoy a support network to help you make the most of your time here.

Once you have accepted your offer to study at the Business School at Oxford Brookes University, you will be sent a pre-arrival guide. This contains information about studying in the UK, details on accommodation and further advice on all aspects of living and studying in the UK.

How to apply

Overseas applicants should apply through UCAS.

Please see www.ucas.com for further information. If you wish to arrange an informal visit to the Business School or to meet an alumnus in your country, please contact **+44 (0) 1865 485858**.

Entry requirements

The Business School at Oxford Brookes University has many years of experience in evaluating overseas qualifications against UK equivalents. We take great care to ensure that international applicants are fairly assessed, with full consideration given to previous educational attainments and other relevant factors such as work experience and maturity.

Undergraduate international students should have IELTS 6.0 overall, with 6.0 in reading and writing or equivalent, except BSc Accounting and Finance – see page 28.

Please contact us to discuss your entry requirements on **+44 (0) 1865 485858** or email ukinternational@brookes.ac.uk.

Introductory courses for international students

Oxford Brookes University helps to prepare international students for studying in the UK by providing English language courses specifically for studying at undergraduate degree level. The courses are designed and taught by qualified academic staff, many of whom also teach on Oxford Brookes University undergraduate courses. They are specialists in English for Academic Purposes who have trained, taught and researched overseas. The English language courses are validated by Oxford Brookes University and accredited by the British Council. To find out more about English language preparation, please visit www.brookes.ac.uk/ic.

Tsinghua University, Beijing, China

COACE, the Centre for Overseas Academic and Cultural Exchange at Tsinghua University in Beijing, delivers foundation courses, enabling students who successfully pass both academic and English language components to apply for a place on an undergraduate course at the Business School.

Work while you are studying

If you want to earn money or gain more experience whilst you are in the UK, in addition to your work placement, and you are a student from within the European Economic Area (EEA), you can work in the UK without any restrictions. Non-EEA students may work up to 20 hours per week during semesters and full-time during vacations, unless you have a stamp in your passport which prohibits you from working.

Further information is available on the British Government Visa Services website, www.ukvisas.gov.uk.

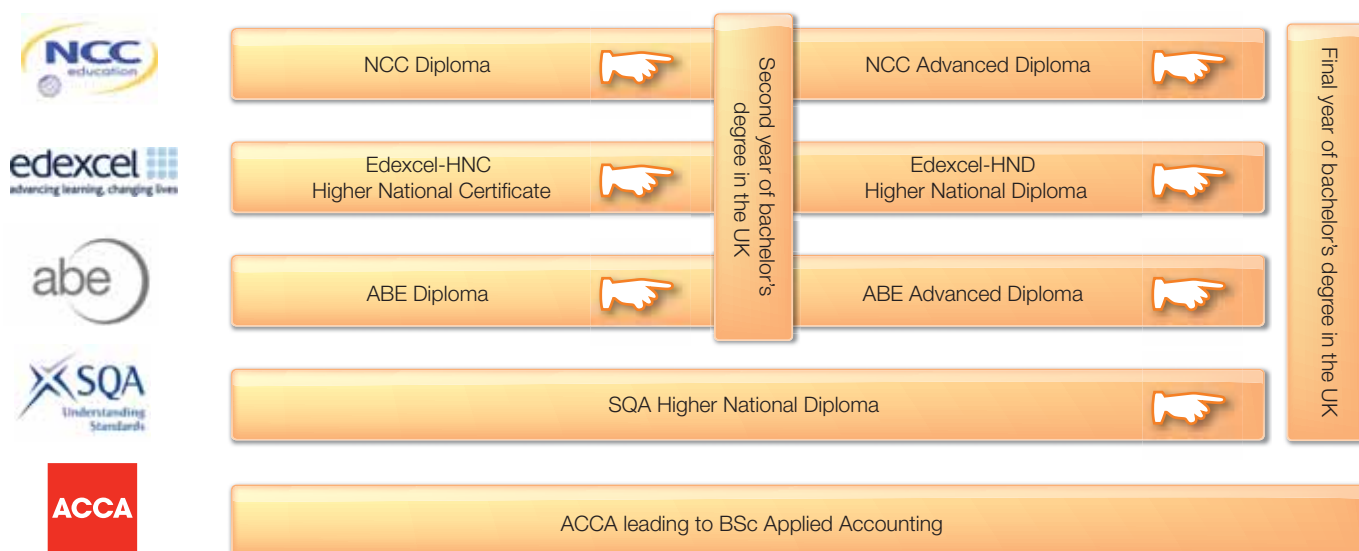
There's so much support for international students, from tutors, the Careers and Employment Centre and the International Student Advisory Service, they all actually reach out to you.

Jan Tiefenbeck, BA (Hons) Marketing Management

Second and final year entry

The Business School at Oxford Brookes University offers credit for your previous studies. If you have completed an appropriate course you could be eligible to apply for entry into the second or final year of one of our undergraduate courses. This means you could gain an Oxford Brookes University degree within one or two years of study in the UK, if your previous qualification is recognised by the University.

If you have studied for an NCC Diploma, an Edexcel HNC or an ABE Diploma in Business you may be eligible to join the second year of an Oxford Brookes University business degree. If you have studied for an SQA Higher National Diploma, an NCC International Advanced Diploma, an Edexcel Higher National Diploma or an ABE Advanced Diploma in business you may be eligible to join the final year of an Oxford Brookes University business degree. In addition to this, if you are studying towards papers one and two of the ACCA you may be eligible to study on a distance learning basis towards a BSc Applied Accounting degree awarded by Oxford Brookes University.



There are a range of other qualifications that have been carefully matched to the Business School programmes. You can find a complete list by visiting www.business.brookes.ac.uk/undergraduate/Credit.asp. If your qualification is not listed, don't worry, there may still be opportunities to study towards one of the business programmes with advanced standing (year 2 or final year entry). Please contact us to discuss your individual application.

If English is not your first language, you must have passed the IELTS examination (although other formal qualifications may be considered) with an overall score of 6.0, with 6.0 in reading and writing for second year entry and an overall score of 6.5, with 6.0 in reading and writing for entry into the final year. Your IELTS qualification should be no more than two years old when you apply.

For further information, please visit www.business.brookes.ac.uk/undergraduate/Credit.asp, email business@brookes.ac.uk or call +44 (0) 1865 485858.

Campus tours, visits and open days

You can find out more about the Business School by coming to see us at one of our Open Days, on a Visit Day or by booking a campus tour. Alternatively, you can try our Virtual Open Day, Virtual Tour or watch our Prior Knowledge podcasts at: www.business.brookes.ac.uk/undergraduate/opendays.asp.

Open Days

The Business School normally runs three Open Days annually, on Saturdays in June, October and November, giving you the opportunity to find out more about the University and the Business School. It is a chance to meet teaching staff and existing students, to find out how the subjects you are interested in are taught and to see the facilities. It is also a good opportunity for you and your family or friends to look round the city of Oxford and to get a feel of what it is like to study here.

For up-to-date Open Day information visit:

www.business.brookes.ac.uk/undergraduate/opendays.asp.

Campus tours

Tours of Headington campus, with a student guider to tell you all about life at Oxford Brookes University, are available most days. Campus tours are open to anybody thinking of studying here and you are welcome to bring your family or friends.

To book, call **+44 (0) 1865 485858**
or email business@brookes.ac.uk.

Visit Days

Once you have been offered a place at the Business School, you will be invited to a Visit Day, where you can look round the University and talk to staff and existing students at the School. This will help you to find out all the information you need to know before deciding which university to make your first choice.



Open Day, Wheatley Campus

“The business school is recognised nationwide and employers respect the skills level of its graduates”

BA (Hons) Business and Management student



Simon Williams
Undergraduate Centre

Your degree structure

Studying at the Business School at Oxford Brookes University means joining one of the most innovative undergraduate programmes in the country. The modular structure of the degrees incorporates an international approach to the study of business and offers flexibility of choice within each course.

Degree structure

Each course is made up of a number of modules, which are self-contained units of study, taught and assessed independently. Full-time students normally study eight modules per year (four in each semester). Each module is taught using a combination of lectures, seminars and workshops.

In the first year, depending on the course you study and whether you have previously studied Business A-level, you will typically take six compulsory modules and choose two further modules from a range of electives, including the opportunity to study a language. In the second year, you will typically study four compulsory (advanced) modules and choose four further modules from a range of electives.

In the final year, you will choose from a range of honours modules, including a dissertation, synoptic or independent study module. This way you study the core topics within your chosen degree subject, but also choose to study areas that are of particular interest to you or that fit with your career aspirations.

Help and advice in making your choices is provided by your personal tutor and course manager. Typical course structures are illustrated by the charts on the individual course pages that follow.

Single and combined honours

A single honours course is the study of one subject in depth. A combined honours course allows you to combine two subjects. You can take either a joint approach or major in one of the two subjects. If you take the joint approach, your workload is balanced between your two subjects; if you choose to major in one subject, your accompanying minor subject accounts for between a third and a quarter of your overall work. Combining Business Management with another subject can improve your employability prospects and help develop an existing passion into a rewarding career (see pages 40-41).

Work placements

A key feature of all our undergraduate courses is the work placement scheme, which lays the foundations for a successful career. The work placement scheme is compulsory on the hospitality and tourism courses and takes place in your second year. On all the other Business School courses the work placement year is optional, though strongly recommended, and takes place in the third year of a four-year course. If you opt to undertake a work placement in your third year, you will take a Skills for Placement Search module during your second year. Please see page 8 for full details about work placements.

Summer internships

After your first and second years you have the opportunity to gain further work experience and apply your knowledge through a summer internship with a company. Our Work and Voluntary Experience Services office is able to assist you with finding an internship, as well as voluntary work throughout your course, which will significantly enhance your CV and give you an advantage when applying for graduate positions.

International exchange

You are encouraged to take the opportunity of an international exchange in the second semester of your second year at one of our partner institutions in Europe, USA, Asia or Australia. Studying overseas provides the chance to broaden your horizons through living and working in another culture, something that could prove invaluable in today's global business environment. During an exchange you will continue to earn credit towards your degree.

"I like the wide range of learning available and flexibility of modules"

BA (Hons) Business and Management student

Undergraduate honours degrees

Single honours degrees

BA (Hons) Business and Management – full details on page 20.

This course is designed to give you maximum flexibility. Its broad foundation enables you to make module choices in your second year and, if you wish, change to a specialised degree in either Business, International Business Management or International Business after the first year.

BSc (Hons) Business – full details on page 22.

To survive in a highly dynamic business environment organisations need the ability to consider multiple perspectives and work co-operatively and strategically through a variety of alliances and joint venture partnerships. This course is designed to enable graduates to meet these challenges.

