

Faculty of Design, Media & Management

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# INSPIRATION AT WORK

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**Business & Management**



# INTRODUCTION

At Bucks New University, we offer a diverse range of innovative and entrepreneurial courses that are specifically designed to give you a head start for a career in business and management.

We work closely with the industry and professional bodies to develop programmes that meet the needs of employers. The industry sponsors a number of projects, enabling you to gain valuable work experience while you study and giving you the edge when you graduate.

Whatever course you choose, we encourage you to put theory in to practice and, if you have business ideas of your own, see how you can make them happen.

We are at the cutting edge of practice and research. Our programmes are led by highly dedicated specialists with advanced professional experience and active research profiles. The result is teaching that prioritises the importance of a 'hands on' approach, informed by a 'real world' understanding of what it takes to be successful in your chosen field.

We are a dynamic, supportive and friendly University, able to respond to the individual needs of all our students. With your interests and progress at the top of our agenda, we will give you the greatest chance of success in your future career.

## Other courses that may be of interest to you:

BA (Hons) Advertising: Creative  
BA (Hons) Graphic Arts  
BA (Hons) International Football Business Management  
BA (Hons) International Tourism Management with Air Travel  
BA (Hons) International Travel and Tourism Management  
BA (Hons) Music Management  
BA (Hons) Professional Studies (top-up)  
BA (Hons) Sports Management and Coaching Studies  
MA Advertising  
MA Music and Entertainment Management  
Master of Communications Management  
MSc Business Continuity, Security and Emergency Management

**Visit [bucks.ac.uk](http://bucks.ac.uk) for details**



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## DID YOU KNOW?

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- The course team have extensive UK and international industry experience, in both the public and private sector.
- Many of the University's business and management courses are designed in close consultation with industry and are aligned with relevant professional bodies.
- Many of the business and management courses give you the opportunity to undertake work experience, using work-based learning to gain credits towards your degree.
- You can explore your business ideas and even launch your own enterprise while studying at Bucks.
- The careers service at Bucks can help you in all aspects relating to your future career, offering expert advice on career guidance, interview preparation, work experience and job opportunities.
- There's no student support package quite like the University's award-winning Big Deal\*, giving eligible undergraduate Bucks students a range of great benefits.
- The University was nominated for 'Outstanding Support for Students' in the *Times Higher Education Awards* 2009.
- Also in 2009, Bucks was judged one of the best universities for courses and lecturers by students using the Hotcourses website: [whatuni.com](http://whatuni.com).
- Bucks became a Fairtrade University in 2009.
- The University is only 30 minutes from London Heathrow Airport, and London is less than 40 minutes away by train.
- From societies and sports, to bars, clubs and cafes, Bucks Students' Union certainly offers a lot – and most of it for free\*! Run for students by students, the Union also provides friendly advice and representation to ensure your views are heard.
- Bucks has been open for business since 1893.

\*visit [bucks.ac.uk](http://bucks.ac.uk) for full details



# GETTING INVOLVED

## Industry connections

We have excellent links with industry, with established partnerships enhancing the way in which you can gain knowledge and engage in activities at the University. Involvement from our industry partners in the design and delivery of many of our courses also helps enable you to develop the skills that are needed in the workplace.

We are very proud of the support we get from the industry, and we have strong partnerships with a number of prominent companies. Many of our courses are closely aligned with professional bodies, such as the Chartered Institute of Personnel and Development and the Chartered Institute of Marketing.

## Student exchange programmes

As part of some of our courses, you may have the opportunity to study abroad at one of our partner universities. It's a great opportunity to enhance your employability by showing your ability to adapt to a new cultural environment – and it is lots of fun.

For more details, visit [bucks.ac.uk](http://bucks.ac.uk)

## Professional training courses

Catering for a diverse range of interests, our short courses can help you achieve your short-term goals. The duration of each course and the mode of study vary depending on the subject matter, with new courses and dates added throughout the year.

For more details, visit [bucks.ac.uk](http://bucks.ac.uk)

## Relevant research

Our research is practitioner-focused and a number of our academic staff are involved in consultancy and knowledge transfer partnerships with leading organisations. Specialist centres and overseas partnerships provide a stimulating and supportive forum for research, which is fostered in partnership with industry and commerce. We have been running a successful doctoral programme for many years now, and the teaching team's academic interests include:

- action learning sets
- business forecasting
- consumer behaviour
- e-commerce
- entrepreneurship
- international branding in higher education
- international logistics
- international management
- international marketing
- learning and teaching in higher education
- media effectiveness and evaluation
- research methodology
- self esteem
- social media/networking
- student feedback
- team teaching
- web technologies.



## FDA Local Government

# A SOLID BASE ON WHICH TO BUILD

If you're interested in a managerial career in local government, this course will provide you with the business knowledge and management skills you need to make a real impact at work and progress in your chosen role.

In addition to classes, you are expected to spend three hours a week learning at work, plus six hours during your own time studying and completing assignments. This additional study time will be supported by tutors, online study materials and your work-based mentor. Tutors will also visit you and your mentor in the workplace.

### Course content

- Organisations and Environment
- Marketing
- Organisations and Behaviour
- Financial Resources
- Personal Development
- Local Government in Context
- Local Government Finance
- Managing Operations and Quality
- Information Systems
- Managing People
- Managing Staff Performance
- Work-based Learning Project.

### Career prospects

On successful completion of the course, you can choose to continue with your studies to gain an honours degree or professional qualification. Many of our graduates choose to continue their studies with us at this level.

### Duration

Two years

### Mode of study

Part-time (one afternoon or evening a week plus two full-day workshops)

### How to apply

Visit [bucks.ac.uk](http://bucks.ac.uk) for details

## FDA Project Management

# THE FOUNDATION OF A SUCCESSFUL CAREER

Whether you're currently working in project management, or looking to enter the field, this course will provide you with the business knowledge and management skills you need to make a real impact at work and progress in your chosen career.

