

Located in one of the world's leading financial and business centres, Westminster Business School (WBS) is ideally placed for you to launch your career.

BUSINESS & MANAGEMENT

Our Business and Management courses will help you to develop an enquiring, critical and reflective approach, enabling you to contribute proactively to the rapidly changing global, cultural and technological business environment.

You will be able to add value to your degree by completing a work placement between Years 2 and 3, which is an excellent opportunity to broaden your knowledge and experience of business and to develop your practical skills. Alternatively, you may take advantage of our Study Abroad programme and study overseas at one of our partner institutions.

The focus on the development of professional skills will prepare you for the changing business workplace. The variety and practical nature of these student-centred activities will help you to master your chosen subject specialism, develop the key management skills required to succeed in business and optimise your future opportunities.



WHY WESTMINSTER?

You will have the opportunity to gain access to professional qualifications from a range of leading institutions. WBS is recognised by the Chartered Institute of Personnel Development, the Chartered Institute of Marketing, Chartered Management Institute, ACCA, APMG and the Society for Coaching Psychology.

"STUDYING AT WBS WAS ONE OF THE MOST EXHILARATING EXPERIENCES OF MY LIFE, AND HAS PLAYED A MAJOR PART IN MY SUCCESSES AS AN HR PROFESSIONAL."

LISA GANDHI
ALUMNA, BUSINESS
MANAGEMENT BA HONOURS

"THE SEMINAR TUTORS HAVE ALWAYS BEEN VERY APPROACHABLE – SOME OF THEM ARE AS MUCH A FRIEND AS THEY ARE A TUTOR – AND YOU CAN ALWAYS TALK TO THEM, WHICH IS IMPORTANT."

TAVIAN HUNTER
BUSINESS MANAGEMENT
BA HONOURS, THIRD YEAR



See also: Accounting, Finance & Economics p26 • Business Information Systems p68

BUSINESS MANAGEMENT
BUSINESS MANAGEMENT – ACCOUNTING
BUSINESS MANAGEMENT – ECONOMICS
BUSINESS MANAGEMENT – ENTREPRENEURSHIP
BUSINESS MANAGEMENT – FINANCE AND FINANCIAL SERVICES
BUSINESS MANAGEMENT – HUMAN RESOURCE MANAGEMENT
BUSINESS MANAGEMENT – INNOVATION*
BUSINESS MANAGEMENT – INTERNATIONAL BUSINESS
BUSINESS MANAGEMENT – LAW
BUSINESS MANAGEMENT – MARKETING
BUSINESS MANAGEMENT – OPERATIONS AND SUPPLY CHAIN MANAGEMENT

BA HONOURS

Business success requires a breadth of knowledge and abilities and, in bringing together theory and practice, this course will enable you to develop the vision, innovation and dynamism required in the contemporary business world. This exciting and flexible business degree allows you to build the degree of your choice, by studying for a general business award or specialising in one of ten popular subject areas. You will gain a broad range of business knowledge and skills which will enable you to pursue a career in the private or public sectors, with third sector organisations, or in the main business-related professions. You will also have the skills appropriate to self-employment, and the confidence to develop your own business.

For those of you who want to combine study with employment, the timetabling of modules during both the day and evening allows you to match your study time to your work commitments. You can also complete the course on an evening-only basis, with the pace determined by the number of modules chosen.

Course content

In each year of study you will take a combination of core and option modules, with increasing flexibility as you move through the degree. You can also study a foreign language as part of the course.

In Year 1 you are introduced to the functions of business organisations, the broader business context and key management skills and competences.

The core modules in Year 2 focus on how businesses operate and are resourced, and help to build your management skills and capabilities of research and information gathering, analysis, reflection and decision making. You will begin to study your chosen pathway for a specialist award, or select modules from across all business areas for a general award. Your Personal and Professional Development Tutor will help you to decide on a programme of study best suited to your abilities and personal career interests. You may wish to study abroad for a semester in the second half of Year 2.

In Year 3 the core modules will enable you to apply critical and reflective approaches to exploring the challenges facing contemporary business at a strategic level, and to develop your specialism further. You will also have the opportunity to complete a project or piece of independent research and writing, investigating an issue of your choice. Alongside this you will have a wide range of specialist and option modules to choose from.

Year 1 (Credit Level 4)

Subjects of study include: Financial Information • Perspectives on Organisations • Principles of Marketing • Professional Competences • The Business Context • plus one option module (which may include modules such as Business of Sport • London Economy • Online Entertainment Management • Role of the Manager)

Year 2 (Credit Level 5)

Subjects of study include: Business Research and Professional Practice • Financial and Human Resource Management in Organisations • Making Management Decisions • Value Creation for Customers • plus two modules from your chosen specialism • plus one free choice module

Work placement or Study Abroad year

Between Year 2 and Year 3 you can undertake a one-year, full-time business placement. Past students have completed placements in a variety of SMEs and prestigious organisations, including Aston Martin Lagonda, Barclays Bank, British Airways, Disney UK, IBM and Revlon. Alternatively you can study abroad at one of our partner institutions.