BA (Hons) International Business Management – full details on page 24.

This course aims to develop management knowledge, skills and self-confidence, making you 'at home' in a culturally diverse working environment.

BSc (Hons) International Business – full details on page 26.

This course gives vital learning experience in at least two different countries, develops language skills and prepares you for an international career.

BSc (Hons) Accounting and Finance – full details on page 28.

This course develops well-rounded accounting graduates with an international perspective, excellent team working, problem solving and communication skills who are commercially aware, analytical and, as a result, highly sought after.

BA (Hons) Business and Marketing Management – full details on page 30.

Marketing is at the heart of any successful organisation. This course develops an understanding of marketing in an international business context, enabling you to recognise and respond to the differing needs of a range of organisations.

BSc (Hons) Economics, Finance and International Business – full details on page 32.

Economic and financial forces shape the global business environment. This course provides you with a broad knowledge of business from an international perspective combined with specialist expertise in economic, financial and business analysis.

BA (Hons) Economics, Politics and International Relations – full details on page 34.

This course is designed to give you the skills and knowledge to look behind the headlines and understand the forces shaping the contemporary world.

BSc (Hons) International Hospitality Management – full details on page 36.

This course provides you with the knowledge, skills and attributes required for senior management and leadership positions within international hospitality organisations.

BA (Hons) Publishing Media – full details on page 38.

Publishing is one of today's leading creative industries. This course introduces you to the essentials of publishing and can lead to careers in PR, advertising, charities, the arts and other organisations, as well as book, magazine or journal publishing.

BSc (Hons) Information Technology Management for Business – full details on page 42.

This course has been developed as a direct response to the needs of international companies for a workforce capable of managing the information technology function within industry and commerce.

Combined honours degrees

BSc/BA (Hons) Publishing Media – full details on page 38.

This course introduces you to the essentials of publishing and can lead to careers in PR, advertising, charities, the arts and other organisations, as well as book, magazine or journal publishing. You can broaden your studies by combining with another subject.

BSc/BA (Hons) Business Management – full details on page 40.

The Business Management course, when combined with another subject, gives you the skills and understanding that you need to succeed in a diverse range of organisations, providing the opportunity for you to turn an existing passion into a rewarding career.

Our Business and Management degrees

At Oxford Brookes University our priority is our students and we know how important it is that you find the right course for you.

Your experience at the Business School will be dynamic and practice based, enabling you to develop the organisational competences and business awareness needed for a wide range of careers.



The Buckley Building, Headington Campus

We understand that students seek flexibility and choice with the opportunity to tailor their course to particular developing interests and career aspirations. In the first year you are provided with a firm foundation in both business and management.

Our portfolio of Business and Management degrees include **BSc (Hons) Business**, **BA (Hons) Business and Management**, **BA (Hons) International Business Management** and **BSc (Hons) International Business**, these four programmes all share a common first year.

After your first year of study you can choose to continue on any of these programmes, allowing you to make an informed decision on which route to take in your second and final years. This provides you with the maximum amount of flexibility and choice and the opportunity to pursue a wide range of careers.

First Year degree structure

First Year - Study 8 module credits

International Business Context
(2 module credits)

Introduction to Management
(2 module credits)

Analytical Techniques for
Business and Management

Foundations of Business
(if without Business A-level)

Choose 3 modules from List A
(2 if without Business A-level)

Elective modules List A

Business Economics and Financial Markets
Creating Entrepreneurial Organisations
Elements of Business Law
Foundations of Marketing
Interpreting Economics and Financial Data
Planning a Successful Event

Raising Individual Financial Awareness
The Evolution of Global Business
Using Accounting and Financial Information

Or choose any 1st year modules from across the University, for example introductory modules in Law, Psychology, IT or languages including French, Spanish, Mandarin Chinese, Japanese or Italian.



BA (Hons) Business and Management

single honours

The Business and Management degree provides you with the capabilities, skills and understanding you need to succeed in your chosen career. It provides exciting, challenging and authentic opportunities to operate effectively in business.

UCAS code N200 BA/BU

This course is designed to give you maximum flexibility. In the first year you study a range of modules and this broad foundation enables you to make informed module choices in your second year and, if you wish, to change to a more specialised degree in **BSc (Hons) Business, BA (Hons) International Business Management or BSc (Hons) International Business** after the first year.

The course

Your experience at the Business School will be dynamic and practice based, enabling you to develop the organisational competences and business awareness needed for a successful career. The Business and Management degree involves innovative active learning techniques based on enquiry and problem-solving methods developed in partnership with consultants from diverse organisational backgrounds.

The international focus of the Business School is reflected in the content of the course. You study in a research-rich environment, learning from staff who write leading textbooks on business and management and who bring their considerable experience and links with industry into the School. Visiting professionals will give you an insight into today's dynamic global business environment.

Your opportunity to specialise

The Business and Management degree allows you to pursue your own particular areas of interest through our rich range of electives.

We have suites of modules available which enable you to specialise in Management, International Management, and Creativity, Innovation and Enterprise.

Work placement

In your third year you have the option of undertaking a work placement year, an exciting opportunity for you to take on a high degree of responsibility and enhance your employment prospects. In the past, students have enjoyed inspiring and intellectually challenging positions at **Innocent, Intel, Xerox and Disney**. Many of our students are offered graduate employment by their placement employer at the end of their degree.

International exchange

You are encouraged to undertake an exchange for one semester at one of our partner institutions in Europe, the USA, Asia or Australia. During an exchange you will earn credit towards your degree course.

Career prospects

Our active Careers Office ensures that students have help in finding the right job for them. This course prepares graduates to secure positions locally, nationally or internationally in a range of organisations. Many have gone on to graduate employment with international companies such as **Body Shop, Dell, Sky and Virgin Mobile**.

Specific entry requirements

GCSE Mathematics and English (grade B preferred). If English is not your first language, please see English language requirements on page 12.

Typical offers

BBB at A-level; two AS-levels will be recognised in place of a maximum of one A-level (may include a 12-unit vocational A-level);
International Baccalaureate 31 points.
A positive feature of an application could include a free-standing AS-level.

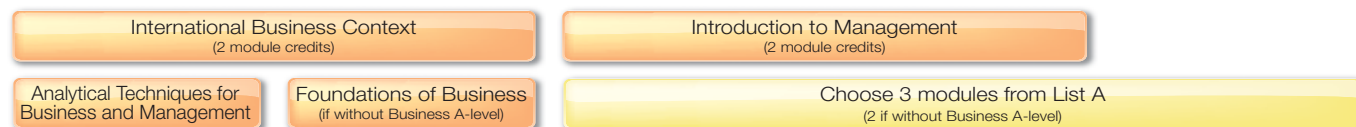
Course length

Three years' full-time study, or four years if an optional work placement year is included.
Part-time: up to eight years.

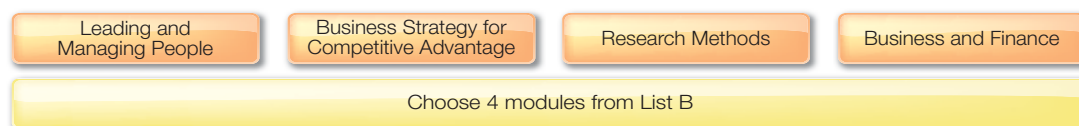


BA (Hons) Business and Management degree structure

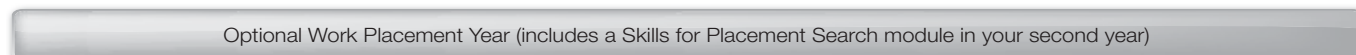
First Year - Study 8 module credits



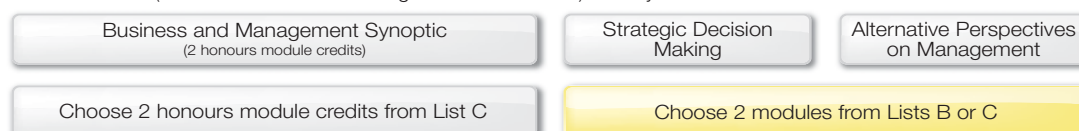
Second Year - Study 8 module credits



Third Year



Fourth Year (Third Year if not undertaking a Work Placement) - Study 8 module credits



Module key



Elective modules List A

Business Economics and Financial Markets
Creating Entrepreneurial Organisations
Elements of Business Law
Foundations of Marketing
Interpreting Economics and Financial Data
Planning a Successful Event
Raising Individual Financial Awareness
The Evolution of Global Business
Using Accounting and Financial Information

Or choose any 1st year modules from across the University, for example introductory modules in Law, Psychology, IT or languages including French, Spanish, Mandarin Chinese, Japanese or Italian.

Elective modules List B

Buying, Merchandising and Store Design
Corporate and Business Law
Creating and Delivering the Retail Brand
Creativity and Innovation
Customer Relationship Management
Developing Human Resource Strategies
eBusiness
Enterprise and Entrepreneurship
Environmentally Sustainable Business
Ethics in Business
Financial Markets and Institutions
Independent Study (Community Engagement)
International Finance
International Markets and Competition
Introduction to People Management
Management Information Systems
Managing Business Operations
Managing Business Projects
Managing Knowledge for Competitive Advantage
Managing Non-Profit Organisations
Maths for Decision Making
Organisational Behaviour
Purchasing and Supply Chain Management
Regional Studies – Asia, Africa or Europe
Services Marketing Management
The Business of Sport and Entertainment
Plus language options

Honours modules List C

Consultancy Project (2 module credits)
Contemporary Issues in Finance
Developing Self, Developing Others
Dissertation in Business and Management
(2 module credits)
Dynamics of Employment Relations
Entrepreneurial Business Management
(2 module credits)
Independent Study
International Human Resource Management
International Marketing
Leading and Managing Change
Perspectives on International Management
The Developing Business



BSc (Hons) Business single honours

The global business world is changing rapidly. To survive in a highly dynamic environment organisations need to take an analytical and critical approach, consider multiple perspectives and work co-operatively and strategically. This course enables you to meet these challenges and equips you for the changing global employment market. It provides you with an opportunity to specialise in the area of business and forms part of the Business and Management suite of programmes.

UCAS code N100 BSc/DB

The BSc (Hons) Business is aimed at those who want careers working in a highly dynamic business environment with national and international companies. This course shares a common first year with the **BA (Hons) Business and Management**, **BA (Hons) International Business Management** or **BSc (Hons) International Business** courses and so provides a foundation year in both business and management.

The course

You gain a deep understanding of the complexity of the global environment and how international markets and competition interact, developing your strategic and financial awareness and the research and analytical tools necessary to make well-informed and persuasive business decisions.