In addition to classes, you are expected to spend three hours a week learning at work, plus six hours during your own time studying and completing assignments. This additional study time will be supported by tutors, online study materials and your work-based mentor. Tutors will also visit you and your mentor in the workplace.

### Course content

- Organisations and Environment
- Marketing
- Organisations and Behaviour
- Financial Resources
- Personal Development
- Project Definition and Planning
- Establishing Scope, Scale and Objectives
- Planning Tools
- Project Control, Closure and Review

- Managing Operations and Quality
- Information Systems
- Managing People
- Managing Staff Performance
- Work-based Learning Project.

### Career prospects

On successful completion of the course, you can choose to continue with your studies to gain an honours degree or professional qualifications. Many of our graduates choose to continue their studies with us at this level.

### Duration

Two years

### Mode of study

Part-time (one afternoon or evening a week plus a one-day workshop)

### How to apply

Visit [bucks.ac.uk](http://bucks.ac.uk) for details

## FDA Retail Management

# BUY IN TO A BRIGHTER FUTURE

This course has been developed with national retailers to meet the industry's needs, and is designed for those working in retail management or who wish to enter the field. It will provide you with the business knowledge and management skills you need to make a real impact at work and progress in your chosen career.

In addition to classes, you are expected to spend three hours a week learning at work, plus six hours during your own time studying and completing assignment work. This additional study time will be supported by tutors, online study materials and your work-based mentor. Tutors will also visit you and your mentor in the workplace.

### Course content

- Organisations and Environment
- Marketing
- Organisations and Behaviour
- Financial Resources
- Personal Development
- Retail Marketing
- Retail Logistics and Law
- Managing Operations and Quality
- Information Systems
- Managing People
- Managing Staff Performance
- Work-based Learning Project.

### Career prospects

On successful completion of the course, you can choose to continue with your studies to gain an honours degree or professional qualification. Many of our graduates choose to continue their studies with us at this level.

### Duration

Two years

### Mode of study

Part-time (one afternoon or evening a week plus two full-day workshops)

### How to apply

Visit [bucks.ac.uk](http://bucks.ac.uk) for details



# ENHANCED SKILLS AND INCREASED UNDERSTANDING

This engaging programme has been designed to enhance your management potential, providing you with the business knowledge and management skills you need to make a real impact at work and progress in your chosen career.

You will learn all about the business environment, including marketing, finance and human resources, as well as developing further skills in people management. You will also carry out project work that will help provide solutions to business and quality problems, allowing you to put in to practice your business knowledge and management skills.

### Career prospects

Your employer will benefit from your enhanced skills and increased business understanding, enabling you to be more effective at work and increasing your career prospects. You could also choose to set up your own business or secure new employment, utilising your newly acquired skills and talents. On successful completion of the programme you can study for professional qualifications, or study for an honours degree in Business Management. Many of our graduates choose to continue their studies with us at this level.

### Duration

Two years

### Mode of study

Part-time (one afternoon or evening a week, plus a one-day workshop)

### How to apply

Visit [bucks.ac.uk](http://bucks.ac.uk) for details



## BA (Hons) Business Management (top-up)

# PROGRESS TO A HIGHER LEVEL

Led by a committed teaching team with extensive UK and international industry experience, this course enhances career progression by enabling you to top-up your business qualification to honours degree level. It has been created in close consultation with industry, and the content carefully selected to enhance the business management knowledge and skills you already have, as well as add new dimensions to your studies.

This engaging programme examines the strategic and management issues involved in business, with modules including: Innovation, Quality and the Internet; Strategic Management; Marketing; Human Resource Management and Finance.

The most significant element is the completion of a research-based dissertation, allowing you the freedom to pursue a business management topic of your choice to a higher level.

### Career prospects

Our graduates have developed their career with their current employer, set up their own business or secured new graduate employment utilising their newly acquired skills. The course also allows graduates to pursue a career in a general people management role. Many of our graduates progress on to further study, and benefit from the wide range of postgraduate courses offered at Bucks.

### Duration

One year

### Mode of study

Full-time or part-time

### How to apply

Visit [ucas.com](http://ucas.com) (full-time) or [bucks.ac.uk](http://bucks.ac.uk) (part-time) for details

### UCAS code

N211 (full-time)





## BA (Hons) Business Management

# MEETING THE CHALLENGES OF A COMPETITIVE WORLD

From small local enterprises to large multi-national corporations, business must provide products and services to satisfy their customers. Meeting these challenges in such a competitive world requires continually updated skills and in-depth knowledge.

This degree will provide you with a detailed understanding of the functional areas of business and the relationship of management theories and practice to these areas. We will give you the opportunity to develop your entrepreneurial flair and work on live industry projects. You can also undertake work experience, using work-based learning to enhance your understanding and gain credits towards your degree.

### Course content

- Managing Money
- The Business Environment
- People and Organisations
- The Role of Marketing in Business
- Entrepreneurship
- Operations Management and Analysis
- Managing Staff Performance
- Dissertation
- Innovation, Quality and the Internet
- Strategic Management.

You will also have a choice of modules, allowing you to pursue your areas of particular interest.

### Career prospects

On graduation, you'll find a vast range of careers open to you, in both the public and private sectors. You can undertake roles in management, finance, customer service, retail, tourism, sport, international business, communications or marketing, to name a few.

Our graduates have gone on to work as accountants, operations managers, marketing managers, bankers and HR professionals. Others have chosen to set up their own business or continue with their studies.

### Duration

Three years

### Mode of study

Full-time

### How to apply

Visit [ucas.com](http://ucas.com) for details

### UCAS code

N202

## BA (Hons) Business and Entrepreneurship

# THE PRACTICAL APPLICATION OF INNOVATIVE THINKING

If you're interested in starting your own business, or wish to develop your entrepreneurial capabilities while ensuring you have a good grounding in business, then this programme could be for you. Combining academic learning with practical application, this course gives you the chance to explore your entrepreneurial thinking and experiment with your own business ideas.

