

UNDERGRADUATE DEGREE PROGRAMMES IN

BUSINESS AND MANAGEMENT

BRUNEL BUSINESS SCHOOL



Brunel
UNIVERSITY
LONDON

www.brunel.ac.uk/bbs



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WELCOME TO BRUNEL BUSINESS SCHOOL!

I would like to welcome you to Brunel Business School, one of Brunel University's largest Schools, and a distinctive research intensive institution that seeks to make a substantial contribution to the body of business and management knowledge. This in turn informs a diverse programme of study offered by the School, which you may soon embark on, leading to employable global citizens. We make every effort to ensure our students receive not only excellent academic education but also graduate with an outstanding professional advantage through our Employability Programme, Business Life.

I am delighted to tell you that Brunel Business School enjoys excellent academic and corporate recognition and features prominently in many league tables. Evidence of esteem is demonstrated in the following brochure.

The School is a dynamic and ambitious environment that fosters and promotes world class learning and excellence in teaching for students in a genuinely multi-cultural, cosmopolitan atmosphere.

I hope that you have a wonderful and fulfilling experience with Brunel Business School.

Warmest regards,

PROF ZAHIR IRANI
Head of Brunel Business School





Business and Management has a long tradition at Brunel University and the School itself was established in 2004 following a university restructuring some 8 years ago.

Currently, the Business School has:

- 1372 undergraduate students
- 414 master's and MBA students
- 178 PhD students

The School is supported by:

- 72 full-time academic members of staff (together with a number of research fellows, visiting researchers and professors)
- 30 administrative members of staff

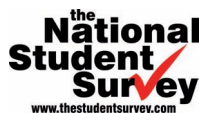
Brunel Business School enjoys accreditation by:

- The Association of Chartered Certified Accountants (ACCA)
- The Institute of Chartered Accountants of England and Wales (ICAEW)
- The Chartered Institute of Management Accountants (CIMA)
- The Chartered Institute of Marketing (CIM)
- The Association of MBAs (AMBA)
- The Chartered Institute of Purchasing and Supply (CIPS)
- The Chartered Institute of Logistics and Transport (CILT)

The School is a member of the AACSB and EFMD.



THE QUEEN'S
ANNIVERSARY PRIZES
FOR HIGHER AND FURTHER EDUCATION
2011



www.thestudentsurvey.com



European Business Schools
Ranking 2011



Brunel Business School is in the **top 20** Business Schools in the UK according to Financial Times rankings

Brunel University is in the **top 5** universities in London for student satisfaction

(2012 National Student Survey)

Brunel University has been ranked **top in London, 6th in the UK and 35th in the world** in a new world ranking of the top 100 universities founded in the last 50 years.

(THE, World University Rankings)

Brunel University has been awarded the **Queen's Anniversary Prize for Further and Higher Education**

Brunel University graduates enjoy the **13th highest** starting salaries in the UK



WHY CHOOSE BRUNEL BUSINESS SCHOOL?

Our courses will give you several advantages:

- **Develop Business and Management knowledge:** You will gain an in depth understanding of the exciting world of business and management and develop skills sought after by employers.
- **A range of Business and Management pathways:** Our range of degree programmes offer you the opportunity to specialise in a variety of areas. All students study the same modules in the first year because we believe it is important that you receive a good grounding in all the key individual areas of business. However, in your second year you will be able to specialise in Accounting, or Marketing, by following one of these pathways; alternatively there is the choice of the general management pathway or International Business.
- **Work Placement Scheme:** If you opt for the work placement option you will have the added bonus of putting your academic study into practice and of gaining invaluable experience of the workplace. Not only do our placement courses help students develop the type of knowledge and experience that employers want, but many students also go on to gain employment with their placement companies when they graduate.
- **Meeting the needs of employers:** We regularly talk to employers about what they are looking for from a degree course to ensure our programmes meet their needs.
- **Keeping with time:** Our degrees will equip you with the conceptual and analytical means for understanding business and management. This will enable you to keep pace with the ever-changing world of business so you are not left behind in your career when new practices or innovations are introduced.
- **Personal Development:** You will enhance your ability to communicate your ideas and to take responsibility for your personal development. These abilities will also prove invaluable once you enter the world of employment.
- **Research-led teaching:** In keeping with the importance that Brunel attaches to research-led teaching, all academic members of staff within the Business School undertake research in an area of business and management so you can be confident that the content of your degree course is underpinned by up to the minute research findings.
- **Business Life programme:** The Business Life programme and our links to industry ensure you are highly employable when you leave.
- **Professional accreditations:** Professional accreditations by professional accounting and marketing institutions means graduates are exempt from a number of professional examinations.
- **Excellence in research and teaching:** You will learn with academics who are at the forefront of their fields. 80% of research output is international standard. Often, the academics would have wrote the book that you'll be using.





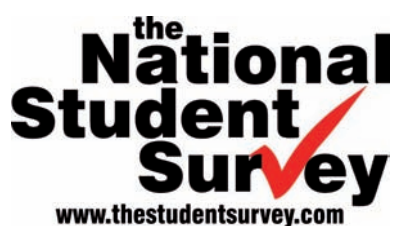
NSS 2011: BRUNEL IS IN THE TOP 5 IN LONDON FOR STUDENT SATISFACTION

Brunel University is the UK's most improved university for student satisfaction, according to the National Student Survey (NSS) for 2011. The University climbed 78 places to 45th out of 141 higher education institutions, ranked by overall satisfaction rate. Out of the 22 universities in London, Brunel is now joint fifth with Imperial College and SOAS.