In your final year you further develop your skills of strategic decision making through independent research and by studying live business problems. The synoptic module reinforces and integrates the understandings you have gained and encourages you to self-manage and reflect on your learning.

You can undertake projects directly related to the workplace through the Consultancy Project or Entrepreneurship modules, where industry experts are involved in the assessment and, if you wish, you can undertake a dissertation with the support of a personal supervisor.

Work placements

In your third year you can undertake a work placement year, an exciting opportunity to take on a high degree of responsibility which enhances your employment prospects. Students have enjoyed challenging positions at **American Express**, **IBM**, **Intel**, **Xerox**, **Waitrose**, **HMV** and **Disney**. Many of our students are offered graduate employment by their placement employer.

Career prospects

Our active Careers Office helps you find the right job. This course prepares you to work internationally and secure positions in business development, project co-ordination, consultancy or general management. Many go on to graduate employment with companies such as **AC Nielsen**, **Aldi**, **Civil Aviation Authority**, **Dell**, **Intel** and **Sky**.

Specific entry requirements

GCSE Mathematics (grade B preferred) and English. If English is not your first language, please see English language requirements on page 12.

Typical offers

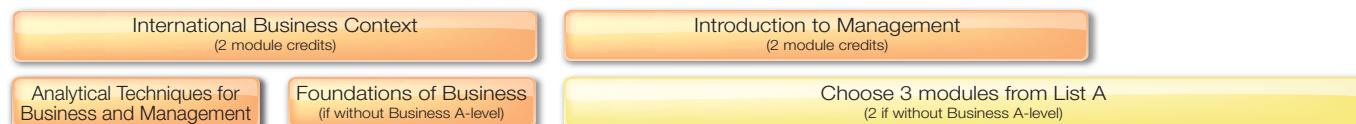
BBB at A-level; two AS-levels will be recognised in place of a maximum of one A-level (may include a 12-unit vocational A-level); International Baccalaureate 31 points. A positive feature of an application could include a free-standing AS-level.

Course length

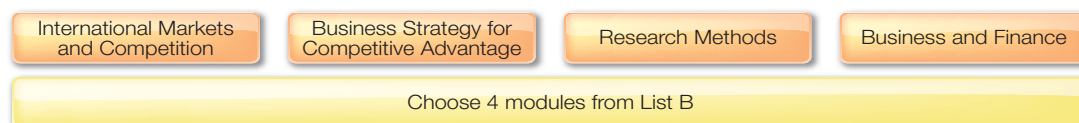
Three years' full-time study, or four years if an optional work placement year is included. Part-time: up to eight years.

BSc (Hons) Business degree structure

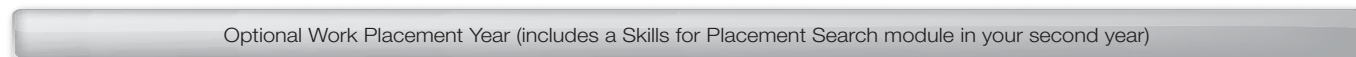
First Year - Study 8 module credits



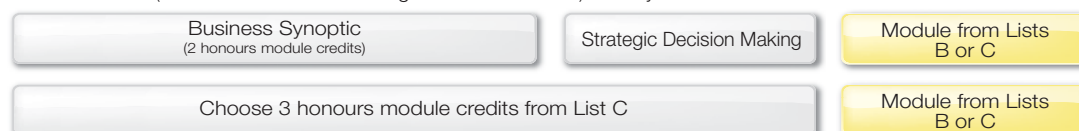
Second Year - Study 8 module credits



Third Year



Fourth Year (Third Year if not undertaking a Work Placement) - Study 8 module credits



Module key



Elective modules List A

Business Economics and Financial Markets
Creating Entrepreneurial Organisations
Elements of Business Law
Foundations of Marketing
Interpreting Economics and Financial Data
Planning a Successful Event
Raising Individual Financial Awareness
The Evolution of Global Business
Using Accounting and Financial Information

Or choose any 1st year modules from across the University, for example introductory modules in Law, Psychology, IT or languages including French, Spanish, Mandarin Chinese, Japanese or Italian.

Elective modules List B

Creativity and Innovation
Corporate and Business Law
eBusiness
Enterprise and Entrepreneurship
Environmentally Sustainable Business
Ethics in Business
Financial Markets and Institutions
Independent Study - Community Engagement
Leading and Managing People
Management Information Systems
Managing Business Operations
Managing Business Projects
Managing Knowledge for Competitive Advantage
Managing Non-Profit Organisations
Maths for Decision Making
Organisational Behaviour
Quantitative Techniques in Economics and Finance
Regional Studies - Asia, Africa or Europe
Services Marketing Management
The Business of Sport and Entertainment
Plus language options

Honours modules List C

Consultancy Project (2 module credits)
Contemporary Issues in Finance
Dissertation in Business (2 module credits)
Entrepreneurial Business Management (2 module credits)
International Business Case Studies (2 module credits)
International Marketing
The Developing Business

The Simon Williams
Undergraduate Centre,
Wheatley



BA (Hons) International Business Management single honours

The nature of the working world is increasingly global. This degree develops your understanding of how businesses operate internationally and the challenges managers face. It gives you the management knowledge, skills and understanding to succeed in a culturally diverse environment and prepares you for a career in international business management.

UCAS code N120 BA/BT

This degree develops your understanding, competences and critical evaluative capabilities to operate in business internationally. The course particularly focuses on the challenges managers face in culturally diverse organisations. You will be prepared to enter organisations across the globe at graduate trainee or junior management levels.

The course

This course gives an innovative and exciting learning experience of international management and business, including opportunities for international exchanges, placements and consultancy.

It begins by introducing you to the fundamentals of business and management within an international business context. This degree includes the opportunity to study one of a range of languages, which could contribute to up to a quarter of your degree throughout your study.

In the second and final years there is a strong emphasis on international management, critical thinking and international strategic enquiry, including how decisions are made in culturally diverse organisations, how resources are allocated to ensure success and the challenges of long-term economic and environmental sustainability. The course will also involve the opportunity to be engaged in a live international consultancy.

The course offers additional flexibility in the first year by sharing modules with the **BA (Hons) Business and Management**, **BSc (Hons) Business**, and **BSc (Hons) International Business** allowing you to consider a change of degree after the first year if you wish.

International exchange

To make the most out of your degree you are strongly encouraged to undertake an exchange for one semester at a partner institution in Europe, USA, Asia or Australia. During an exchange you not only experience at first hand living and learning in a different culture but you also earn credit towards your degree course.

Work placements

In your third year you have the option of undertaking a year-long work placement within an international business. Students have enjoyed exciting and intellectually challenging positions at **American Express**, **BMW**, **Coppenrath & Wiese**, **IBM**, **Microsoft**, **Xerox** and other global organisations. Many of our students are offered graduate employment by their placement employer.

Career prospects

Our active Careers Office ensures that you have help in finding the right job. By studying this degree you are enhancing your career development opportunities in a wide business context. You will be able to enter organisations located in different cultures, for example as a graduate trainee. Recent graduates have secured employment with **HSBC**, **Deloitte LLP**, **Accenture** and **BMW**.

Specific entry requirements

GCSE Mathematics and English (grade B preferred). If English is not your first language, please see English language requirements on page 12.

Typical offers

BBB at A-level; two AS-levels will be recognised in place of a maximum of one A-level (may include a 12-unit vocational A-level);
International Baccalaureate 31 points.
A positive feature of an application could include a free-standing AS-level.

Course length

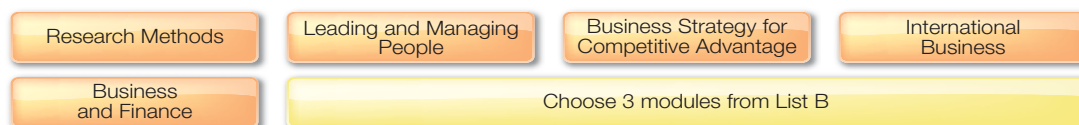
Three years' full-time study, or four years if an optional work placement year is included.
Part-time: up to eight years.

BA (Hons) International Business Management degree structure

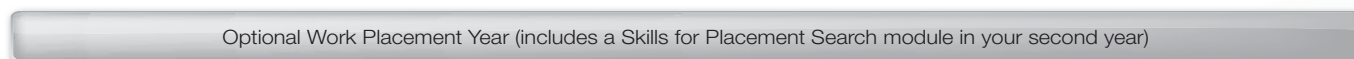
First Year - Study 8 module credits



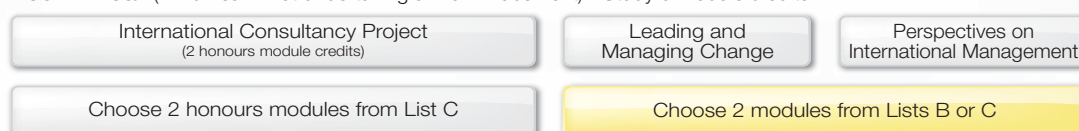
Second Year - Study 8 module credits



Third Year



Fourth Year (Third Year if not undertaking a Work Placement) - Study 8 module credits



Module key



Elective modules List A

Business Economics and Financial Markets
Creating Entrepreneurial Organisations
Elements of Business Law
Foundations of Marketing
Interpreting Economics and Financial Data
Planning a Successful Event
Raising Individual Financial Awareness
The Evolution of Global Business
Using Accounting and Financial Information

Or choose any 1st year modules from across the University, for example introductory modules in Law, Psychology, IT or languages including French, Spanish, Mandarin Chinese, Japanese or Italian.

Elective modules List B

Buying, Merchandising and Store Design
Corporate and Business Law
Creating and Delivering the Retail Brand
Creativity and Innovation
Customer Relationship Management
Developing Human Resource Strategies
eBusiness
Enterprise and Entrepreneurship
Environmentally Sustainable Business
Ethics in Business
Financial Markets and Institutions
Independent Study - Community Engagement
International Finance
International Markets and Competition
Introduction to People Management
Management Information Systems
Managing Business Operations
Managing Business Projects
Managing Knowledge for Competitive Advantage
Managing Non-Profit Organisations
Maths for Decision Making
Organisational Behaviour
Purchasing and Supply Management
Regional Studies - Asia, Africa or Europe
Services Marketing Management
The Business of Sport and Entertainment
Plus language options

Honours modules List C

Alternative Perspectives on Management
Contemporary Issues in Finance
Developing Self, Developing Others
Dissertation in Business and Management
Entrepreneurial Business Management (2 module credits)
Independent Study
International Human Resource Management
International Marketing
The Developing Business

BSc (Hons) International Business single honours

This course represents an innovative and creative approach to learning. It provides significant benefits through studying abroad, language skills development and work placements in both France and the UK.