### Course content

- Managing Money
- The Business Environment
- People and Organisations
- The Role of Marketing in Business
- Entrepreneurship
- Operations Management and Analysis
- Small Business
- Managing Staff Performance
- Dissertation
- Enterprise
- Strategic Management.

You will also have a choice of modules, allowing you to pursue your areas of interest.

### Career prospects

This course offers you a good foundation for any career in business and management, including becoming your own boss. Some of our graduates have chosen to work in a growing IT solutions company, using their sales and team-working skills to the best effect, while some have become fundraisers in the voluntary sector.

### Duration

Three years

### Mode of study

Full-time

### How to apply

Visit [ucas.com](http://ucas.com) for details

### UCAS code

NN12



## BA (Hons) Business and Sports Management

# STAY AHEAD OF THE GAME

This specialist programme places strong emphasis on business principles and techniques, and their particular application to the sport industry. As part of the degree, you can undertake work experience in the sport sector, as well as specialist sports coaching modules and enterprise activities that will develop your entrepreneurial skills.

### Course content

- Managing Money
- The Business Environment
- People and Organisations
- The Role of Marketing in Business
- Entrepreneurship
- Managing Staff Performance
- Coaching Skills and Education
- Dissertation
- Strategic Management
- Professional Development and Practice (Coaching).

You will also have a choice of modules, allowing you to pursue your areas of interest.

### Career prospects

With a good general business and management grounding, you'll find roles in a wide range of sectors open to you, including, but certainly not limited to, management, coaching, sport management, finance, customer service, retail, tourism, sport, international business, communications or marketing.

Our graduates have gone on to work in the fields of Sports Strategy, Sports Tourism, Business Tourism and Business Development in the Sports sector. Some have also chosen to set up their own business or continue with their studies.

### Duration

Three years

### Mode of study

Full-time

### How to apply

Visit [ucas.com](http://ucas.com) for details

### UCAS code

NN1V





## BA (Hons) International Management

# DEVELOPMENT FROM A GLOBAL PERSPECTIVE

The increasing globalisation of the world of work requires graduates with a detailed knowledge of international business - enabling them to operate in diverse contexts and with people from different cultures.

If you aim to work for an international organisation, either at home or abroad, this is an opportunity to study a wide range of modules to develop your academic and professional interests, preparing you for a successful career in global business and management.

Teaching is delivered through a combination of tutor and student-led inputs, workshops, self-study and directed research and investigation - led by a committed team with long-standing professional experience and an excellent research record in their subject area. Many of the teaching team have taught and worked abroad, adding to the international dimension of this engaging degree programme.

### Course content

- Managing Money
- The Business Environment
- People and Organisations
- The Role of Marketing in Business
- Cross Cultural Management and International Business Environment
- Operations Analysis and Staff Performance
- Dissertation
- Strategic Management
- International Business.

The second part of the second year is undertaken at a partner institution abroad, where you will follow an approved programme of study. You will also have a choice of modules during the course, allowing you to pursue your areas of interest.

### Career prospects

This course equips you to pursue a career in international business organisations, to undertake further study in business related disciplines, or to start your own business enterprise. Many of our graduates are currently working in prestigious international organisations based in the UK, and in a number of European countries - in financial services, business management, consultancy, marketing and human resources.

### Duration

Three years

### Mode of study

Full-time

### How to apply

Visit [ucas.com](http://ucas.com) for details

### UCAS code

N201

# MAKING A WORLD OF DIFFERENCE

This innovative course will give you the specialist skills required to work in an international business environment and help cope with the challenging global economy. You'll find yourself among managers with a wide range of business and cultural backgrounds, with exchange students and international partners, adding to the global perspective.

As well as developing an understanding of the complexities and processes involved in multinational corporations, there will be the opportunity to work on international business research projects, learn a foreign language and seek internships.

This course has strong links with industry, which can generate placements and job opportunities, and we are a member of the Association of Business Schools.

### Course content

The programme is divided in to three main parts:

- The first stage allows you to explore the international environment and the role of trade and competition in global business. It also lays a foundation for developing your understanding of different business functions, and how finance, logistics, operations, marketing and human resources management are applied within an international business.

- The second stage of the programme engages you in strategic thinking about international markets, and the demands made on an organisation operating in such an environment.
- The third stage of the programme culminates with a dissertation. A challenging element of the course, it offers you a great opportunity to explore aspects of international business in considerable depth.

### Further information

Successful completion of the course will give you a widely recognised international management qualification that qualifies you for exemptions from certain professional examinations. As well as opening up many professional opportunities, it also allows you entry on to further postgraduate studies, including PhD programmes.

### Duration

One year or 15 months

### Mode of study

Full-time

### How to apply

Visit [bucks.ac.uk](http://bucks.ac.uk) for details



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“The critical thinking and evaluation skills that I developed during the master’s programme at Bucks New University helped me enhance my strategic leadership and management expertise.”

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Qavi Baig, graduated 2010

## MSc International Logistics and Supply Chain Management

### WE DELIVER

As the world becomes an ever more global marketplace, the business environment is increasingly competitive. To survive and succeed, those involved in logistics and supply chain management need to be knowledgeable and possess excellent decision-making skills.

In this programme you will examine and develop an understanding of the complexities and processes involved in logistics and supply chain management, and their strategic implications for an organisation.

There will also be a range of other opportunities open to you, including working on industry-sponsored projects, learning a foreign language alongside your full-time studies and developing your professional skills.

The course is accredited by the European Supply Chain Institute and The Chartered Institute of Purchasing and Supply.

#### Course content

This innovative course follows the guidelines and benchmarks set by relevant professional bodies, and equips you with the specialist skills required to work in logistics and supply chain management. As a postgraduate student, you will find yourself among young professionals from diverse cultural backgrounds.