Vice-Chancellor Professor Chris Jenks said: "The improvements in the National Student Survey are the result of years of hard work by University staff and the Students' Union in listening carefully to students' needs and investing appropriately in our campus, its facilities and additional learning resources. We have a long term plan to create a unique environment in which to deliver an excellent experience for our students."

The Business School's contribution to this result has been significant with the overall satisfaction rising from 66% to 85%. The impact of our success has seen the Business School rise from 89th position out of 93 UK Business Schools in 2010, to 29th position out of 94 UK Business Schools in 2011.

The NSS is a national survey including all institutions and all subject areas, in which students report on their experiences at university.



Edward graduated with a 2:1 in his BSc Business and Management degree and is now working for Royal Mail as an Investment Appraisals Analyst in the Strategic Finance Division.



I originally chose Brunel because of the sandwich course on offer and the ability to specialise after the first year of study. Brunel also has links to London businesses and the lecturers I spoke to when looking around the universities were very enthusiastic.

I enjoyed many different parts of my degree programme, the variety of modules studied, working with some great lecturers and the opportunity to do a placement.

The variety of modules studied offered an insight into areas of interest to pursue in both an academic and career sense. As I now communicate with a wide range of business areas, having some grounding in these areas assists greatly in communications. As a result I feel I have the business acumen that a more specialist degree may not have developed.

My placement year was invaluable in gaining experience and putting what I had learnt into practice – the difference between the lecture halls and the corporate world is vast. It also helped me develop contacts and knowledge that were integral to my dissertation in my final year of study and helped greatly when looking for a graduate career upon graduation at a difficult time with the recession in full swing. I would definitely recommend a placement year to all students.





FACILITIES AND SERVICES

Studying at Brunel offers a wide range of facilities and services:

- Brunel is **located in Uxbridge** on the edge of West London. Uxbridge town centre is packed with more than 300 shops, a multiplex cinema, two shopping malls, dozens of bars and restaurants and a £3 million nightclub which runs a number of very popular student nights.
- Brunel is a **campus-based university**, so virtually everything you need is within moments of where you live and study.
- The Business School has benefited from the addition of a **new £32 million building**.
- The Business School comprises **1,946 students** and more than 102 members of staff.
- **Brunel International** helps international students during every stage of your life and studies at Brunel.
- Brunel's **modern facilities**, bars, refectory, shops, café, central atrium and refurbished nightclub are all on campus.
- The **Students' Union** is proud of the diversity of clubs and societies that you can join and even help run.
- The **Library** provides you with studying resources, including: books, journals and audio-visual materials; online databases, eBooks and e-Journals ; 1,200 study spaces and nearly 500 PCs.
- Brunel's **halls of residence** provide high quality, modern facilities located on campus.
- £13 million **indoor and outdoor** sports facilities
- **Placement and Careers Centre (PCC)** offer careers advice and opportunities.
- **The Job Shop**, part of the PCC, helps hundreds of students to find part-time and vacation work.
- The **Union of Brunel Students (UBS)** facilitates the activities and represents the interests of all students.
- The **Computer Centre and Media Services** enhances student learning and personal development with access to facilities including: PC workstations, a file store, an email account, virtual learning environment, online library databases, the Brunel intranet, an audio visual and media equipment loan service to enhance presentations and projects.
- **The Meeting House**, a pastoral, spiritual and community building resource providing a dedicated space to slow down, enjoy the peace of the Quiet Room and can offer a listening ear and personal help and advice as well as spiritual support.
- **Academic Skills Service (ASK)** specialises in teaching you the skills you need to learn independently and thrive academically.
- **Medical and counselling services** are available to help all students, no matter what the problem.
- Brunel's **Disability and Dyslexia Service (DDS)** offers a wealth of specialist resources, knowledge and practical support.



PROFESSIONAL ACCREDITATIONS

Brunel Business School is proud that its degree programmes have gained accreditation from the two main professional accountancy bodies: **Chartered Institute of Management Accountants (CIMA)** and **Association of Chartered Certified Accountants (ACCA)**, as well as the world's largest professional body for marketing and business development: **Chartered Institute of Marketing (CIM)**.

Current graduates of Business & Management (Accounting) who successfully pass relevant modules can look forward to a combined total of 12 papers from the CIMA, ACCA and the ICAEW – which exceeds the number offered by most UK universities. CIMA has also told us that Brunel graduates have a higher than average pass rate in both the accounting and management streams of their examinations. The Accounting programme is also accredited by the **Institute of Chartered Accountants in England and Wales (ICAEW)**, the most prestigious of the accounting professional bodies. Marketing pathway graduates have direct entry to CIM's Professional Postgraduate Diploma in Marketing.

Brunel Business School prides itself as one of the top sandwich placement providers in the country and they lived up to their promise.



My placement experience at IBM has been invaluable. I have gained a much better understanding of the corporate world and my experience there has fired my interest in Sales and Operations in a way that simply would not have been possible in lectures and seminars. "I would strongly recommend all Level 2 students to consider undertaking a placement. The experience is not only an eye opener, but an excellent addition to your CV. I know that I will return to university in my final year having developed immensely both professionally and personally. I will also have a far better understanding of what it takes to secure a graduate level job."



Elizabeth, BSc Business and Management (Marketing)



Mandy, BSc Business and Management (Marketing) student, was sponsored by Brunel Business School to participate in the ACRA (American Collegiate Retailing Association) retail competition in Florida, USA.



STUDENT ACHIEVEMENTS

Denis who graduated with a 2:1 in his Business and Management (Accounting) degree completed a year's 'thick sandwich' work placement at Morgan Stanley.