UCAS code (to be announced, please see website).

This course is a dual award degree with Groupe ESC Dijon-Bourgogne, (Burgundy School of Business) and the Business School at Oxford Brookes University and is the outcome of a developing strategic partnership between the two Business Schools.

The course

You study in Oxford in your first and final years and in Dijon, France, during your second year. The entire programme is delivered in English in both locations.

This course is designed to prepare you for a broad range of careers in international business and related areas. It gives vital learning experience in at least two different countries as well as a good grounding in business theory and analysis.

The study of business is set within the context of the fast moving global business environment. The skills required 'to survive and thrive' in the challenging world of business and management are integrated throughout the course.

You will mix with a French and international community of students and staff and experience a variety of multi-cultural approaches to the context and strategic development of global business. Both schools are seeking to enhance their

research profiles, strengthen their corporate links and offer genuinely international curricula as a platform to enhance their worldwide reputation and to enrich their students' international experience.

The course offers additional flexibility in the first year by sharing modules with **BA (Hons) Business and Management, BSc (Hons) Business, BA (Hons) International Business Management** allowing you to consider a change of degree after the first year if you wish.

Study abroad

The first and final year of this degree course are spent at Oxford Brookes University Business School. The second year of this degree course is spent studying with fellow students at Burgundy School of Business, in Dijon, France. At the end of the second year in Dijon students have the opportunity to take a four-month internship, between June and September, with a multinational

company located in France. The alternative to this option is to complete an Independent Study module.

Specific entry requirements

GCSE Mathematics and English (grade B preferred). If English is not your first language, please see English language requirements on page 12.

Typical offers

BBB at A-level; two AS-levels will be recognised in place of a maximum of one A-level (may include a 12-unit vocational A-level);
International Baccalaureate 31 points.
A positive feature of an application could include a free-standing AS-level.

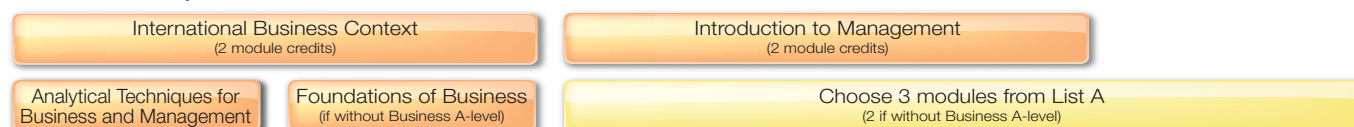
Course length

Three years' full-time study, or four years if an optional work placement year is included.



BSc (Hons) International Business degree structure

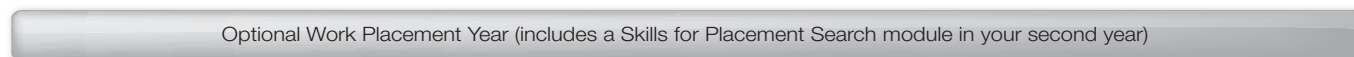
First Year - Study 8 module credits



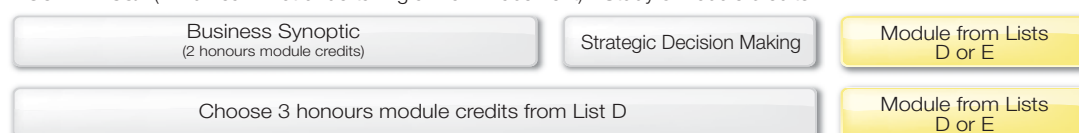
Second Year - Study all compulsory modules while at the Burgundy School of Business



Third Year



Fourth Year (Third Year if not undertaking a Work Placement) - Study 8 module credits



Module key



Work placements

You can spend your third year in a work placement, an exciting opportunity for you to experience a high degree of responsibility and consolidate your academic learning in the workplace, thus enhancing your employment prospects.

Career prospects

Our active Careers Office ensures that you have help finding the right job. After completing this course you will have developed knowledge of studying and working in different countries and cultures and be well placed to secure positions locally, nationally and internationally.

Elective modules List A

Business Economics and Financial Markets
Creating Entrepreneurial Organisations
Elements of Business Law
Foundations of Marketing
Interpreting Economics and Financial Data
Planning a Successful Event
Raising Individual Financial Awareness
The Evolution of Global Business
Using Accounting and Financial Information
Or choose any 1st year modules from across the University, for example introductory modules in Law, Psychology, IT or languages including French, Spanish, Mandarin Chinese, Japanese or Italian.

Honours modules List D

The Developing Business
Consultancy Project
International Business Case Studies
Dissertation in Business
Contemporary Issues in Finance
International Marketing
Entrepreneurial Business Management

Optional modules List E

Consultancy Project
Contemporary Issues in Finance
Dissertation in Business
Entrepreneurial Business Management
International Business Case Studies
International Marketing
The Developing Business

Compulsory modules List B

Advanced Web Research
Business and Economics
Business Project (Coaching)
Control Management
Costs Analysis
Cross Cultural Management
Distribution Strategy
Financial Diagnosis
French - Beginners, Intermediate, Advanced
Industrial Economics
International Business and Marketing
International Institutions and Distribution Systems
International Management
Market Research
Marketing Communications
Marketing Strategy
Mathematics for Finance
Professional Development Search for Internship
Professional Information Systems 3
Project Management
Quantitative Methods 3
Sales Methods
Social and Behavioural Science 3 (Teamwork)
Taxation

Optional modules List C

German, Spanish or Italian
Internship or Independent Study

Burgundy School of Business and surrounding area.



BSc (Hons) Accounting and Finance

single honours

Our Accounting and Finance courses develop well-rounded accounting graduates with an international perspective, excellent team working, problem solving and communication skills who are commercially aware, analytical and, as a result, highly sought after by employers.

UCAS code NN43 BSc/DG

After a shared first year you can continue with the BSc (Hons) Accounting and Finance degree or choose to follow pathways specialising in Accounting and Information Management or Accounting and Business. Information Management teaches you to analyse and manage the information needs of organisations, graduating with a **BSc (Hons) Accounting and Information Management**. Business concentrates on complex multifaceted business problems, after which you graduate with a **BSc (Hons) Accounting and Business** (see course structure charts on opposite page).

The status and quality of the Business School is illustrated by its long-standing strategic alliance with the Association of Chartered Certified Accountants (ACCA), the global body for professional accountants. Subject specialists, in consultation with leading practitioners and employers, have developed a degree course which exposes you to key accounting and financial aspects of the complex global business world.

The course

For a successful career in accounting and finance you need to have the practical experience, knowledge and critical analysis skills that employers are looking for. You participate in group presentations, role plays, discussions of topical materials, e-learning, computer-based simulations, wikis, online discussion groups, diagnostic assessments and workshops. Visiting professionals will give you an insight into today's accounting and business environment.

A large part of the Accounting and Finance course is taught from an international perspective, encouraging you to appreciate international standards and practices of accounting, think globally and work across cultures.

Career prospects

These degrees lead to careers in accounting and finance but also prepare you for other areas of business, including general graduate training schemes, setting up your own business or studying at postgraduate level.

The Accounting and Information Management pathway equips you to deal with the growing impact information systems have within organisations and in the careers of accounting professionals.

The Accounting and Business pathway equips you to take an analytical approach to business decision making and problem solving into your professional future.

Professional qualification exemptions

This course allows exemptions from first level professional qualification exams with the Association of Chartered Certified Accountants (ACCA), the Institute of Chartered Accountants in England and Wales (ICAEW)

and the Chartered Institute of Management Accountants (CIMA). Some exemptions from second level examinations are available, including up to the maximum that can be achieved from the ACCA. We are a Partner in Learning with the ICAEW.

Specific entry requirements

GCSE Mathematics (grade B preferred) and English. If English is not your first language, you should have IELTS 6.5 overall with 6 in reading and writing or equivalent.

Typical offers

BBC at A-level; two AS-levels will be recognised in place of a maximum of one A-level (may include a 12-unit vocational A-level);
International Baccalaureate 30 points.
A positive feature of an application could include a free-standing AS-level.

Course length

Three years' full-time study, or four years if an optional work placement year is included.
Part-time: up to eight years.

BSc (Hons) Accounting and Finance degree structure

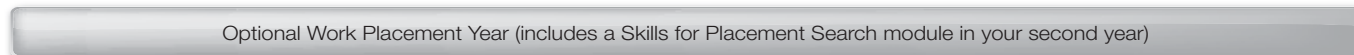
First Year - Study 8 module credits



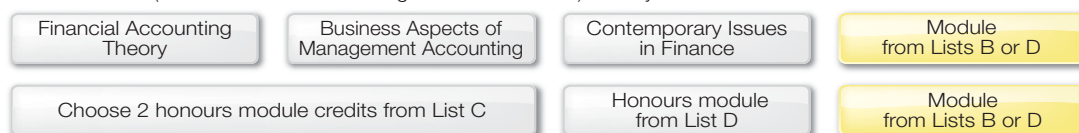
Second Year - Study 8 module credits



Third Year



Fourth Year (Third Year if not undertaking a Work Placement) - Study 8 module credits



Module key



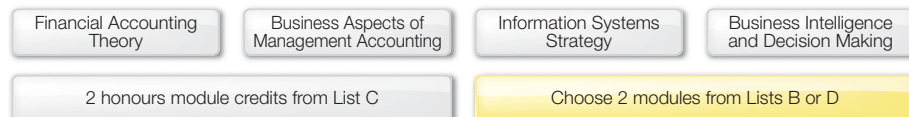
After the first year you have the option to remain on the BSc (Hons) Accounting and Finance degree or to choose a specialist pathway. You have the option of a Work Placement in year three.

BSc (Hons) Accounting and Information Management pathway

Second Year - Study 8 module credits



Fourth Year (Third Year if not undertaking a Work Placement) - Study 8 module credits

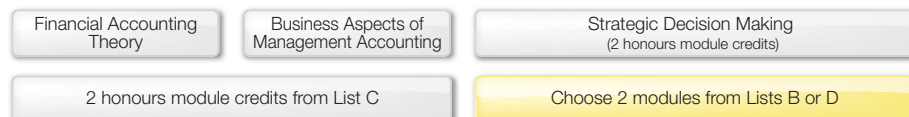


BSc (Hons) Accounting and Business pathway

Second Year - Study 8 module credits



Fourth Year (Third Year if not undertaking a Work Placement) - Study 8 module credits



Elective modules List A

Foundations of Marketing
Managing in a Diverse Global Environment
Raising Individual Financial Awareness
Or choose any 1st year modules from across the University, including languages.