The programme aims to apply theory to practice and provide an international perspective on the subject area. The taught element of the programme focuses on the following subject areas:

- International Logistics and Operations Performance
- Project Management
- Transportation and Distribution Management
- Management Science
- IT for Logistics and Supply Chain Management
- Supply Chain Forecasting and Planning
- International Strategy and Organisations
- Research Methods.

The master's programme culminates with a dissertation. A challenging stage of the programme, it offers you a great opportunity to explore aspects of international logistics and supply chain management in considerable depth.

#### Further information

As a postgraduate within this dynamic area, you will have gained substantial experience and a broad knowledge of the logistics and supply chain industry, making you highly employable within this sector. This course is ideal if you have ambitions to move in to an executive position of responsibility and management within key areas of this industry.

Many postgraduate students have demonstrated career progression either within their own organisations or by moving to new opportunities.

This course may be of interest to those already working in the industry and to those seeking to enter in to an academic career.

The course is accredited by the European Supply Chain Institute and The Chartered Institute of Purchasing and Supply.

#### Duration

One year or 15 months

#### Mode of study

Full-time

#### How to apply

Visit [bucks.ac.uk](http://bucks.ac.uk) for details





## MA Leadership and Management

(also available as a postgraduate certificate and diploma)

# LEADING FROM THE FRONT

Drive, enthusiasm, a desire to learn and a willingness to take on challenges are all qualities that are invaluable in developing the leadership and management capabilities this programme promotes.

This course is designed for those currently in a role involving some leadership or management responsibility, who wish to develop their own understanding, effectiveness and potential as leaders and managers.

Our approach to learning is distinctive, blending interactive residential workshops, action learning and individually customised work-based assessments. We have a well-established track record in catering for participants from a range of backgrounds in the private and public sectors.

### Course content

The programme covers the following topics, and will explore how these elements relate to your professional role:

- Management and Leadership
- Human Resources
- Organisational Change
- Working with Groups and Teams
- Resources and Strategic Management.

The course is completed in two stages. The first stage comprises six, two-day intensive residential workshops, facilitated by experts, each focused on a specific aspect of leadership and management. Resource materials are distributed prior to, during and following each workshop, and can be accessed online.

On successful completion of stage one, participants can opt either to continue to the master's stage or to leave with a diploma qualification. At the second stage you will, with appropriate tutorial advice and support, complete a major project/dissertation leading to the award of an MA in Leadership and Management.

### Further information

This course uses action learning sets, in which a group of four to six people meet regularly, assisted by a facilitator. Each participant outlines a real work-based issue and, following discussion, identifies points of action to resolve the problem, prior to their next meeting. You will be assigned to an action learning set which will meet at regular intervals between workshops. Action learning is central to this programme and will be key to helping you define your own learning agenda within the context of the programme.

### Duration

26 months

### Mode of study

Work-based distance learning

### How to apply

Visit [bucks.ac.uk](http://bucks.ac.uk) for details

## Certificate in Management

# ESSENTIAL TOOLS FOR ASPIRING MANAGERS

The main aim of this course is to develop effective managers and to provide the tools for improving managerial performance. Most managers wishing to gain a professional qualification will start at this level, and this course is ideal for first line managers or those expecting to achieve a comparative position in the near future. The course includes four key modules: Managing People; Managing Information; Managing Resources and Managing Activities.

### Key features of the course

The course is designed to:

- provide you with the theoretical frameworks that will enable you to enhance your performance in professional, supervisory and managerial roles
- develop your business skills, both academic and practical
- develop communication, critical thinking and interpersonal skills
- enhance personal development
- provide the appropriate foundation for progression to the Postgraduate Diploma in Management Studies and then the Master of Business Administration.

### Duration

One year

### Mode of study

Part-time

### How to apply

Visit [bucks.ac.uk](http://bucks.ac.uk) for details



## Postgraduate Diploma in Management Studies (DMS)

# EFFECTIVE MANAGEMENT WITH A STRATEGIC FOCUS

If you want to develop your ability to manage people and resources, and extend your knowledge of current issues in business then this programme could be for you. This course will teach you how to take a more strategic perspective on management issues, while increasing your confidence in your own abilities to handle them. Its main aim is to make you a more effective manager and equip you to continually improve your performance in the workplace. We will teach you how to positively influence people, offer strategic direction and make good use of financial, human and technical resources within your organisation.

The course is for people with professional, managerial or supervisory responsibility, and is ideal for first line managers or those expecting to achieve a comparative position in the near future. Applicants should have a minimum of two years' appropriate experience, working in the private or public sectors, and be at least 23 years of age.

### Course content

This course is designed to develop your strategic knowledge and reasoning in the functional areas of business, while giving you the insight to identify and evaluate the relationships between those areas. The Diploma in Management Studies forms the first year of the part-time MBA programme, and you will study the four functional areas of management: Financial Management; Marketing Management; Human Resource Management and Operations Management. The strategic dimension of management is an integral part of the course, receiving attention in each module.

### Duration

Nine months

### Mode of study

Part-time

### How to apply

Visit [bucks.ac.uk](http://bucks.ac.uk) for details



## Master of Business Administration (MBA)

# AN ESSENTIAL QUALIFICATION FOR A CHALLENGING ENVIRONMENT

An MBA is the most widely recognised international management qualification, and aims to help you meet the challenges facing managers in today's global business environment.

The programme is appropriate to those with managerial or supervisory responsibilities who are looking to develop their critical and strategic thinking and problem solving abilities. It will prepare you for a senior management career by increasing your skills in business development, leadership and facilitating change in organisations. To take this course you must be at least 24 years of age with at least three years' appropriate work experience.

### Course content

This course covers four main areas.

- Management Science and Systems: provides management science methods, particularly in problem structuring. It enables you to tackle management problems using appropriate quantitative and qualitative methodologies.
- Markets and Strategy: develops skills in the critical analysis of organisations operating in a global and national context, drawing on integrated knowledge from prior learning and study. It examines theoretical frameworks from leading strategy writers and economists, and explores how they might be applied in practice.