"My experience at Brunel has been fun, electrifying, exhausting and stimulating. I have really enjoyed the course so far as it's provided me with the necessary tools and information to continually develop my skills and put theory into practice.

As part of my four year degree course, I have taken the opportunity to spend a year gaining practical experience at Morgan Stanley working in the Equity Derivatives Confirmation and Production team. My job involves me reviewing and amending the trades and transactions from the last business day and making sure that all documents I draft meet regulatory compliance."



Union of Brunel Students



Waleed Ahmed was awarded the Gold Award by Brunel Volunteers

Waleed, a BSc Business and Management (eBusiness Systems) student was awarded the Gold Award for performing his role as an outstanding volunteer in the local community. As an Undergraduate Level 3 Business Life Ambassador he made sure his fellow students were able to fully utilize the opportunities made available by the university to enhance their employability and develop their professional skills.



STRUCTURE OF THE DEGREE COURSES FIRST YEAR: CORE MODULES

The curriculum for the first year is designed to give students a broad overview of the main management functions so they have an understanding of business as a whole before taking the decision to specialise or not. The first year is also designed to help you make the transition to university-level study and to guide you into becoming a truly independent learner.

Introduction to Management Enquiry

Many of the skills required to successfully complete a university degree, such as being able to manage your own work, motivate yourself, pick up new ideas quickly, communicate effectively, or work as part of a group, are highly valued in the workplace. The motivation behind this module is to help you to make the transition to university-level study and to assist you in improving some of these personal skills and therefore be highly employable. The focus in this module is on developing the critical thinking and practical skills necessary for undergraduate study, (possible) work placement and graduate careers in the field of business and management.

Managing Information with Technology

The primary aim of this module is to broaden your knowledge and skills in the use of IT and statistics in managing and analysing data for business to improve the quality of decision-making in a dynamic business environment. This includes business uses of ICT, good ICT practices; collection and manipulation of data using technology; understanding and interpreting data; evaluating data quality; understanding of the principles behind the management of information.

Principles and Practices of Marketing

This module focuses on developing an understanding of concepts of marketing, marketing mix principles and practices. It also aims to develop your awareness of skills needed and ethical issues in marketing.

Organisational Behaviour and Analysis

This module introduces you to the study of organisational behaviour. It outlines key sociological and psychological perspectives used to analyse organisations and occupational groups. Core topics that you will study include organisational design and bureaucracy, contingency theory and strategic choice. Theory and practice are linked via seminars and case study discussions.

Introduction to Accounting

This module aims to give you a broad understanding of the methods used to measure, record, present and use financial data in a business context. It provides an appropriate background should you wish to continue on the Accounting pathway.

International Business Environment

This module will develop your understanding of the basic economic concepts and principles that apply to the international business environment, including Europe. Furthermore, it will develop your analytical and conceptual skills in basic economics, in order to respond to the associated problems of the complex and fast changing international business environment.

STRUCTURE OF THE DEGREE COURSES: PATHWAYS

The Business and Management degrees equip students with a broad knowledge and appreciation of business and management as well as the analytical, technical and interpersonal skills required to

understand, analyse and address the problems that today's companies face.

During the first year all students follow the same curriculum and study a range of introductory modules to gain a grounding in management studies.

Before the end of their first year (Level 1), students can opt to specialise in Marketing, Accounting or International Business or to follow a general pathway. The curriculum for a student's second year (Level 2) depends on the pathway chosen.

BSc (Hons) Business and Management or BSc (Hons) International Business

Level 1 – Core Modules

- Introduction to Management Enquiry
- Managing Information with Technology

BSc (Hons) Business and Management

Level 2 – Core Modules

- Operations Management
- Marketing Communications
- Managing Change and Creativity in Organisations
- Project Management
- Human Resource Management and its International Dimensions
- Critical Perspectives in Management

Optional Work Placement

see page 14 and 15

Level 3 – Core Modules

- Issues and Controversies in Management Project
- Strategic Management
- Business Ethics, Environmental Sustainability and Governance
- Work Placement in Context*

Optional Modules

- Gender and Organisations
- Entrepreneurship and Small Business Ventures
- International Marketing
- Innovation and Knowledge Management

This pathway covers all the fundamental elements of Business and Management with a range of optional modules to choose from.

- The core components of the degree (in Levels 2 and 3) offer students with the widest range of skills in business and management.
- Its modules are taught by members of three BBS research centres, namely: Work and Organisation Research Centre (WORC), Operations and Supply Chain Systems (OASIS) and Centre for Research into Entrepreneurship, International Business and Innovation in Emerging Markets (CEIBIEM) with extensive research and practical experience.
- The programme broadens the knowledge in business concepts as students work on real business issues and live case studies to develop their managerial skills and enhance career opportunities.

BSc (Hons) Business and Management (Accounting)

Level 2 – Core Modules

- Management Accounting – Decision Making
- Introduction to Business Law
- International Business in Emerging Markets
- Principles and Practice of Financial Accounting
- Management Accounting – Planning and Control
- Quantitative Methods in Business and Management

Optional Modules

- Accounting Information Systems

Optional Work Placement

see page 14 and 15

Level 3 – Core Modules

- Issues and Controversies in Accounting Project
- Strategic Financial Management
- Auditing
- Work Placement in Context*

Optional Modules

- Taxation
- Strategic Management
- Entrepreneurship and Small Business Ventures
- Business Ethics, Environmental Sustainability and Governance

The Accounting pathway gives students a broad overview of management issues with a specialist knowledge of the applications of accountancy to the world of commerce.