Elective modules List B

Accounting Information Systems
Advanced Taxation
Auditing Practice
Auditing Theory
Business Strategy for Competitive Advantage
Corporate and Business Law
eBusiness
Enterprise and Entrepreneurship
Environmentally Sustainable Business
Ethics in Business
Financial Markets and Institutions
Independent Study - Community Engagement
Information Systems in Practice
International Business
International Finance
International Markets and Competition
Leading and Managing People
Management Information Systems
Managing Business Operations
Managing Business Projects
Managing Non-Profit Organisations
Maths for Decision Making
Organisational Behaviour
Personal Taxation
Quantitative Techniques in Economics and Finance
The Business of Sport and Entertainment
Plus language options

Honours modules List C

Accounting Synoptic (2 module credits)
Dissertation (2 module credits)

Honours modules List D

Business Intelligence and Decision Making
Contexts of Accounting
Independent Study
Information Systems Strategy
Strategic Decision Making (2 module credits)
The Developing Business

BA (Hons) Business and Marketing Management single honours

Marketing is at the heart of any successful organisation, providing the vital interface between the marketplace and internal strategic decision making. Effective marketing managers need a broad foundation of marketing and business knowledge. Through this course you develop the functional knowledge and strategic thinking required to be an effective, confident and reflective manager.

UCAS code NN15 BA/BK

This flexible course develops an understanding of marketing in an international business context, enabling you to recognise and respond to the differing needs of a diverse range of organisations. The course develops key skills such as problem solving, communication and team working, alongside the marketing knowledge and strategic thinking required to be an effective, confident and reflective manager, able to recognise and respond to the differing needs of a diverse range of organisations.

The course

Year 1 provides an integrated and comprehensive insight into essential areas of both business and marketing management.

During your second and final years you can elect to follow an individually tailored business and marketing course, exploring additional areas of marketing and/or wider business interests, providing a wide range of career choices. Alternatively, you can choose to specialise in either retailing or marketing communications.

Within the marketing communications specialism you learn how to plan, implement and evaluate promotional tools, including advertising and PR.

Within the retail specialism, you learn to create and deliver a successful service experience within an international retail context, from producer to end consumer.

The course's philosophy of enquiry-based learning means that you will gain theoretical knowledge and the skills and opportunities to apply this creatively in solving complex real-world problems. Academic staff with relevant research and business experience, supported by visiting practitioners, place a strong emphasis on preparing you for the world of work.

We equip you with key skills, such as critical analysis, communication, team working and problem solving.

Work placements

You can spend your third year in a work placement, an exciting opportunity for you to experience a high degree of responsibility, thus enhancing your employment prospects. Students have enjoyed challenging positions at **IBM, VW, American Express, BBC, Waitrose** and **HMV**. Many of our students are offered graduate positions by their placement employer.

Professional recognition

Graduates of this programme qualify for direct entry to the Chartered Institute of Marketing (CIM) Professional Postgraduate Diploma in Marketing.

The Marketing Communications specialism has been designed to ensure that its students meet the learning outcomes of the Institute of Direct Marketing (IDM) Certificate in Direct and Interactive Marketing, which students gain if they choose to register with the IDM and pass their own externally set examination.

Career prospects

Our Careers and Employment Centre ensures that students have help in finding the right job for them.

This course prepares you for managerial careers in business, marketing, marketing communications, retail and logistics in a range of organisations. Many go on to graduate traineeships in companies such as **Marks & Spencer, Johnson & Johnson, Virgin Mobile, Intel, Aldi, and Proctor & Gamble**.

Specific entry requirements

GCSE Mathematics (grade B preferred) and English. If English is not your first language, please see English language requirements on page 12.

Typical offers

BBB at A-level; two AS-levels will be recognised in place of a maximum of one A-level (may include a 12-unit vocational A-level);
International Baccalaureate 31 points.

Course length

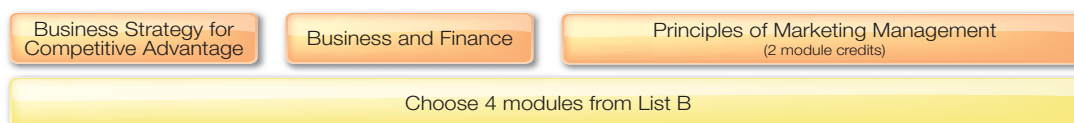
Three years' full-time study, or four years if an optional work placement year is included.
Part-time: up to eight years.

BA (Hons) Business and Marketing Management degree structure

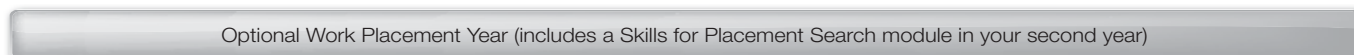
First Year - Study 8 module credits



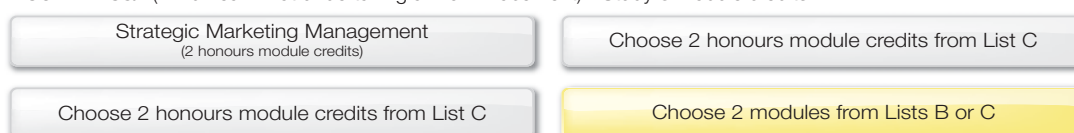
Second Year - Study 8 module credits



Third Year



Fourth Year (Third Year if not undertaking a Work Placement) - Study 8 module credits



Module key



Elective modules List A

Basic Survey Methods
Creating Entrepreneurial Organisations
Evolution of Global Business
Planning a Successful Event
Raising Individual Financial Awareness

Or choose any 1st year modules from across the University, including languages.

Elective modules List B

Applied Consumer Behaviour
Buying, Merchandising and Store Design
Creating and Delivering the Retail Brand
Creativity and Innovation
Customer Relationship Management
eBusiness
Enterprise and Entrepreneurship
Environmentally Sustainable Business
Essentials of Marketing Communications
Ethics in Business
Independent Study - Community Engagement
International Business
Leading and Managing People
Managing Business Operations
Managing Business Projects
Managing Non-Profit Organisations
Maths for Decision Making
Product and Brand Management
Purchasing and Supply Chain Management
Services Marketing Management
Strategic Marketing Communications
The Business of Sport and Entertainment
Plus language options

Honours modules List C

Campaign Management and Development (2 module credits)
Consultancy Project (2 module credits)
Contemporary Issues in Marketing Services Operations
Dissertation in Business and Marketing Management (2 module credits)
Entrepreneurial Business Management (2 module credits)
Independent Study
International Marketing
International Retail Strategy (2 module credits)
Professional Practice

Your opportunity to specialise

In the second and final years, in addition to studying the compulsory modules, you have the choice of a number of elective modules covering a wide range of marketing and business areas and issues. As part of this choice of electives you have the option to include a 'concentration'. These concentrations are our way of recommending a suite of related modules from the electives which focuses on a particular area of marketing.

Marketing Communications concentration

The Marketing Communications concentration includes the modules Essentials of Marketing Communications, Strategic Marketing Communications, and Campaign Management and Development. This concentration will help to prepare you for a career in marketing communications, whether working in a marketing services agency or client-side. The teaching team has close links with leading advertising and PR agencies which provide speakers and live projects. This concentration is designed to equip students to sit the examination for the Institute of Direct Marketing Certificate in Direct and Interactive Marketing.

Retail concentration

Within this concentration you learn to create and deliver a successful service experience within an international retail context, from producer to end consumer. The retail concentration includes the modules Creating and Delivering the Retail Brand, Buying, Merchandising and Store Design, and International Retail Strategy. This concentration will help to prepare you for a career in the retail sector or within those organisations supplying goods and services to it. The teaching team has close links with retailers which provide speakers and live projects.

BSc (Hons) Economics, Finance and International Business single honours

If you want a career in business or government as an economist or financial analyst then this course will give you the understanding, techniques and practical skills that employers are looking for.

UCAS code LN13 BSc/DF

You will graduate with a broad knowledge of business from an international perspective and have specialist expertise in economic, financial and business analysis, preparing you for a role with skills in management, leadership, critical thinking and analysis.

The course

The Business School has links with leading companies in finance, manufacturing and services, enabling you to combine your classroom-based learning with input from company-based professionals, field visits and international placements.

International businesses are always looking ahead to new opportunities and challenges. They need the best employees to help shape their strategies and provide informed advice to make the key decisions. This course gives you an overview of the world's major markets and each market's leading players, and provides you with the necessary skills for a successful career in this sector.

We introduce you to the key issues involved in international production, investment and trade, and provide you with the techniques of economic analysis and modelling which can inform complex decision making.

The course includes an innovative second year module, Skills and Knowledge of a Graduate Economist, which is designed on the basis of research and discussion about what employers want from economists in the world of work.

Above all, you will gain the confidence to apply your expertise in practice by ensuring that you create detailed and well-informed reports, present arguments persuasively, think critically and strategically, and work co-operatively in cross-cultural teams.

In your final year, you will undertake a 1-2 week field project for an overseas company as part of your synoptic module.

You are fully supported throughout your time at the School, developing transferable skills alongside an in-depth knowledge of macro and micro economics, accounting and finance, international finance and global business strategy.

Work placements

Students from the Business School have enjoyed exciting and intellectually challenging positions at **Microsoft, the Government Economic Service, Rolls-Royce, Oxford Economic Forecasting, Marriott, Four Seasons, Caterpillar, Innocent and Hewlett Packard.**

International exchange

You have the opportunity to study abroad for a semester and to undertake a field project within a company overseas as part of a final year module.

Career prospects

The Economics, Finance and International Business degree equips you for future careers such as an economist in the private, public or not-for-profit sector, financial management, corporate finance, investment banking or as a business analyst.

Specific entry requirements

GCSE Mathematics (grade B or above) and English (grade C or above). If English is not your first language, please see English language requirements on page 12.

Typical offers

BBC at A-level; two AS-levels will be recognised in place of a maximum of one A-level (may include a 12-unit vocational A-level);
International Baccalaureate 30 points.

Course length

Three years' full-time study, or four years if an optional work placement year is included.
Part-time: up to eight years.