- International Management and Change: focuses on integrating the management of the organisation's objectives with the management of its people. This module combines strong elements of Change Management and Human Resources Management. It builds on learning from the Diploma in Management Studies, while complementing the Markets and Strategy module.
- Dissertation: you will complete an individual dissertation (between 15,000 - 20,000 words) on a topical management issue or problem of your choice, drawing on both secondary and primary research. You will be assigned an academic supervisor to support the development of your work.

### Further information

We are a member of the Association of Business Schools, and successful completion of the MBA allows entry to further postgraduate studies, including PhD programmes, as well as greater professional opportunities.

### Duration

One year or 15 months

### Mode of study

Full-time (one year) or part-time (15 months)

### How to apply

Visit [bucks.ac.uk](http://bucks.ac.uk) for details



## BSc (Hons) Accounting and Finance

# IT ALL ADDS UP TO A GREAT OPPORTUNITY

Every organisation needs accurate financial information in order to survive and to make decisions about future growth. Does it have enough money to pay its employees, the rent and the tax bill? Can it invest in new assets? Will the business manage in an economic slowdown? The finance team's role is to provide the answers to these, and many other questions. A career in this area gives a unique insight in to the workings of modern day business and the impact of finance on the success of ventures.

The aim of this degree is to equip you with the financial skills that are valued in the world of work. Not only will you gain a sound understanding of how businesses operate, but you will also be able to create and analyse financial statements. Whatever route your future takes, the qualification you gain with us will prove invaluable in developing your analytical and research skills in all business areas.

### Course content

- Management Accounting
- Managing Money
- The Business Environment
- People and Organisations
- Accounting Systems in Business Organisations
- Entrepreneurship
- Financial Reporting and Management
- Managing Staff Performance
- Dissertation
- International Finance
- Strategic Management
- UK Taxation.

### Career prospects

This course offers significant exemption from the examination requirements of professional bodies in accounting and finance. Many graduates choose to gain full professional qualifications and embark on a career in accounting, while others have pursued a career in general management.

### Duration

Three years

### Mode of study

Full-time

### How to apply

Visit [ucas.com](http://ucas.com) for details

### UCAS code

NN43

## BSc (Hons) Accounting and Finance (top-up)

# A QUALIFICATION THAT COUNTS

The demand for trainee accountants to enter the profession has always been high. This flexible degree programme enables you to build on your current accountancy and finance qualifications and top-up to an honours degree level, which can really help enhance your career progression.

This programme will give you exemptions from ACCA, the global body for professional accountants. The ACCA is well regarded in the sector and will help prepare you for employment, both in practice and in industry.

### Course content

- Auditing
- UK Taxation
- International Finance
- Strategic Management.

### Career prospects

Upon completion of this course, you can pursue a career as a professionally qualified accountant or a career in business. You may also wish to go on to further postgraduate study.

### Duration

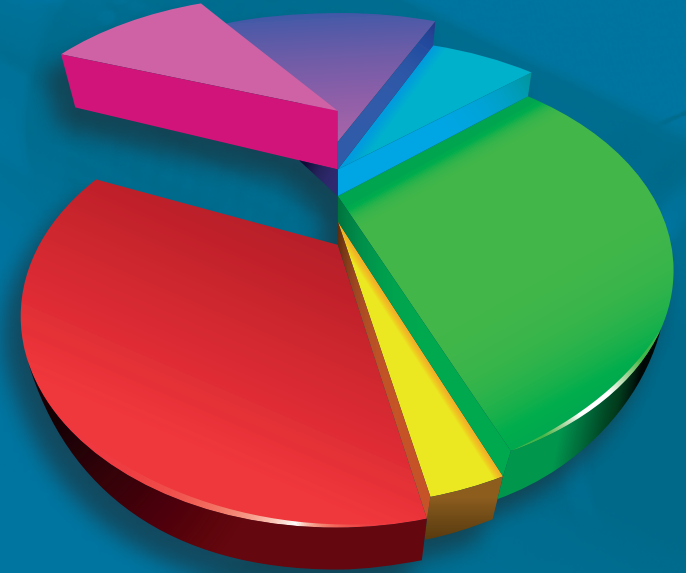
One year

### Mode of study

Part-time, distance learning

### How to apply

Visit [bucks.ac.uk](http://bucks.ac.uk) for details



# OPEN THE DOOR TO ENHANCED OPPORTUNITIES

Every business needs competent management to ensure that it can function in today's economic environment. A significant element of business success is based on the financial decisions that are taken. This means that, as well as general business skills, a good understanding of financial matters is key to providing businesses with a competitive edge in a global market-place.

This course is ideal if you are interested in developing business knowledge and financial management skills, and want a choice of subjects and opportunities for work experience and enterprise.

## Course content

- Managing Money
- The Business Environment
- People and Organisations
- The Role of Marketing in Business
- Accounting Systems in Business Organisations
- Entrepreneurship
- Managing Staff Performance
- Dissertation
- International Finance
- Strategic Management.

You will also have a choice of modules, allowing you to pursue your areas of interest.

## Career prospects

This qualification opens doors to management in just about every sector. There is also the opportunity to study to become a professional accountant, with a number of exemptions from initial exams being available to you due to your degree.

Recent graduates have gone on to work as accountants, operations managers and bankers. Some of our graduates use the skills and knowledge gained on the degree programme to set up their own business or continue with their studies at Bucks.

## Duration

Three years

## Mode of study

Full-time

## How to apply

Visit [ucas.com](http://ucas.com) for details

## UCAS code

NN13

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“The course covered everything I needed and was of major relevance to my future career. It also used case studies and scenarios from the world of today, which helps you to keep up with moving trends in the marketplace.”