- The accounting pathway has a heavy skills based element which is entirely vocational in nature. A newly introduced Sage Accounting module offers students hands on experience with the use of leading applications used in the industry.
- The accounting pathway offers professional exemptions in eighteen subjects across ACCA (5), CIMA (6) and ICAEW (7).
- Every year students have the opportunity to participate in Industry Business Challenge Initiatives such as the IBM Business Challenge and PwC Bright Futures Business Champions Competition.

Once students get to their final year of study (Level 3) there is the chance to choose elective modules to tailor the degree to a particular area of interest. In the final year, students are required to undertake a major project on a topic of their choosing.

Students wishing to take the Accounting pathway must have GCSE maths at grade B or above or AS maths at grade C or above. For more details see entry requirements page 23.

- Principles and Practice of Marketing
- Organisational Behaviour and Analysis

- Introduction to Accounting
- International Business Environment

BSc (Hons) Business and Management (Marketing)

Level 2 – Core Modules

- Marketing Research
- Marketing Communications
- Marketing Channels and Logistics
- Critical Perspectives in Management
- Consumer Behaviour
- Database and Customer Relationship Marketing

Optional Work Placement

see page 14 and 15

Level 3 – Core Modules

- Issues and Controversies in Marketing Project
- International Marketing
- Strategic Marketing
- Work Placement in Context*

Optional Modules

- Internet Marketing
- Entrepreneurship and Small Business Ventures
- The Management of Retailing
- Business Ethics, Environmental Sustainability and Governance

This pathway develops a more in depth understanding of the marketing functions. It also offers the chance to explore the fundamental principles and practices of other major aspects of modern day marketing, such as market research, database marketing, exporting and the marketing of not-for-profit services.

- Some of our teaching staff have extensive managerial and consulting experience acquired in industrial and commercial companies. They provide inspirational learning experience and can confidently guide our students towards their chosen careers.
- The School engages with students on a more direct and personal basis in the delivery of teaching and assessment knowing that students expect education to have relevance to their lives and their aspirations.

BSc (Hons) International Business

Level 2 – Core Modules

- International Business in Emerging Markets
- International Relations
- Marketing Communications
- Economics for Business and Management
- Human Resource Management and its International Dimensions
- Quantitative Methods in Business and Management

Optional Work Placement

see page 14 and 15

Level 3 – Core Modules

- Issues and Controversies in Management Project
- International Marketing
- International Business Strategy
- Work Placement in Context*

Optional Modules

- International Technology Management
- Globalisation and Governance
- Business Ethics, Environmental Sustainability and Governance
- European Union Politics: Problems and Prospects

This pathway provides the fundamentals of national and international market economies and the multivalent forces that shape the operating environments of organisations, both nationally and internationally.

- This pathway offers emphasis on globalisation issues generated by multinational enterprises (MNEs) that account for over fifty percent of global output and trade. Understanding of MNEs presently ruling the world helps students to position themselves strategically in a competitive job market.
- Skills taught include training in numerical methods and statistical software packages such as SPSS and EXCEL, now used extensively in the corporate world. Part of the faculty teaching undergraduate programmes also teach at MSc and MBA level that helps them bring in valuable experience across programmes.

Disclaimer: Modules offered are subject to change. Please check the web for updates.

In the final year many business and management undergraduate students opt to study a module on entrepreneurship and small business ventures. At the end of the module, the students have to present their own ideas for a small business to a panel of judges from industry.



TEACHING AND LEARNING

Lectures

These provide a broad overview of key concepts and ideas. They provide a framework from which to carry out more in-depth study. For each module, there will be one lecture a week, therefore students will usually have twelve hours a week of lectures.

Seminars

Small seminar groups allow students to make individual contributions. You will undertake in-depth analysis of issues and exchange and explore ideas with other students.

Workshops

Workshops in the Business School labs give students the opportunity to obtain valuable hands-on experience of industry standard software, computing equipment, business, design and multimedia packages.

One-to-one Sessions with Tutors

From your first year right through to graduation you will be assigned a personal tutor who will be available to help with academic or personal issues. Those students who choose to do the four-year sandwich course will also be allocated an industrial tutor who will provide support during their work placement. In your final year students receive one-to-one supervision for their major project.

Availability of Tutors

Academic staff must be available for a number of hours each week for students who need to get advice. Their availability must be displayed

on their office doors so that students can make an appointment or drop by to see them if they have any concerns about their studies.

Web-learning and Support

eLearning and knowledge management are now standard ways in which companies communicate with their employees. Students will be expected to participate in email discussion groups and engage with online material using the university's web-based learning facility, u-Link.

Other

There are email discussion groups, research talks on key management issues and presentations by outside speakers. Throughout the course, you will also be expected to undertake group work and individual projects and presentations.

Assessment

Each subject is assessed either by a combination of continuous appraisal and examination or by coursework or examination alone. As a rough guide, the split is approximately 50:50 exam to coursework but the exact ratio varies depending on the modules you select.

Your results from Level 1 do not count towards your final degree classification but you have to pass the first year to continue with the degree. Level 2 is worth a third of your final mark and Level 3 the rest. In your final year you will undertake an assessed project of around 8,000 words. This is worth a third of your Level 3 marks.



PASTORAL CARE

The first few weeks or months at university can often be an anxious time for new students.

We are as interested in supporting our students in their 'personal journeys' as much as we are in their 'academic journeys'. We have a bespoke, transition-focused programme. It is novel and ground breaking in the sector.

Active Learning Opportunities

Students in the Business School have opportunities for engagement with fellow students and their tutors in timetabled seminars. Students have specific, targeted activities designed to assist them in taking greater responsibility for organising their own work than was the case before they came into higher education. The Business School's approach to the curriculum is novel, ground breaking.