BSc (Hons) Economics, Finance and International Business degree structure

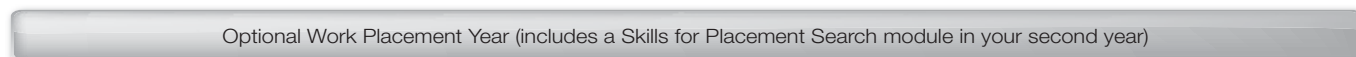
First Year - Study 8 module credits



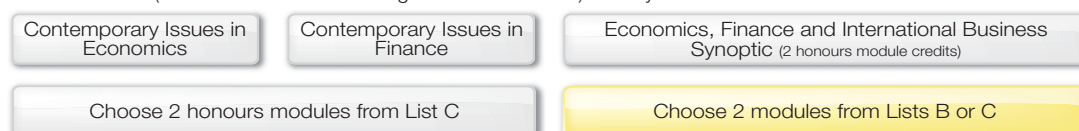
Second Year - Study 8 module credits



Third Year



Fourth Year (Third Year if not undertaking a Work Placement) - Study 8 module credits



Module key



Elective modules List A

Foundations of Marketing
Planning a Successful Event
Raising Individual Financial Awareness

Or choose any 1st year modules from across the University, for example introductory modules in Law, Psychology, IT or languages including French, Spanish, Mandarin Chinese, Japanese or Italian.

Elective modules List B

Corporate and Business Law
Corporate Finance
eBusiness
Environmentally Sustainable Business
Ethics in Business
Financial Markets and Institutions
Independent Study - Community Engagement
Introduction to People Management
Quantitative Techniques in Economics and Finance
Regional Studies - Asia, Africa or Europe
The Business of Sport and Entertainment
Plus language options

Honours modules List C

Econometrics
Environmental Economics
Finance and Development
Independent Study



BA (Hons) Economics, Politics and International Relations

single honours

This course is designed to give you the skills and knowledge to look behind the headlines and understand the forces shaping the contemporary world. You will graduate with knowledge of recent developments in the global economy and how these are linked with political changes at the national and international level.

UCAS code LL21 BA/IX

The specialist expertise you develop in economic and political analysis will prepare you for challenging international roles.

The course

In recent years both financial turmoil and ecological change have shown how political and economic developments cannot be separated and how both of these are international in character. Longer-run economic questions such as poverty, migration, trade relations and the rise of powers such as China and India all affect, and are influenced by, national governments and their relations with each other. This course allows you to explore these relationships in detail, linking theory and practice at each stage as you examine issues which are central to the lives of most of the world's population.

The first year of the course provides a firm grounding in the three disciplines of Economics, Politics and International Relations. In the second and final years you specialise either in Economics and Politics or in Economics and International Relations. In both cases you will develop your understanding of the central elements of economic and political theory in your second year while the final year of the degree allows you to take a range of specialist options and to work on an independent study project or dissertation enabling you to pursue your own interests in depth. Modules examine areas like environmental economics, the political economy of international trade, political thought, globalisation and democracy, international human rights and the global political economy.

During the course you gain the confidence to create detailed and well-informed reports, present arguments persuasively, think critically and strategically, and work co-operatively in cross-cultural teams.

Work placements

You have the option of taking a work placement between your second and third years. Students from the Business School have enjoyed exciting and intellectually challenging positions at **Microsoft, the Government Economic Service, Innocent, Rolls-Royce, Caterpillar, Oxford Economic Forecasting, Hewlett Packard** and a host of other global organisations.

Career prospects

The degree offers excellent employment potential. It equips you for a career as an economist in the public, private or not-for-profit sectors and/or a range of professions including the diplomatic service, teaching, management, publishing, journalism, local government, law, trade unions, NGOs, and international organisations.

Our aim at the Business School is to give you a stimulating and rewarding experience and to prepare you for employment. Our active Careers and Employment Centre ensures that students have help in finding the right job for them.

International exchange

You are encouraged to study abroad for a semester during the course at one of our partner institutions in the USA, Europe, Asia or Australia and undertake a field project within a company overseas as part of a final year module.

Specific entry requirements

GCSE Mathematics (grade B or above) and English (grade C or above). If English is not your first language please see English language requirements on page 12.

Typical offers

BCC at A-level; two AS-levels will be recognised in place of a maximum of one A-level (may include a 12-unit vocational A-level);
International Baccalaureate 29 points.

Course length

Three years' full-time study, or four years if an optional work placement year is included.
Part-time: up to eight years.

BA (Hons) Economics, Politics and International Relations

First Year - Study 8 module credits

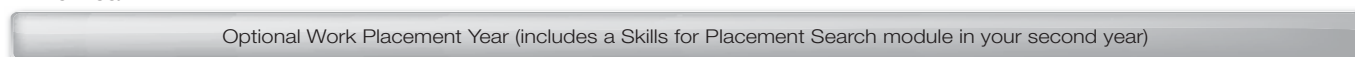


Economics and Politics concentration

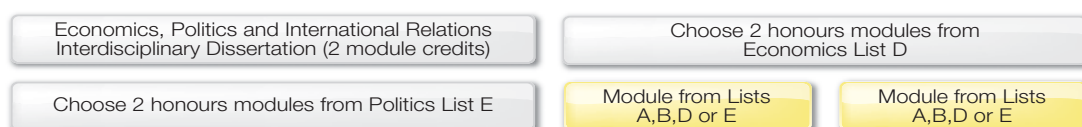
Second Year - Study 8 module credits



Third Year

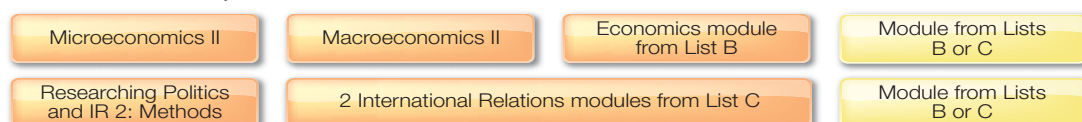


Fourth Year (Third Year if not undertaking a Work Placement) - Study 8 module credits

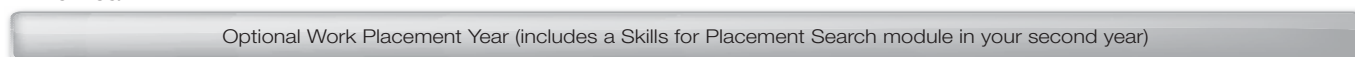


Economics and International Relations concentration

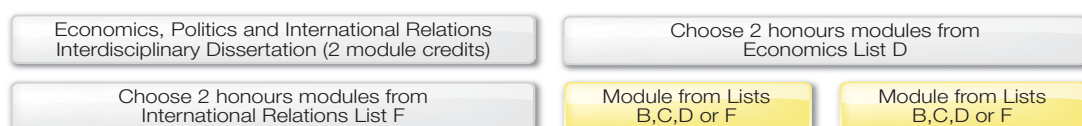
Second Year - Study 8 module credits



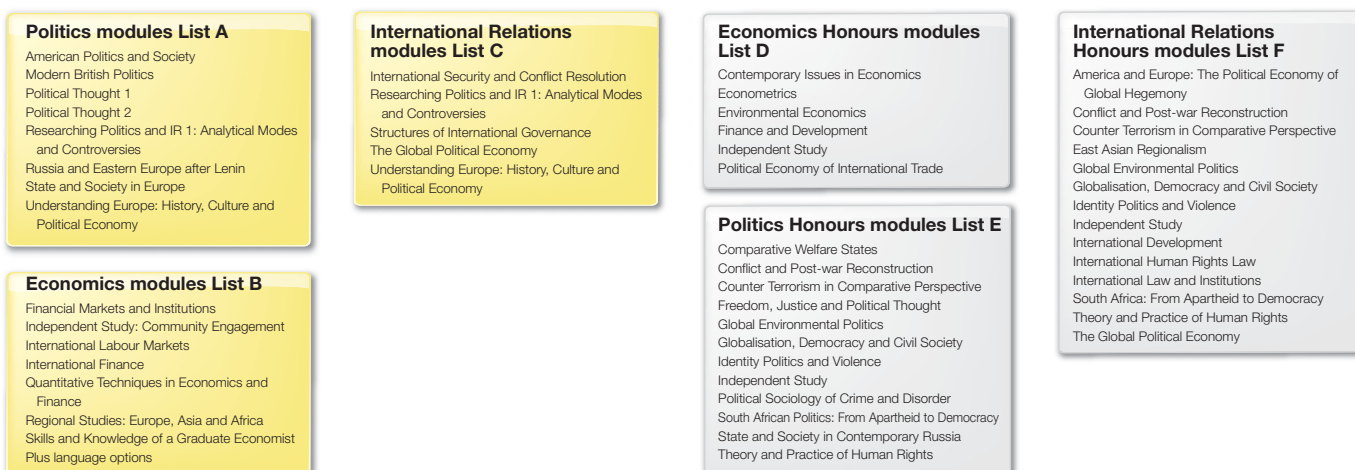
Third Year



Fourth Year (Third Year if not undertaking a Work Placement) - Study 8 module credits



Module key



BSc (Hons) International Hospitality Management single honours

This programme develops the knowledge, skills and attributes appropriate for effective management practice and leadership in the context of international hospitality. It is attuned to the needs of an industry that provides unique opportunities for talented, creative and intellectually able graduates.

UCAS code N201 BSc/HO

The Department of Hospitality, Leisure and Tourism Management has an impressive international reputation as one of the world's principal providers of management education in its field.

The course

The course focuses on core management disciplines including human resources management, financial management, marketing, operations, information systems and revenue management. You are also encouraged to specialise through elective modules, enhancing expertise in areas of personal interest that reflect your career aspirations. Foreign languages are optional for students who wish to develop their language skills.

Drawing on the Department's strong worldwide industry contacts, the course promotes understanding of successful management practice in hospitality contexts. There is regular interaction with senior industry figures, attendance at hospitality events and the opportunity to work with employer and alumni mentors.

International exchange

Studying overseas provides opportunities to broaden horizons through living and working in another culture. During year three of your course we encourage you to study abroad at one of our partner universities in locations such as Canada, Australia, Finland and Hong Kong.

Work placements

A distinctive aspect of the course is the work placement year. Working with prestigious employers worldwide, including **Marriott, Four Seasons, Fairmont, Hilton, Savoy, The Dorchester Collection** and **Rick Stein Restaurants**, our dedicated team help you secure a placement that matches your aspirations and abilities. The placement year develops the personal and professional skills that graduate employers are looking for so that you are best placed to secure a great job on graduation.

Career prospects

The Department has an outstanding record of graduates securing immediate, high-level employment upon graduation. Examples of recent positions taken by graduates include **Corporate Sales/Marketing Executive, Hilton; Leadership Development Programme, Fairmont; Consultant, DTZ; Four Seasons Graduate Programme, Miami; Event Co-ordinator, Richmond Events, London; Human Resource Manager, Marriott Grosvenor Square, London.**

Professional qualification exemptions

Successful completion of this course qualifies graduates for exemption from the educational requirements for membership of the Institute of Hospitality.

Specific entry requirements

GCSE Mathematics and English (grade C or above). Part-time/holiday work within the industry would be advantageous especially for those with aspirations to undertake work experience abroad. If English is not your first language, please see English language requirements on page 12.