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John Saunders, graduated 2009

# KEEP PACE WITH A FAST-MOVING INDUSTRY

Advertising still takes the largest share of marketing budgets, but today it can manifest itself in a whole variety of forms. This complexity requires both a depth of knowledge of all aspects of the advertising process, and highly effective management skills.

This very practical course will enable you to understand all aspects of modern advertising and digital communications, allowing you to make an effective choice about your career path in the industry.

During your time with us, you will have regular access to speakers from the industry and the opportunity to work on live briefs, as well as undertake work experience in different types of agency. All of this is well-supported by a teaching team with both practical experience in the industry and a variety of academic research interests across advertising and marketing communications.

### Course content

- Business Management
- Effective Modern Marketing Communications
- The Role of Marketing in Business
- Understanding the Customer
- Media Planning and Buying
- Modern Marketing Information and Analysis
- Managing the Commercial Communications Process
- Dissertation
- Advertising Strategy

- Brand Strategy
- Marketing Management and Strategy.

### Career prospects

As a graduate of this course, there are a diverse range of employment opportunities open to you. These include working in advertising, media or digital agencies as an account executive, or in digital creation and production. You could also work in consumer insight, branding and direct marketing agencies as well as the commercial and planning arms of major TV, radio and press organisations. Graduates have gained positions as account handlers, media buyers, account planners, researchers, magazine publishing executives and digital executives in companies such as Mediacom, Universal McCanns, Publicis, Initials, IPC Magazines, Haymarket Publishing, Dunnhumby, and BMRB.

### Duration

Three years

### Mode of study

Full-time

### How to apply

Visit [ucas.com](http://ucas.com) for details

### UCAS code

NP53



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“Just over a month after completing my degree, I landed pretty much my perfect job. I think that shows just how good the course is, and how practical and current the material was.”

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Kim Button, graduated 2009

## BA (Hons) Business and Advertising Management

# FOCUS ON A CHANGING LANDSCAPE

Business Management is concerned with running an organisation with the objectives of making a profit, or providing value to stakeholders. To ensure the future success of UK companies, highly skilled managers are required to provide businesses with a competitive edge in a global market-place. The advertising industry is eager for graduates with a practical understanding of the changing media landscape.

This exciting course has been developed with the needs of employers in mind, introducing and developing the business skills needed to set you on the right path for your career. If you are looking for a wide choice of modules, the chance to develop business knowledge and management skills in the advertising and marketing communications arena, as well as opportunities for work experience and enterprise, then this course could be just right for you.

### Course content

- Business Management
- Effective Modern Marketing Communications
- The Role of Marketing in Business
- Understanding the Customer
- Entrepreneurship
- Media Planning and Buying
- Managing the Commercial Communications Process
- Dissertation
- Strategic Management
- Advertising Strategy.

You will also have a choice of modules, allowing you to pursue your areas of interest.

### Career prospects

When you graduate, there will be a vast range of careers open to you. You would be a great asset to the marketing communications industry, and equipped for management in sectors ranging from finance and customer service to retail, tourism, sport and international business, to name just a few. Some of our graduates use the skills and knowledge gained on the degree programme to set up their own business or continue with their studies, undertaking professional or master's level qualifications.

### Duration

Three years

### Mode of study

Full-time

### How to apply

Visit [ucas.com](http://ucas.com) for details

### UCAS code

NND5



# CHANGING CHANNELS

The internet is a significant driver of change, offering an increasing number of communication channels, which forward-looking companies must understand and master - whether for working with suppliers, engaging with customers or motivating staff. Companies also have to monitor fast-growing media platforms, where disaffected staff, disgruntled customers or competitors can air grievances. Whether you want to work in marketing, human resource management or public relations, you need a full grasp of the impact of web technologies.

This course is ideal if you are interested in developing business knowledge and management skills, while following a specialism in digital media communications. There will be opportunities for you to explore your business ideas and launch your own enterprise, as well as undertake work experience - using work-based learning to enhance your understanding and gain credits towards your degree.

### Course content

- Managing Money
- The Business Environment
- People and Organisations
- The Role of Marketing in Business
- Entrepreneurship
- Digital Technologies for Marketing
- Media Planning and Buying
- Dissertation
- Innovation, Quality and the Internet
- Strategic Management.

You will also have a choice of modules, allowing you to pursue your areas of interest.

### Career prospects

When you graduate, there will be a vast range of careers open to you. You can undertake roles in management, finance, customer service, retail, tourism, sport, international business, communications or marketing, to name a few. Your specialism will give you a competitive edge over other business graduates, as employers are seeking people who understand the ever changing web technologies. You can also continue with your studies by undertaking professional or master's level qualifications. Some of our graduates also use their new skills and knowledge to set up their own business.

### Duration

Three years

### Mode of study

Full-time

### How to apply

Visit [ucas.com](http://ucas.com) for details

### UCAS code

NP13

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“Tribal DDB gave our students a live brief from Volkswagen to launch their hybrid car – the Up – online. A number of the group have already gained jobs in agencies, and the rest will be able to use this experience with Tribal DDB as positive additions to their CVs, alongside their work on other live briefs.”

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Vic Davies, Senior Lecturer in Advertising, Bucks New University



# ADDING VALUE THROUGH GREATER UNDERSTANDING

The purpose of marketing is to create value for customers, by identifying, anticipating and satisfying their needs. Understanding buyer behaviour is at the heart of marketing and informs important decisions about segmenting and targeting customers; the products and services that the company needs to provide; and the pricing, distribution and communications that will help build successful brands.

This degree has been developed in close consultation with industry and, where possible, assessments will be based on live briefs supplied by client companies or agencies. The course is delivered by a committed teaching team with extensive industry and agency experience in business, marketing and advertising.

### Course content

- Business Management
- Understanding the Customer
- Effective Modern Marketing Communications
- Role of Marketing in Business
- Entrepreneurship
- Managing Staff Performance
- Modern Marketing Information and Analysis
- Dissertation
- Strategic Management
- Marketing Management and Strategy.