Personal Tutoring

Personal tutoring takes place throughout a student's studies, that is, until they graduate. Students benefit from dedicated weekly drop-in sessions, no appointment needed, to meet a personal tutor on a one-to-one basis.

BBS Student Support

Brunel Business School has a unique, dynamic and dedicated team known as 'BBS Student Support', who are able to offer support and

guidance on every single aspect of a student's study, including:

- Personal development, social and non-academic matters
- Academic matters independent of that provided by module leaders
- Academic-related matters
- Progression and concerns with their programme
- Their future career and plans
- When things go wrong (personal problems or illness affecting their studies, difficulties with student life)
- Information on where to get qualified advice and help within the university

The School has a large, specially trained team of highly supportive and approachable administrative staff in what is known as the 'Academic Programmes Office' (APO). Available five days a week, they are well placed to offer both excellent advice and support. To conclude, we, in the Business School, understand the symbiotic relationship between 'academic learning' and 'personal learning' within the 'academic process'. We have in place robust, tried-and-tested teaching and support systems which attest to our excellence in helping students develop their 'capacity for success'.

Leighton graduated with a 2:1 in Business and Management. He worked for Apple's HQ in London for his work placement.



After spending two years at Brunel, I was thrilled to get a work placement at Apple's European HQ in central London.

I was given a great deal of responsibility from the outset. Initially this was rather overwhelming but looking back it has definitely helped me mature and grow beyond what I thought I was capable of becoming.

Whilst at Apple I worked on the administration of the systems that Apple uses to manage its relationship with its resellers. My role involved managing and coordinating work that went on in other European countries; training others on the systems, as well as acting as a trouble-shooter. I was responsible for co-ordinating a range of Europe-wide, and worldwide activities, such as an initiative to clean the system databases, designing and testing system enhancements, and I got involved in the introduction of new business processes.

My job at Apple taught me a huge amount, including the importance of building rapport with other people and the art of negotiation. Furthermore, getting the chance to go to Apple's California HQ was great!

I believe my work experience has also increased my working stamina and improved my concentration, which should stand me in good stead for my final year at Brunel.





Being a student at Brunel Business School has been an excellent experience! The guidance given by the Placement and Careers Centre in seeking a placement is next to none, with appointments, seminars, workshops and 1-to-1 advice provided through all academic years. Business Life, an excellent addition to the Business School has enormously enhanced my existing attributes and added additional skills to my CV. I was lucky enough to secure my role as a Business Life Ambassador that exposed me to contacts and experience that cannot be gained purely from the academic side of the university. I was also awarded 'Best Placement Student Award' for my outstanding performance while in my role as a Marketing Assistance at SAP. These opportunities have hugely increased my confidence in becoming an employable graduate so a huge thank you to the Business School for their fantastic support!



Siobhan Feeney
Business Student, Ambassador and Volunteer



WORK PLACEMENTS AND CAREERS

One of Brunel's most distinctive features is our commitment to including periods of work experience – sandwich placements where there is an opportunity to undertake a year's paid work placement as part of your course.

Four-year sandwich courses help students to develop the practical knowledge and skills required to succeed in the competitive graduate job market. Placements are on offer at different sized organisations across the public and private sector, providing the opportunity to choose the type of experience most suited to you. In addition to providing a valuable opportunity to put what you've learnt in your degree into practice and to earn some much appreciated money, students find their work placement experience significantly enhances their employability when they come to graduate. In fact many students are offered employment with their work placement company upon graduation. Employers comment on the high level of maturity of our Brunel Business School students and the ease with which they take on responsibility.

The Placement Team (part of the Placement and Careers Centre) will help and support you in finding a suitable sandwich placement. They have long-established links with employers and many of our students are placed each year in companies such as British Airways, Microsoft, IBM, Xerox and Lloyds TSB.

It is also possible for a student to organise his or her own work placement using personal contacts – either in the UK or overseas – the Placement Team simply has to be assured that the placement involves work at an appropriate level.

How the placement scheme works for students

Students undertaking a work placement spend at least 44 weeks in an organisation working for a particular department within that organisation performing a role relevant to their studies. Work placements are carried out at the end of a student's second year at Brunel.

When the work placement comes to an end, the student returns to Brunel to undertake the final year of their degree course. Whilst a student is out on placement, an academic member of Brunel Business School keeps in touch and all placement students and their employers are invited to attend a tutorial day at Brunel. Most work placements are organised with companies based in the UK but where a student has contacts overseas, it is possible to organise a placement outside the UK, subject to certain conditions being met.

The features

- A sandwich placement is totally different from the kind of work experience you may have had whilst at school;
- A work placement is a proper job with a proper organisation – quite often the organisation is a household name;
- Work placement students earn proper salaries: currently students are generally being paid between £13,000 and £17,000 per annum, depending on the market sector and location – some have been known to earn considerably more than this.

The benefits

- The chance to acquire further practical knowledge and skills;
- The opportunity to develop a better understanding of the true nature of business beyond the lecture theatre;
- Improved employment prospects when you graduate;
- Heightened self-confidence and greater professional credibility;
- The chance to work alongside professionals of all ages and backgrounds.



We have always had Brunel students working with us in the past 10 years. They get involved in the research and implementation of marketing plans throughout the UK. Financially, they are excellent value for money, and students learn quickly, so the initial extra supervision is well worth the effort. Students continue to make an important contribution to many functions within IBM.



June Thomson
Business Manager, IBM



Placement and Careers Centre (PCC)

The Placement and Careers Centre (PCC) is your one-stop-shop when it comes to employment and career planning and is based at the heart of the university on the first floor of the Bannerman Centre. Business School students are supported by dedicated Placement Officers and Careers Consultants that work with you from the day you start until two years after you graduate.