Length of course

Three years full-time; four years full-time with sandwich; four to six years, part-time, day and/or evening

UCAS codes

Business Management N900
 Accounting NN24
 Economics NL21
 Entrepreneurship N291
 Finance and Financial Services N294
 Human Resource Management NN26
 Innovation (subject to approval)
 International Business NN21
 Law NM22
 Marketing NN25
 Operations and Supply Chain Management N202

Location

Central London (Marylebone)

Typical offer for September 2012

A Levels – BBC
 International Baccalaureate – 28 points (minimum)
 Edexcel BTEC Level 3 Extended Diploma – DMM
 See also entry requirements on p228.

Foundation degree

We work in partnership with colleges in the London area such as Hammersmith & West London College who provide two-year Foundation degree courses from which successful students may transfer to the final year of degrees within the full-time Business Management BA Honours programme.

Year 3 (Credit Level 6)

Subjects of study include: Strategic Perspectives • Project (or other piece of independent work) • plus three or four modules from your chosen specialism (or across specialisms if on a general business award) • plus one free choice module

Specialist pathways on the Business Management BA Honours

If you take sufficient modules (two at Credit Level 5 and four at Credit Level 6) from one of the specialist pathways listed below, you can have it added to your degree title (eg Business Management – Accounting BA Honours). The specialist pathways are: Accounting • Economics • Entrepreneurship • Finance and Financial Services • Human Resource Management • Innovation* • International Business • Law • Marketing • Operations and Supply Chain Management

Part-time students can achieve the Business Management BA Honours purely by evening study, but specialist pathways require attendance during the day.

*The Innovation pathway is subject to approval

International Foundation course

We work in partnership with Kaplan International College London to provide Foundation courses for international students who don't meet our Bachelors degree entry requirements. See p204, or for more information visit kiclondon.org.uk



Length of course

Four years full-time, including one year abroad

UCAS code

N120

Location

Central London (Marylebone)

Typical offer for September 2012

A Levels – BBB

International Baccalaureate – 28 points

Edexcel BTEC Level 3 Extended Diploma – DMM

See also entry requirements on p228.

INTERNATIONAL BUSINESS BA HONOURS

Exciting opportunities exist for graduates who can operate with confidence in today's globalised business environment. This four-year course includes a year abroad in Europe, Asia, Australia or the USA, giving you a valuable insight into another country's business sector and broader cultural environment. Depending on your language skills, you can spend your year abroad studying at one of our partner institutions where business topics are taught in English or in the national language. In some cases you can opt to combine study abroad with a work placement.

The course offers a rounded programme of study in business, with a particular focus on the knowledge and skills necessary to function in an international context. It will prepare you for a wide range of careers in national and international organisations, or in multinational companies. Study of a foreign language is strongly encouraged, as it will widen study abroad opportunities and maximise the benefit you gain from them.

Year 1 (Credit Level 4)

Subjects of study include: Behavioural Aspects of International Business • Financial Information • Professional Business Competences • The Business Context • plus one option and one free choice module from a range of areas, including marketing and a foreign language

Year 2 (Credit Level 5)

Subjects of study include: Business Research and Professional Practice • Financial and Human Resource Management in Organisations • Global Markets • International Business Learning Environment 1 • plus three option modules in international business and other disciplines, including languages

Study Abroad year

Between Year 2 and Year 3 you will study abroad for a year at one of our partner institutions. Currently, you can take a year abroad studying (or combining work and study) in English in Antibes, Berlin, Bologna, Copenhagen, Paris, Rennes, Rotterdam, Valencia, and other European locations including Moscow. In addition we have English-taught Study Abroad opportunities in Brisbane, Melbourne and Sydney (Australia), Japan, Canada and the USA. There are also many opportunities for those with appropriate language skills to study in France, Germany, Italy and Spain, among others. Successful completion of the Study Abroad year is recognised with the award of a University Certificate of Achievement.

Year 3 (Credit Level 6)

Subjects of study include: International Business Learning Environment 2 • International Business Project • International Trade and Finance Law • Strategic Perspectives • plus three option modules in international business, law, economics and other disciplines including languages

International Foundation course

We work in partnership with Kaplan International College London to provide Foundation courses for international students who don't meet our Bachelors degree entry requirements. See p204, or for more information visit kiclondon.org.uk

Length of course

Four years full-time, including one year abroad

UCAS codes

Arabic N116; French N1R1; German N1R2;

Mandarin Chinese N1TC; Spanish N1R4

Location

Central London (Marylebone)

Typical offer for September 2012

A Levels – BBB

International Baccalaureate – 28 points

Edexcel BTEC Level 3 Extended Diploma – DMM

See also entry requirements on p228.