You will also have a choice of modules, allowing you to pursue your areas of interest.

### Career prospects

When you graduate, there will be a vast range of careers open to you. Graduates can undertake roles in management, finance, customer service, retail, tourism, sport or international business. You could also focus on your marketing specialism and either work 'client-side' or in a marketing agency.

You could choose to specialise in a specific area of marketing, such as direct or digital marketing, or consider a role in product and brand management, marketing research or business development.

Successful completion of this degree means that you will qualify for exemptions from a number of examinations from the Chartered Institute of Marketing - the UK's leading organisation for marketing professionals. Large companies, such as BT, also offer postgraduate training programmes.

### Duration

Three years

### Mode of study

Full-time

### How to apply

Visit [ucas.com](http://ucas.com) for details

### UCAS code

NN15



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“One of the best things about the course was that it taught real business skills.”

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Kate Taylor, Senior Account Manager, EMEA, Logistix Ltd

# SPREAD THE WORD



Delivered by a teaching team with extensive industry and agency experience, in marketing, PR and advertising, this course is set firmly in a business context - reflecting the fact that both PR and Marketing Communications play an important part in the success of any organisation, especially in today's digital age.

This engaging course has been developed with the full backing of the industry and, where possible, assessments will be based on live briefs supplied by agencies or client companies. You will also have the opportunity to run your own money-making event and publish a student newspaper.

### Course content

- Business Management
- Effective Modern Marketing Communications
- The Role of Marketing in Business
- Understanding the Customer
- Digital Technologies for Marketing
- Media Relations for PR and Events
- Modern Marketing Information and Analysis
- Managing the Commercial Communications Process
- Dissertation
- Brand Strategy
- Marketing Management and Strategy
- Public Relations Strategy.

### Career prospects

Our graduates have gained positions as public relations officers, account executives, media account managers, development executives, event marketing and media coordinators, marketing executives, senior account managers and corporate marketing executives. Recent graduates have gained employment with a variety of companies, including Strategic PR, Primal PR, Comic Relief, Dunnhumby, Initials Marketing, Colenso BBDO, Informa, Cut Communications Ltd, Horseshmouth and Ramada Jarvis Hotels.

### Duration

Three years

### Mode of study

Full-time

### How to apply

Visit [ucas.com](http://ucas.com) for details

### UCAS code

PN25



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“I enjoyed my time at Bucks. The help and support I received from the tutors was invaluable. The course prepared me so well for my career that I have returned as a postgraduate student.”

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Sarah Faversham, Corporate Marketing Executive, Ramada Jarvis Hotels





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“Bucks equipped me with the academic, social and professional skills necessary for my role as a marketing executive in the publishing sector. Given the choice again, I would choose the same university and degree, no doubt at all.”

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Nicholas Boxall, graduated 2008

## BA (Hons) Marketing

# BUILDING BETTER BRANDS

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The purpose of marketing is to create value for customers by identifying, anticipating and satisfying their needs. Understanding buyer behaviour is at the heart of marketing and informs important decisions about segmenting and targeting customers; the products and services that the company needs to provide; and the pricing, distribution and communications that will help build successful brands. Large multinational companies such as BMW, Coca Cola, Nike and Unilever are well known for their marketing expertise, but charities, the public sector and small businesses are increasing their use of marketing techniques too. After all, every business needs customers.

This degree will bring an understanding of the role that marketing plays within different types of organisations, and what techniques are required to make it effective in the short and long term. It has been developed in close consultation with industry, and is delivered by a teaching team with extensive industry and agency experience in both marketing, PR and advertising. Where possible, assessments will be based on live briefs supplied by client companies or agencies.

### Course content

- Business Management
- Effective Modern Marketing Communications
- The Role of Marketing in Business
- Understanding the Customer
- Digital Technologies for Marketing
- Managing Staff Performance
- Modern Marketing Information and Analysis
- Managing the Commercial Communications Process

- Dissertation
- Brand Strategy
- Global Marketing Management
- Marketing Management and Strategy.

### Career prospects

There are opportunities for marketers in a wide range of goods and service organisations. You may decide to work ‘client-side’ or in a marketing agency. You could choose to specialise in a specific area of marketing, such as direct or digital marketing, or consider a role in product and brand management, marketing research or business development. Successful completion of this degree means that you will qualify for exemptions from a number of the Chartered Institute of Marketing’s examinations.

Graduates have gained positions as marketing executives, direct marketing managers, corporate marketing executives, business development managers, marketing and media coordinators and account managers. Recent graduates have gained employment with companies as diverse as Ramada Jarvis Hotels, Comic Relief, Dunhumby, Initials Marketing and Yahoo.

### Duration

Three years

### Mode of study

Full-time

### How to apply

Visit [ucas.com](http://ucas.com) for details

### UCAS code

N502

# BE RECOGNISED



The Chartered Institute of Marketing (CIM) is the world's largest organisation for professional marketers. It is the accrediting body for professional qualifications in marketing, which are industry-proven and internationally recognised.

The following courses are managed and delivered by Oxford College of Marketing (OCM), specialists in marketing education and one of the UK's top five providers of CIM courses. They use tutors who combine academic excellence with practical and current hands-on experience.

### **CIM Introductory Certificate in Marketing**

If you are completely new to marketing and have no formal qualifications of any kind, this may be your way in.

This course can be completed in six months, and can be used to progress on to further CIM qualifications. The What is Marketing? module enables you to begin to identify how marketing contributes to the success of an organisation, and understand the wider environment and key differences in the marketing mix. The second module, Understanding Customer Relationships, looks at different types of customer relationships – internal and external – and considers how to manage them.

### **CIM Professional Certificate in Marketing**

This course is designed for people who want to prepare themselves for a marketing position or gain a broader appreciation of the role of marketing within their organisation. This could include marketing assistants, marketing coordinators, junior marketing executives and existing marketers, without formal marketing qualifications, who wish to become more specialist.