Within the PCC is the Job Shop, which is visited by most students on arrival at the University. The Job Shop helps students find temporary or part-time work whilst studying for their degree which enables you to develop the transferable skills sought after by employers.

The Placement Team work with organisations to obtain work placement opportunities and provide a service to students to help you secure a work placement that is relevant to your course of study.

The team provides advice on preparation of a CV, covering letter, and interview techniques relevant to placements. It also works with Business School tutors to ensure that the placements we advertise meet the requirements for your course.

It is never too early in your university career to start thinking about your options for when you graduate. Our Careers Consultants will help you with your career planning, suggest ways you can improve your skills and work with you to discover useful experiences and relevant opportunities.

The PCC also run a range of events and activities throughout your time at Brunel to help you discover the options open to you and make a successful transition from university to working life. Activities cover topics like CV preparation, completing application forms and psychometric testing, whilst events range from recruitment fairs to on-campus employer events and alumni presentations.

In addition, the PCC provide students with access to numerous online resources that support our one-to-one guidance and these include: company and sector information, details of job hunting techniques and a number of DVDs that can help with interviews and assessment centres.



Current work placement employers include:

- IBM
- Microsoft
- Walt Disney Corporation
- Adidas
- PricewaterhouseCoopers
- Warner Bros
- Lloyds TSB
- Morgan Stanley
- United Biscuits
- British Airways
- Air France
- Nissan
- Orange

A work placement is your opportunity to work in a real role offering sought-after business experience. Some of the roles currently being undertaken by Business School placement students include:

- Finance Analyst
- Central Insurance Administrator
- Sales Excellence Intern
- Environmental Product Manager
- E-Marketing Specialist
- International Marketing Trainee
- Trainee HR Administrator
- Credit Risk Analyst
- Format Development Intern
- Annuity Analyst
- Project Support Officer
- Workflow Assistant

Adam, a Business and Management (Accounting) student, won the 2009 National Student Employee of the Year Award

Adam won the award for successfully combining his role as a Student Ambassador with volunteering for the St John Ambulance, all while studying for his degree!



BUSINESS LIFE: EMPLOYABILITY PROGRAMME



Business Life is a unique Employability Programme designed to maximise students' employability by providing an intensive programme of professional workshops and events that run in parallel with academic studies.

Students from Brunel Business School will graduate with a unique mix to boost their employability:

- an academic award
- a Professional Portfolio consisting of professional certificates and applicable skills
- a professional network

Brunel Business School has created a unique programme called Business Life that provides a range of courses and events that run in parallel with academic studies to provide our students with the core employability skills and experience that employers are looking for.

In order to enhance the employability of our students the University conducted research with companies and organisations like Bosch, Centrica, FDM Group, GlaxoSmithKline, IBM UK, Intel, Jaguar Land Rover, Matchtech Group, NetApp, Webfusion, Atkinson Associates, HotCourses, Kids2Work, Saloria Architects, VT Partnership, Workzone Professions, BP Collins, Catalyst Housing Group, Grant Thornton, IBB and London Borough of Hillingdon.

They helped us identify the job-ready skills and work tools that make a difference for them when choosing graduates for employment or placements. As part of the Business Life Employability Programme students are able to participate in events and training that help them obtain these job-ready skills and gain recognised certificates and valuable examples of their work which provide Brunel Business School students with real employability advantage.

Foundation events

- Auditing your Skills and Presenting your Strengths (PCC)
- Time Management and Project Management (ASK)
- CV Writing Skills (PCC)
- Professional Written Communication Skills (ASK)
- Presentation Skills (ASK)
- Psychometric Testing (PCC)
- Learn a new language (IPLC)
- Critical and Analytical Thinking in the real world (ASK)
- BAT (Bloomberg) Aptitude Tests
- Marines Leadership Training: Leadership and Team Building with the Marines, physical and practical session (PCC)



Brunel team 'Prolific Solutions' were the national runners up in the PwC/ Bright Futures Business Champions Competition.

Foundation

- Introduction to Excel
- Intermediate Excel Module
- Advanced Excel Module
- Teambuilding
- Volunteering and Entrepreneurship
- Introduction to Basic Sage Accounting
- Intro to Advanced Sage Accounting
- Social Media Job Search – Top Tips to get noticed
- SPSS Training
- Marketing Database Training
- Critical and Analytical Thinking

Direction

- Business Simulation Challenges/ Competitions:
 - University Trading Challenge
 - IBM Business Challenge
 - CIMA: Simulation
 - CIMA Global Business Challenge
- Meet the Professional Bodies Showcase
- Boost your Confidence – Preparing to Network Programme (3 Modules)
- BEST for L2 – Brunel Entrepreneurial Student Talent networking event

Preparation

- Placement Student Showcase
- BEST – our annual networking event with industry contacts!
- UG Pathway Career Motivational Lectures
- Career Booster Programme (6 modules)
- Meet the Apprentice
- ICAEW Speed Interviews

Accreditation

- Employability Transcript of skills gained at each level

Ongoing Development

- Professional Development Courses





LIFE AS AN UNDERGRADUATE STUDENT AT BRUNEL UNIVERSITY

The big plus of living in a campus-based university is that the majority of your needs are catered for on-site. These include the Library and Computer Centre, academic and teaching buildings, welfare services, catering and social facilities and even the halls of residence if you are living in University accommodation.