INTERNATIONAL BUSINESS WITH LANGUAGES BA HONOURS

This four-year course is designed to develop the skills and knowledge you will need to succeed in the increasingly internationalised business world. The subjects studied incorporate cross-national perspectives, and the comprehensive training in a foreign language places strong emphasis on the day-to-day use of language in a business environment, enabling you to deal with all aspects of business transactions.

On successful completion of this degree you will have the rare attributes of both fluency in your chosen language and a range of relevant business skills and knowledge. You will also be able to experience life, culture and work outside the UK by living abroad for a year and studying alongside local students.

Course content

Year 1 and Year 2 prepare you for a year-long placement overseas including study at a recognised educational institution. This placement will take place in a country where Arabic, French, German, Mandarin Chinese or Spanish is spoken. The language you study determines the country and universities that are available to you. We have partnership arrangements with a number of prestigious institutions including the Institut Supérieur de Commerce, Ecole Supérieure du Commerce Extérieur and Université de Paris Dauphine (Paris), Fachhochschule für Technik und Wirtschaft (Berlin) and five universities in Spain including Complutense University and Autonoma University (Madrid). We have also established links with institutions in Argentina, Uruguay, Egypt and the People's Republic of China.

Year 1 (Credit Level 4)

Subjects of study include: Behavioural Aspects of International Business • Financial Information • Professional Business Competences • The Business Context • your chosen language specialism

Year 2 (Credit Level 5)

Subjects of study include: Business Research and Professional Practice • Global Markets • International Business Learning Environment 1 • your chosen language specialism • plus two option modules in international business and other disciplines, including another language

Study Abroad year

Between Year 2 and Year 3 you will study and/or work abroad for a year in your chosen language at one of our partner institutions overseas. Successful completion of the Study Abroad year is recognised with a University Certificate of Achievement.

Year 3 (Credit Level 6)

Subjects of study include: International Business Learning Environment 2 • International Business Project • International Trade and Finance Law • Strategic Perspectives • your chosen language specialism • plus an option module in international business, law, economics or another language

International Foundation course

We work in partnership with Kaplan International College London to provide Foundation courses for international students who don't meet our Bachelors degree entry requirements. See p204, or for more information visit kiclondon.org.uk

Length of course

Three years full-time; four years full-time with sandwich

UCAS code

N552

Location

Central London (Marylebone)

Typical offer for September 2012

A Levels – BBC

International Baccalaureate – 28 points (minimum)

Edexcel BTEC Level 3 Extended Diploma – DMM

See also entry requirements on p228.

INTERNATIONAL MARKETING BA HONOURS

This course explores the complexity and diversity facing marketers when operating in the highly competitive world marketplace. It will give you the knowledge, skills and practical experience you need to pursue opportunities with international organisations in areas such as strategic marketing planning, market research, marketing communications and brand management.

We are aiming to provide relevant exemptions from professional bodies (including the Chartered Institute of Marketing and the Institute of Direct Marketing among others), and have kept these bodies informed through the course validation process.

Course content

During the course you will explore such areas as the development of international competitiveness, the global value chain, the market selection process, managing international networks, designing the international marketing programme, and implementing, co-ordinating and controlling the international marketing effort.

The course offers an optional work placement or Study Abroad year. We have strong links with partner institutions, and the Business Experience and International Unit will help you throughout this process. We also offer the opportunity for a Study Abroad semester at one of our partner institutions in Europe and elsewhere, which can be done in addition to the year's work placement.

Year 1 (Credit Level 4)

Subjects of study include: Consumer Behaviour • Perspectives on Organisations • Principles of Marketing • Professional Competences • The Business Context • plus one free choice module, which could include a foreign language

Year 2 (Credit Level 5)

Subjects of study include: Brands and Branding • Business Research and Professional Practice • Global Markets • Marketing Metrics • Marketing Research • Principles of International Marketing • plus one option module in these and other disciplines, including languages

Work placement or Study Abroad year

Between Year 2 and Year 3 you can undertake a one-year, full-time business placement. Past students have completed placements in a variety of SMEs and prestigious organisations, including Arcadia Group, British Airways, BT, Disney UK and Heinz. Alternatively you can study abroad at one of our partner institutions.

Year 3 (Credit Level 6)

Subjects of study include: Cross Cultural Studies • International Marketing Planning and Practice • Marketing Communications • Strategic Perspectives • plus two option modules • plus one free choice module, which could include a foreign language

Exceptional students may be given the option of pursuing a major project in an area of international marketing.