Typical offers

BBC at A-level; two AS-levels will be recognised in place of a maximum of one A-level (may include a 12-unit vocational A-level);
International Baccalaureate 30 points;
BTEC National Diploma with a merit profile.

Course length

Four years' full-time study, including a year of compulsory supervised work experience.

You may be able to apply for exemption from the supervised work placement year if you have appropriate and substantial prior work experience, in which case the course length would be three years.

Part-time: up to eight years.

BSc (Hons) International Hospitality Management degree structure

First Year - Study 8 module credits



Second Year



Third Year - Study 8 module credits



Fourth Year - Study 8 module credits



Module key



Elective modules List A

Contemporary Issues in Tourism
Essential Information Skills
Managing in a Diverse Global Environment
Planning a Successful Event

Or choose any 1st year modules from across the University, including languages

Elective modules List B

eMarketing for Service Businesses
Environmentally Sustainable Business
Festival and Cultural Events Management
Food, Drink and Culture
Independent Study - Community Engagement
Sustainable Destination Development
The Business of Sport and Entertainment
Tourism Impact Analysis
Tourist Behaviour
Plus language options

Honours modules List C

Entrepreneurship and Creativity in Hospitality and Tourism
Financial Decision Making for Hospitality and Tourism
Independent Study
Intercultural Management for Hospitality and Tourism
International Business Strategies in Hospitality and Tourism
Tourism Synthesis and Futures



BA (Hons) and BA/BSc (Hons) Publishing Media

single and combined honours

Publishing is one of today's leading creative industries. Studying the subject in all its forms provides a challenging and intellectually exciting combination of the academic, practical and professional. At Oxford Brookes you can take a degree in book, magazine and digital publishing.

UCAS code (single honours) P420 BA/PA

(please refer to the *UCAS Handbook* or *University Undergraduate Prospectus* for a complete list of UCAS codes for combined honours degrees).

You can choose to study Publishing Media as either a single honours or combined honours degree. Both courses are designed to introduce you to the essentials of publishing and to encourage you to pursue your own interests through independent study. Part-time study options are available.

Why choose Publishing at Oxford Brookes?

- Exceptional links with the publishing industry
- Oxford is one of the world's leading centres for publishing
- First-rate facilities include the latest professional publishing software
- Job and work placement bulletin board for publishing students
- You can study abroad at a partner institution in Europe, the USA, Canada or Australia.

The courses

The publishing courses at Oxford Brookes have an outstanding international reputation, and are highly regarded by employers in the publishing industry. Graduates have gone on to successful careers in book, journal and magazine publishing, as well as developing careers in PR, advertising, charities, the arts and other organisations that are involved in publishing and communications activities. Others have applied their knowledge and skills to industries less obviously related to publishing and the degrees are valued by employers throughout the public and private sectors.

If you study the combined honours degree, publishing will mix well with a variety of subjects: English and Marketing Management are popular choices, while Music, History of Art or Film Studies also make excellent partners. You can also choose a language as your second subject.

Year 1 provides an overview of the whole publishing process, introduces the key concepts and locates publishing in today's culture. In Years 2 and 3, you will look at publishing as a business and have the opportunity to pursue various specialist pathways, such as editorial, production and design, marketing, and management.

Specific entry requirements

GCSE Mathematics and English (grade C or above). Please also see the university's general entry requirements. If English is not your first language, please see English language requirements on page 12.

Typical offers single honours

BBC at A-level; BC at A-level and CC at AS-level; C at 12-unit vocational A-level and B at A-level; International Baccalaureate 29 points; Advanced Diploma at grade B, including A-level at grade B, GCSE Maths and English at grade C.

Typical offers combined honours

BBC at A-level; BC at A-level and CC at AS-level; C at 12-unit vocational A-level and C at A-level; For combined honours, normally the offer will lie between the offers quoted for each subject.

Course length

Three year's full-time study.
Part-time: up to eight years.



BA (Hons) Publishing Media degree structure single honours

First Year - Study 8 module credits



Second Year - Study 8 module credits



Third Year - Study 8 module credits



Elective modules List A

Choose any 1st year modules from across the University, for example introductory modules in Law, Psychology, IT or languages including French, Spanish, Mandarin Chinese, Japanese or Italian.

Elective modules List B

Independent Study (2 module credits)
Publishing in the Digital Age
Publishing Research

Honours modules List C

Advanced Magazine Publishing (2 module credits)
Digital Product (2 module credits)
Independent Study (2 module credits)
Major Project (2 module credits)
Print and Society (2 module credits)

Module key

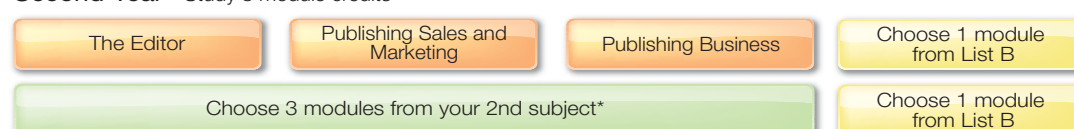
Compulsory module Elective module Honours module

BA (Hons) Publishing Media degree structure combined honours

First Year - Study 8 module credits



Second Year - Study 8 module credits



Third Year - Study 8 module credits



Elective modules List A

Creating and Editing Text for Publication
Introduction to Magazine Publishing
Or choose any 1st year modules from across the University, for example introductory modules in Law, Psychology, IT or languages including French, Spanish, Mandarin Chinese, Japanese or Italian.

Elective modules List B

Cultures of Publishing
Independent Study (2 module credits)
Publishing in the Digital Age
Publishing Media Workflow (2 module credits)
Publishing Research

Honours modules List C

Advanced Magazine Publishing (2 module credits)
Digital Product (2 module credits)
Independent Study (2 module credits)
Major Project (2 module credits)
Print and Society (2 module credits)
Publishing List Development (2 module credits)

Module key

Compulsory module Elective module Honours module 2nd subject modules

* Please refer to the University Undergraduate Prospectus for details of module choices for your 2nd subject.

BSc/BA (Hons) Business Management

combined honours

The Business Management course, when combined with another subject, gives you the skills and understanding that you need to succeed in a diverse range of organisations.

UCAS code (please refer to the *UCAS Handbook* or *University Undergraduate Prospectus* for a complete list of UCAS codes for combined honours degrees).

The combined honours options at Brookes are designed to provide the maximum amount of flexibility and choice for students in pursuing a wide range of careers. For example, combining Business Management with Sports and Coaching Studies can prepare you for a successful career in sports management. See www.business.brookes.ac.uk/undergraduate/2012/bman.asp for a full list of combinations.

The course

Through an exciting range of active learning and enquiry activities you develop both the practical insights and skills of critical enquiry that underpin the ability to make decisions in the complex and unpredictable context of business today. Such skills along with a broad knowledge of business and management enable you, upon graduation, to add value to an organisation right from the start.

In your first year you develop the fundamentals that provide a firm basis for your ongoing study of the dynamic field of business and management. Second year options enable you to gain a broad-based knowledge of business and management or concentrate on areas such as marketing, finance or human resource management.

The international focus of the Business School is reflected in the content of the course. You study in a research rich environment, learning from staff, some of whom write leading textbooks on business and management and who bring their considerable experience and links with industry into the School.

This dynamic and practice-based course involves innovative active learning techniques based on enquiry and problem solving

methods. Visiting professionals give you an insight into today's dynamic global business environment.

International exchange

You are encouraged to study abroad for a semester during the course at one of our partner institutions in the USA, Europe, Asia or Australia and undertake a field project within a company overseas as part of a final year module.

Work placements

In your third year you have the option of undertaking a placement year. In the past, students have enjoyed exciting and intellectually challenging positions at **Microsoft, Rolls-Royce, IBM, KPMG, Caterpillar, Innocent, Hewlett Packard** and a host of other global organisations. Taking a work placement means that when you graduate you are able to offer commercial experience as well as knowledge and skills.

Career prospects

By taking a combined honours degree you are well prepared for a wide variety of careers across the range of subjects you have studied, from a general career in business to a specialist area, such as sports management or publishing.

Specific entry requirements

GCSE Mathematics (grade B preferred) and English. If English is not your first language, please see English language requirements on page 12.

Typical offers

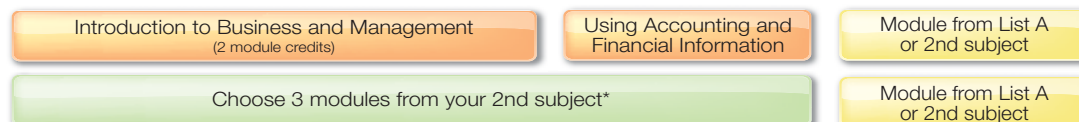
BBC at A-level; two AS-levels will be recognised in place of a maximum of one A-level (may include 12-unit vocational A-level);
International Baccalaureate 30 points.
For combined honours, normally the offer will lie between the offers quoted for each subject.

Course length

Three years' full-time study, or four years if an optional work placement year is included.
Part-time: up to eight years.

BSc/BA (Hons) Business Management degree structure

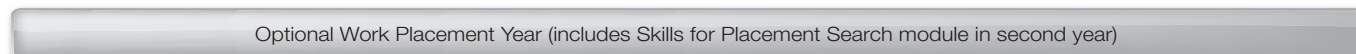
First Year - Study 8 module credits



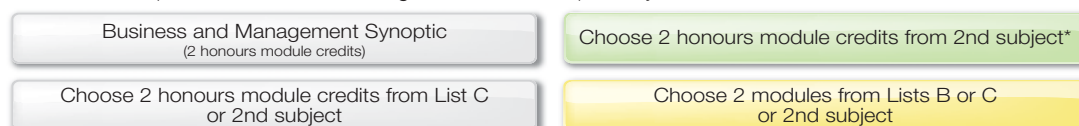
Second Year - Study 8 module credits



Third Year



Fourth Year (Third Year if not undertaking a Work Placement) - Study 8 module credits



Module key



* Please refer to the University Undergraduate Prospectus for details of module choices for your 2nd subject.

Elective modules List A

Analytical Techniques for Business and Management
Foundations of Marketing
Managing in a Diverse Global Environment
Planning a Successful Event

Elective modules List B

Environmentally Sustainable Business
Ethics in Business
International Markets and Competition
Management Information Systems
Maths for Decision Making
The Business of Sport and Entertainment
Enterprise and Entrepreneurship
Independent Study - Community Engagement
Introduction to People Management
Managing Business Operations
Managing Business Projects
Managing Knowledge for Competitive Advantage
Managing Non-Profit Organisations
Organisational Behaviour
Buying, Merchandising and Store Design
Creating and Delivering the Retail Brand
Customer Relationship Management
Purchasing and Supply Chain Management
Services Marketing Management
Business and Finance
Financial Markets and Institutions
International Finance
Research Methods
Plus language options

Honours modules List C

Consultancy Project (2 module credits)
Contemporary Issues in Finance
Developing Self, Developing Others
Dissertation in Business
Entrepreneurial Business Management (2 module credits)
Independent Study
Interdisciplinary Dissertation in Business
International Marketing
International Retail Strategy
Leading and Managing Change
The Developing Business

BSc (Hons) Information Technology Management for Business single honours

Achieving success in the highly competitive world of international business increasingly depends on the effective exploitation of complex information systems.