In fact, Brunel has recently invested £250m in improving the University's buildings and infrastructure. Students can take advantage of an extended library building in the new Bannerman Centre, holding a hugely increased book and journal collection, more computer workstations and group study areas, an Assistive Technology Centre for disabled students, and a café. There is also a new refectory complex with dining halls, bars, Students' Union and retail outlets.

Accommodation

The halls of residence at Brunel offer some of the best value in the South of the UK. Unlike a lot of universities, Brunel can claim to offer a high standard across all of its facilities. We also guarantee you a place in halls of accommodation in your first year (if you put Brunel as your firm choice), even if you live very locally. What's more, Brunel's halls of residence are

all on-campus, meaning you are never more than 10 minutes' away from teaching, sporting and social facilities.

Brunel can proudly boast 34 self-catering halls of residences (31 with en suite facilities) with free access to the Internet and University Network in all rooms. Bedding and linen are provided for you and cleaned weekly.

En suite halls provide over 84% of our available accommodation and are always very popular with our new students.

Rooms in the 'Standard' halls offer a high standard of accommodation at a lower cost to the en suite residences. Rooms in standard halls have a washbasin and share the use of a bath/shower room and toilet facilities. The three standard halls have been recently renovated to ensure all our students have access to high quality accommodation, no matter what your budget.

All halls are self-catering, and have large, well-equipped kitchens and are now non-smoking.

Finally, Brunel's Accommodation Office and Housing Office can help students find the right place to live, whether you choose to live on- or off-campus.

View the accommodation video at: www.brunel.ac.uk/life/accommodation/video

Sport

Brunel's investment of £14 million in a range of world-class sports facilities over the past three years ensures that our sports programmes are as good as any in the university sector and are unrivalled locally. Brunel's sport facilities are supported by Sport England and the Football Foundation.

Brunel's Indoor Athletics Centre (IAC), completed in 2005, is the centrepiece of the University's performance sport facilities. The Centre is one of only four High Performance Athletics Centres (HiPACs) in the UK and is the home of the UK Athletics World Class Performance Programme for London and the South East.

Other state-of-the-art facilities include a new sports hall with weights training area and sports science support, netball hall (home to Brunel Hurricanes Super League netball team), squash courts, exercise studio and climbing wall. Brunel has also invested heavily in its outdoor sports facilities which include a 3 G Synthetic Pitch, ideal for football and rugby training and 11 a side football matches, multi-use synthetic surface which is ideal for full sized hockey as well as many other sports and tennis and netball courts.



Social Life

University life is not all about hard work and there's plenty to keep you busy. There are lots of different clubs to choose from such as boxing, dance, football, hockey, squash, skydiving and societies (Afro-Caribbean, DJs and MCs, Latin, Hindu, Rock) to join where you can have fun and make new friends. At night time, you will find The Academy, Brunel's nightclub, hosting different music events to suit your taste, ranging from pop and cheesy old skool tunes to the newest R&B, hip hop, rock and commercial dance tracks. There are also comedy nights which have seen the likes of Jimmy Carr, Jo Brand, Ronnie Edwards and others, as well as live music events with acts such as Boy Kill Boy.

Although all your needs are catered for on campus, from time to time, you will probably feel like a change of scene.

Uxbridge town is a student-friendly area offering an impressive range of shops, bars, pubs and restaurants. And from Uxbridge, you can take the tube into London; the UK's clubbing capital, and dance the

night away at any one of the famous clubs such as Ministry of Sound, Pacha, Turnmills and Fabric. There's also an array of clubs and trendy bars in Soho, Covent Garden and much more!

With too many tourist attractions to list, London is an exciting city, famous for its art galleries, music and sport venues, theatres, museums and shops but what you may not know is that London also offers numerous activities inexpensive enough to be enjoyed by students. Time Out magazine has full listings of everything.

Brunel is also only a short train ride away from both Reading (excellent shopping) and Windsor (both 30-45 minutes from nearby West Drayton main line station). Oxford can also be accessed fairly easily and cheaply by bus.



Amit A Ganatra, from Kenya



Whenever you go to an interview for a job, they look at the university where you are studying. Brunel students get a good reception. This is based on the good relationship with companies such as IBM, HP, Microsoft and Intel.



LIFE AS AN INTERNATIONAL STUDENT AT BRUNEL UNIVERSITY

Brunel University is a truly diverse and cosmopolitan University and is proud to have over 2,000 international students from over 110 different countries. International students have access to a range of services offered by our dedicated international student centre, Brunel International, to assist you right from your initial enquiry through to graduation.

Services for International Students

- A wide range of support and information is offered for international students by our dedicated team at Brunel International. These include:
- A pre-departure guide delivered to students prior to arrival at Brunel;
- A 'Meet and Greet' service from London Heathrow airport;
- A tailor-made international student orientation programme during the first week of term;
- A range of day trips to places of interest in the UK;
- An active International Student Society;
- The Host Programme, which gives students the opportunity to spend a weekend in the home of a British family, learning about the UK way of life;
- An eLetter, sent out weekly, outlining social events and cultural information;
- Support and advice throughout the year from trained support staff;
- The Meeting House, available to different religious groups for worship, prayer meetings and quiet reflection.

For more information email:
international@brunel.ac.uk



SUPPORT SERVICES FOR STUDENTS WITH DISABILITIES

Brunel provides an accessible and welcoming academic, social and physical environment for students to work in. Brunel has over 800 students at Brunel who are disabled and who work with the University's student services to ensure that they are able to access their course successfully and not be disadvantaged by their disability.

Facilities

Brunel aims to provide a full range of services to ensure that all students' requirements can be met effectively. There is a large team that works with disabled and dyslexic students, as well as a well-equipped Assistive Technology Centre and the new West London Assessment Centre for carrying out students' Needs Assessments.