International Foundation course

We work in partnership with Kaplan International College London to provide Foundation courses for international students who don't meet our Bachelors degree entry requirements. See p204, or for more information visit kiclondon.org.uk

Length of course

Three years full-time; four years full-time with sandwich

UCAS code

N500

Location

Central London (Marylebone)

Typical offer for September 2012

A Levels – BBC

International Baccalaureate – 28 points (minimum)

Edexcel BTEC Level 3 Extended Diploma – DMM

See also entry requirements on p228.

MARKETING COMMUNICATIONS BA HONOURS

The expansion of new media technologies combined with the relationship between customers and organisations provides unique areas of study within marketing communications. This course has been developed with professionals from the marketing industry to provide you with the knowledge, skills and capabilities you need to pursue a career within the highly competitive marketing communications environment.

The course will be of interest if you are attracted to careers in the communications side of the marketing industry, whether with marketing service agencies (such as advertising), in public relations, brand management, direct and interactive marketing, or in client-side marketing communications departments. We are aiming to provide relevant exemptions from professional bodies, including the Chartered Institute of Marketing and the Institute of Direct Marketing.

Course content

The modules you study have been designed to develop your understanding of the theoretical and practical aspects of all areas of marketing communications. In addition to subject knowledge you will develop good transferable skills, learn how to work effectively in teams, solve problems, develop critical thinking and present your ideas persuasively.

Year 1 (Credit Level 4)

Subjects of study include: Consumer Behaviour • Perspectives on Organisations • Principles of Marketing • Professional Competences • The Business Context • plus one free choice module, which could include a foreign language

Year 2 (Credit Level 5)

Subjects of study include: Advertising • Brands and Branding • Business Research and Professional Practice • Marketing Communication Theory • Marketing Metrics • Marketing Research • plus one option module

Work placement or Study Abroad year

Between Year 2 and Year 3 you can undertake a one-year business placement. Past students have completed placements in a variety of SMEs and prestigious organisations including Aston Martin Lagonda, British Airways, Disney UK and Heinz. Alternatively you can study abroad at one of our partner institutions.

Year 3 (Credit Level 6)

Subjects of study include: Digital and Direct Marketing • Integrated Marketing Communications • Personal Selling and Sales Management • PR and Sales Promotion • Strategic Perspectives • plus one option module • plus one free choice module

Exceptional students may be given the option of pursuing a major project in an area of marketing communications.

International Foundation course

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Length of course

Three years full-time; four years full-time with sandwich

UCAS code

N502

Location

Central London (Marylebone)

Typical offer for September 2012

A Levels – BBC

International Baccalaureate – 28 points (minimum)

Edexcel BTEC Level 3 Extended Diploma – DMM

See also entry requirements on p228.

MARKETING MANAGEMENT BA HONOURS

Marketing managers are responsible for ‘doing the business’ of business – deciding what products to sell, to whom, for what price, where, when and how. They have to set and achieve the sales targets, and ensure the profits and repeat business. As such, marketing management is considered by many to be one of the most stimulating and satisfying careers, and this course will enable you to develop the knowledge and skills needed to pursue such a career.

This is a general undergraduate degree in marketing, if you see your future career in marketing, but do not, at this stage, wish to specialise any further. We are aiming to provide relevant exemptions from professional bodies (including the Chartered Institute of Marketing and the Institute of Direct Marketing among others), and have kept these bodies informed through the course validation process.

Course content

The modules you study will develop your understanding of the theoretical and practical aspects of all areas of marketing. In addition to subject knowledge, throughout the course you will develop the transferable skills which are required for a career in marketing. Perhaps more than in any other area in business you will need to be able to work effectively in teams, solve problems, develop critical and creative thinking and present your ideas persuasively.

Year 1 (Credit Level 4)

Subjects of study include: Consumer Behaviour
• Perspectives on Organisations • Principles of Marketing • Professional Competences • The Business Context • plus one free choice module, which could include a foreign language

Year 2 (Credit Level 5)

Subjects of study include: Brands and Branding
• Business Research and Professional Practice
• Distribution and Retail • Marketing Metrics
• Marketing Research • Product Portfolio Management
• plus one free choice module

Work placement or Study Abroad year

Between Year 2 and Year 3 you can undertake a one-year business placement. Past students have completed placements in a variety of SMEs and prestigious organisations including Arcadia Group, Aston Martin Lagonda, British Airways, BT, Disney UK and Heinz. Alternatively you can study abroad at one of our partner institutions.

Year 3 (Credit Level 6)

Subjects of study include: Marketing Communications
• Marketing Management • Marketing Planning and Strategy • Strategic Perspectives • plus two marketing modules • plus one free choice module

Exceptional students may be given the option of pursuing a major project on a marketing topic.

International Foundation course

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