UCAS code GN52 BSc/IC

Graduates wishing to progress their careers need both a sound knowledge of the way in which business operates and the key technical skills required in the development and application of computerised information systems.

The course

In Year 1, this single honours course provides an introduction to key areas of programming and information systems, together with an introduction to key elements of business, accounting and practical management skills.

The course has been developed in a direct response to the needs of international companies for a workforce capable of managing the information technology function within industry and commerce.

An employer consortium, including **BT, Computer Associates, Ford, Fujitsu, Hewlett Packard, IBM, Morgan Stanley, Aviva** and **Unilever**, has collaborated to produce a course that specifically addresses their increasing demand for graduate employees with key knowledge and skills in business and technology.

Employers maintain an active involvement in the course, presenting a regular series of 'guru' lectures throughout the academic year. In addition, employers are keen to meet the students from this course and provide opportunities for students to practise key skills, such as technical presentations, team exercises, interviews and mock assessment centres.

As you continue the course, you study subjects identified as being vital for a

successful career in IT management, including programming, computer network and database management, business, management and accounting. Throughout the course, professional working practices are encouraged and supported through the involvement of the employers.

Work placements

For those who choose the optional work placement year, your third year is spent on supervised work experience. On returning for your final year, the experience you have gained invariably improves your academic performance, and often provides a good foundation for your final year project work. In addition, we have an excellent record of students gaining full-time employment on graduation, often with their placement organisation.

Career prospects

Our graduates have been successful in finding suitable employment in business, industry, research and education. Career opportunities include the widest range of roles associated with the exploitation of computers in organisations and the management of information technology. The profile of graduates from these courses fits well with employers' demands for staff with both business awareness and key computing skills.

Specific entry requirements

GCSE Mathematics (grade B or above) and GCSE English (grade C or above).

Typical offers

A-level grades BBC or equivalent; BTEC National Diploma with 2 distinctions and 1 merit; International Baccalaureate 30 points. Advanced Diploma at Level B including A2 level grade B (not including General Studies).

Course length

Three years' full-time study, or four years if an optional work placement year is included. Part-time: up to eight years.



Overseas degrees

The Business School has various professional relationships with education institutions overseas.

Students at City University of Hong Kong, the Institute for International Management and Technology (IIMT) in India, the International Business School in Budapest, Nilai University College in Malaysia and the Polish Open University are able to study for an Oxford Brookes University accredited degree taught in English in these countries.

City University of Hong Kong

BA (Hons) International Business Management



香港城市大學
City University
of Hong Kong

SCOPE

School of Continuing and Professional Education
專業進修學院

The Institute for International Management and Technology, India

BA (Hons) Business Administration

BA (Hons) Retail Management

BSc (Hons) Hotel and Restaurant Management



The International Business School, Budapest

BA (Hons) Business Studies (also available in Hungarian)

BA (Hons) Finance and Accounting

BA (Hons) International Business Relations

BA (Hons) Arts Management

BA (Hons) Travel and Tourism Management



Nilai University College, Malaysia

BA (Hons) Accounting and Finance

Dual Awards

BA (Hons) Business Administration

BA (Hons) Business and Finance for Managers

BA (Hons) Business and Management

BA (Hons) Business and Marketing Management

BA (Hons) Human Resource Management and Business

BA (Hons) International Business Management

BA (Hons) Business and Hospitality Management Studies



The Polish Open University

BA (Hons) Business Administration

BA (Hons) Financial Management

BA (Hons) Marketing and Advertising

BA (Hons) Business and Information Systems



Polish Open University
WYŻSZA SZKOŁA ZARZĄDZANIA

For further information, please email business@brookes.ac.uk or call **+44 (0) 1865 485858**.

Foundation degrees

By studying for a foundation degree at one of our partner institutions in the UK you will learn the transferable skills and gain the knowledge you need to respond to future developments in the workplace. Successful completion of one of these courses may allow you to progress to the final year of a related bachelor's degree at the Business School or within the partner institute (where applicable).

Foundation degrees are designed jointly with employers to equip you with the technical knowledge you need in your working life. They are taught at our partner institutions and accredited by Oxford Brookes University.

Foundation Degree (Arts) Business, Management and Communications

This work-based course, taught at Abingdon and Witney College, Solihull College and Swindon College, develops your knowledge and skills and prepares you for a career in business and management.

The business strand introduces you to the scope and functions of business, developing your understanding of the environments within which organisations operate. The management strand takes basic management concepts and theories to a contemporary and practical level, integrating organisational behaviour aspects with management and decision making. The communications strand looks at the interaction and communication between staff, customers (internal and external) and stakeholders.

Alongside these practice based strands, the course also develops professional, academic and research skills. Year 1 introduces areas such as critical thinking and academic writing and Year 2 concentrates on research skills and developing skills of enquiry in preparation for a work-based business project.

Abingdon and Witney College
UCAS code NP1Y FdA/BUS

Solihull College
UCAS code NP1X FdA/SOL

Swindon College
UCAS code NP19 FdA/BMC

Foundation Degree (Arts) Business and Enterprise (subject to validation)

Taught at Oxford and Cherwell Valley College, this foundation degree prepares you for the world of business, whilst developing an understanding of the nature of enterprise and its fit within a range of business environments.

The business strand of the programme equips you with an understanding of the scope and functions of business and an appreciation of the internal and external environments in which businesses operate. The enterprise strand explores the concepts and theories of enterprise and entrepreneurship, whilst examining organisational behaviour, the nature of creativity and the concepts of management and decision making.

Alongside these practice based strands, the course also develops professional, academic and research skills. Year 1 introduces areas such as critical thinking and academic writing and Year 2 concentrates on research skills and developing skills of enquiry in preparation for a work-based business project.

Oxford and Cherwell Valley College
UCAS code (subject to validation)

Foundation degrees are taught in modules, providing you with the flexibility to complete your degree at a pace that suits you, normally between two and five years. Applications for foundation degrees should be made through UCAS.

For further information about foundation degrees, please visit www.brookes.ac.uk, email business@brookes.ac.uk or call +44 (0) 1865 485858.

How to apply

All undergraduate applications for the Business School at Oxford Brookes University must be made through the Universities and Colleges Admissions Service (UCAS) between 1 September and 15 January, prior to starting university the following September. You are advised to apply as early as possible to secure your place.

Please visit **www.ucas.com** for further information.

January entry

You can start some of our courses in January as well as September. A January start can be particularly useful for students who need more time to complete their pre-university studies, obtain an English language score, organise funding or arrange a visa.

Please call **+44 (0) 1865 485858** or email **business@brookes.ac.uk**.

Taking a gap year?

If you wish to defer entry for a year before starting your course, you need to apply one year in advance and amend your UCAS form to show the proposed year of entry. The Business School at Oxford Brookes University encourages students to extend their experience through suitable gap year activities.

“Since starting at Brookes I am more investigative and critical in my thinking. My whole outlook on the world has changed”

BA (Hons) Marketing Management student

Students who study at Brookes are taught by the people who write the books

Our researchers have been extremely active in disseminating their findings – in the last five years, more than 250 articles have been published in refereed journals, and numerous papers have been presented at conferences in the UK and overseas.

Best-selling textbooks have been written in marketing, tourism, e-marketing, research methods, accounting and financial management, corporate governance, human resource management, tourism and international business economics.



Alumni, keeping in touch

The Oxford Brookes University Alumni Association is a network of more than 116,000 former Brookes students from countries around the world.

The Association has been set up to support you by providing a network of friends and professional support for life.

To find out more about the Business School Alumni Association, please visit **www.business.brookes.ac.uk/alumni**.

As a graduate of the Business School at Oxford Brookes University you can register to become a member of the University and Business School Alumni Associations at no cost. The School supports almost 20,000 alumni in more than 150 countries with a range of services and benefits. These include ongoing contact with staff and students, regular events in the UK and overseas throughout the year, bringing you together with your contemporaries, and access to a range of professional career development services. These events help our alumni keep up-to-date with the latest thinking in their field and provide networking opportunities with key industry contacts.

Oxford Brookes Business School has alumni co-ordinators in 16 countries who provide ongoing support. They organise networking events, such as reunions and dinners, are a contact for existing students and help with pre-departure information and advice to international students who are about to begin their studies at Oxford Brookes University.

Graduates also receive a regular e-zine which helps them keep up-to-date with new developments at the School, topical business issues and alumni news. Through our established groups on Facebook and LinkedIn you will have access to a worldwide network of strong business contacts.

Many of our alumni stay involved with the School after graduation and work with the School around the world at events and fairs.

Putting you in touch

Speaking to one of our alumni is a good way to find out more about the Business School. We can put you in touch with a former student in your area who will be able to offer advice and tell you what it is like to study in Oxford. As more people decide to enjoy the benefits of a university education, it is necessary to give yourself a head start when it comes to moving on after you have graduated. Current students can take advantage of a network of support provided by our alumni, who will share their experiences and can provide useful links with employers. Many alumni now run successful businesses of their own or hold senior positions in companies and can offer students advice, practical help, and, in some cases, work placements.

“Since graduating from Oxford Brookes University, like so many, I have been busy pursuing my business career – always proud of my association with Brookes. It was a great honour to return to the School as an alumni guest speaker, sharing my knowledge and experience with the current students. It was an enlightening, enjoyable and wholly worthwhile experience.”

Tsz Him (Joseph) Law, Business School graduate, Account Management Executive, Risk Decisions Group.

Alumni

Graduates of Oxford Brookes University Business School include:

Allan McCallum-Toppin, co-founder and owner of AMT Coffee Ltd

Andy Rhodes, Marketing and Strategy Director, Dell Data Centre Solutions Division, Texas

Sven Keyzers, Consultant at PricewaterhouseCoopers in Frankfurt

Tom Old, Marketing Director for Gear4, the No1 European-based iPod accessories brand

Cary Reichbach, Vice-President of Menudo Entertainment, a US-based music management company

Gerard Greene, CEO of YOTEL, a unique brand of capsule hotels

Michael McGrath, the first disabled person to trek to both the North and South Poles



Your future is our business

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