Support Services

The Disability and Dyslexia Service helps to support students with a range of needs including, but not limited to:

- Dyslexia and other specific learning difficulties;
- Mental health;
- Mobility impairments;
- Sensory impairments;
- Unseen disabilities.

If you decide to study at Brunel and have a disability or specific learning difficulty then it is advised that you let us know (on your application form) and contact our Disability and Dyslexia Service as soon as possible to discuss your needs. This will help the University staff to provide help and support appropriate to your individual requirements.

Accommodation

The campus has a number of rooms which are designed specifically for disabled students, with facilities for wheelchair access and for students with hearing impairments.

Brunel tops London chart for disabled access

Brunel University has the best facilities for disabled students in the London area, according to a recent report by the Muscular Dystrophy Campaign. The team also received the *Times Higher Education Award for Outstanding Support for Disabled Students*.



APPLYING TO BRUNEL BUSINESS SCHOOL

UNDERGRADUATE DEGREE PROGRAMMES

Below are the UCAS codes you will need to use when completing your UCAS application which can be done on the UCAS website: www.ucas.com.

Please note the university code for Brunel is B84 BRUNL.

BSc Business and Management

UCAS Code N200 3-year full-time
 N221 4-year with placement

BSc Business and Management (Accounting)

UCAS Code NN14 3-year full-time
 N2NL 4-year with placement

BSc Business and Management (Marketing)

UCAS Code N2NM 3-year full-time
 N2N5 4-year with placement

BSc International Business

UCAS Code N120 3-year full-time
 N121 4-year with placement

RELATED COURSES

It is also possible to combine the study of business and management with either economics or mathematics. The following degree courses are run by other academic Schools at Brunel. For further information, contact the relevant School or visit: www.brunel.ac.uk/courses/ug.

BSc Economics and Management (School of Social Sciences)

UCAS Code LNC2 3-year full-time
 LND2 4-year with placement

BA Mathematical and Management Studies (School of Information Systems, Computing and Mathematics)

UCAS Code GND2 3-year full-time
 GNC2 4-year with placement

BSc Mathematics and Statistics with Management (School of Information Systems, Computing and Mathematics)

UCAS Code G1NG 3-year full-time
 G1NF 4-year with placement

BSc Business Studies and Sports Sciences (School of Sport and Education)

UCAS Code C6N1 3-year full-time

All applicants, whether UK residents or from overseas, must apply through the Universities and Colleges Admissions Service (UCAS).

Further information can be found by visiting: www.ucas.com or by telephoning +44 (0)870 1122211



ENTRY REQUIREMENTS FOR 2013 ENTRY

- **GCE A-Level:** AAB (General Studies or Critical Thinking accepted as one of three A levels)
- **Irish Leaving Certificate:** AAABB
- **Scottish Advanced Highers:** AAB
- **Advanced Diploma:** Progression Diploma Grade A in Creative and Media or Public Services, including A-level English at Grade B for Additional and Specialist Learning Extended project in a related subject preferred
- **BTEC Level 3 Extended Diploma:** D*D*D in a related subject
- **BTEC Level 3 Diploma:** D*D* B + 1 A-level (BTEC Level 3 Diploma only accepted when accompanied with an A-level at grade B in an academic subject area)
- **IBDP:** 35 points
- **Access:** Applicants offering Access courses in Business or a Business-related subject plus the equivalent of at least three years full time, relevant work experience will be considered on an individual basis

For all of the above, 5 GCSEs or equivalent at Grade C or above are also required, to include English and Maths (please note that these must have been gained by the time you submit your UCAS application).

For the most up-to-date entry requirements, please visit our website.

FURTHER STUDY WITH BRUNEL BUSINESS SCHOOL

Once you have successfully gained your BSc, you will either start your career or continue to study for a Masters Degree. We offer a range of Master's programmes and research degrees:

- MSc Applied Corporate Brand Management
- MSc Global Supply Chain Management
- MSc Human Resource Management
- MSc Human Resources and Employment Relations
- MSc International Business
- MSc Management
- MSc Marketing
- MPhil/PhD Doctorate in Business and Management
- Master of Business Administration (MBA)





WHERE IS BRUNEL BUSINESS SCHOOL?

Brunel Business School is situated at Brunel University's single campus at Uxbridge on the western outskirts of London. Its location makes it convenient for central London, Heathrow Airport and the M4, M40 and M25 motorways.

OPEN DAYS

Participating in Open Days is an excellent opportunity to view the School, have a guided tour of the campus, meet the lecturers and participate in various activities. Open Days are scheduled throughout the year. Please contact us for dates and further details.

FOR MORE INFORMATION:

Admissions and Marketing
Brunel Business School
Brunel University – London
Uxbridge
Middlesex
UB8 3PH

Telephone +44 (0)1895 265278/267124
Email bachelorbbs@brunel.ac.uk
Web www.brunel.ac.uk/bbs

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[brunelbusinessschool](http://www.brunelbusinessschool.ac.uk)

Brunel
UNIVERSITY
L O N D O N

Every effort has been made to ensure the accuracy of the information in this brochure and the University will take all reasonable action to deliver courses and services in accordance with the descriptions set out in it. A contract is made at the point when an applicant accepts an offer from Brunel, meeting any conditions, and the acceptance is communicated to Brunel or the clearing system acting for Brunel, and this contract is confirmed. All students are required, as a condition of registration, to abide by and submit to the University's statutes, ordinances, regulations and rules, which are published on the University's website (a hard copy is available from the Registry at the Uxbridge address).