The syllabus is relevant to today's organisations and needs, and comprises the following modules: Marketing Essentials; Assessing the Marketing Environment; Marketing Information and Research; and Stakeholder Marketing.

### **CIM Professional Diploma in Marketing**

The CIM constantly review their qualifications to ensure they meet the needs of employers and industry. The new syllabus has increased practitioner focus in both its content and the ways it is assessed, benefiting both students and employers.

The content of this course is operational in orientation, and develops the key knowledge, understanding and application skills required to progress to management positions in marketing. The following modules are covered: Marketing Planning Process; Delivering Customer Value Through Marketing; Managing Marketing; and Project Management in Marketing.

### **CIM Professional Postgraduate Diploma in Marketing**

This course is an internationally recognised qualification, regarded as a licence to practice, and the benchmark in strategic marketing management competence. In today's competitive environment nothing less than excellence is demanded from marketing and sales practitioners.

The syllabus is strategic in orientation, and develops the key competencies required to progress to senior positions in marketing.

The following modules are covered: Emerging Themes; Analysis and Decision; Marketing Leadership and Planning; and Managing Corporate Reputation.

### **Further information**

The Introductory Certificate is delivered through distance learning, while the other courses are based at our High Wycombe and/or Uxbridge Campus.

The courses will be delivered in a range of options – part-time evening and Saturday seminars.

In addition to the traditional classroom sessions, you will have access to OCM's virtual learning environment, enabling you to take control of your own learning. The system contains all tutor course notes, session slides, podcasts, examination and assignment resources, additional reading and a research facility which includes hotlinks to journals, marketing organisations and useful websites. Depending on the assessment method, you will also have a personal tutor to support you through the assignment process.

For further advice and guidance, please contact OCM on 01865 515 255, email [bucksnewuniversity@oxfordcollegeofmarketing.ac.uk](mailto:bucksnewuniversity@oxfordcollegeofmarketing.ac.uk), or visit [oxfordcollegeofmarketing.ac.uk](http://oxfordcollegeofmarketing.ac.uk).

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“I cannot thank you enough for all your help, support and motivation. I wouldn't hesitate to recommend Oxford College of Marketing to anyone thinking of doing CIM qualifications at any level.”

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Danielle Merrick, graduated 2010

## MA Marketing Communications

(also available as a postgraduate certificate and diploma)

# SKILLS FOR A SHIFTING ENVIRONMENT



The growth of digital technology has significantly changed the way that consumers receive commercial communication. It has also greatly influenced how such communication can be used and measured. As a result, there is a real demand for new skills in existing PR, advertising and direct marketing agencies.

This engaging course is designed to meet the needs of this new environment by providing a broad knowledge base of all aspects of marketing communications, while simultaneously enabling you to develop your own specialism at master's level. You will also develop critical knowledge of how to research, plan and manage campaigns. The resulting set of skills will enable you to seek a career in a wide variety of marketing communications agencies and client companies.

Designed in conjunction with the marketing communications industry, this course is supported by agencies in the sector and by bodies such as the Institute of Practitioners in Advertising, Chartered Institute of Marketing, Chartered Institute of Public Relations, Internet Advertising Bureau and the Account Planning Group.

### Course content

The course is delivered across three levels – postgraduate certificate, postgraduate diploma and master's level. On successful completion of each stage, you can choose to either continue to the next level or leave with that relevant qualification.

The modules include:

- Effective Marketing Communications
- Market Research and Analysis
- Consumer Behaviour and Culture
- Media Communications
- Managing the Marketing Communications Process
- Digital Communications.

Assessment will be based upon both academic understanding and practical work, the latter often involving work on live agency projects.

### Further information

The programme is enriched by visiting lecturers, the chance to work on live projects and agency/client visits, as well as the use of online industry links using WebEx technology. You will receive careers advice and be actively encouraged to seek work experience. There is also the opportunity to gain partial or full professional qualifications from the Chartered Institute of Marketing on some modules.

### Duration

One or two years

### Mode of study

Full-time (one year) or part-time (two years)

### How to apply

Visit [bucks.ac.uk](http://bucks.ac.uk) for details

## BA (Hons) Human Resource Management

# BRINGING ORIGINAL THINKING TO LIFE

Choosing to study Human Resource Management (HRM) means that you believe people do matter. This course will develop your knowledge and skills across key areas of HR, and how they fit within a business framework. A key feature of the programme is the blend of academic theory with practical application, which is brought to life through current case study examples and visiting speakers from industry. You also have the opportunity to progress your studies to postgraduate level, leading to full membership of the Chartered Institute of Personnel and Development.

Through a variety of assessments, you will be challenged to debate and question how to get the best out of people within organisations. In your final year, we offer you the unique opportunity to pair up with an industry practitioner to help and support you with your research.

### Course content

- Managing Money
- The Business Environment
- People and Organisations
- The Role of Marketing in Business
- Entrepreneurship
- Managing Staff Performance
- Managing Human Resourcing and Reward
- Dissertation
- Strategic Management
- Strategic HRM.

You will also have a choice of modules, allowing you to pursue your areas of interest.

### Career prospects

Many of our students progress on to further study to gain relevant professional qualifications once their career route is established. Students often choose to continue to study at Bucks and we offer a range of renowned postgraduate courses, including MA in HRM, the Diploma in Management Studies (DMS), and the Master of Business Administration (MBA).

### Duration

Three years

### Mode of study

Full-time

### How to apply

Visit [ucas.com](http://ucas.com) for details

### UCAS code

N601



## BA (Hons) Business and Human Resource Management

# PUTTING THEORY INTO PRACTICE

The study of Human Resource Management (HRM) combined with business modules is a valuable mix. This course has been designed in consultation with industry and aims to develop your knowledge and skills across the key areas of HRM, and how they fit within a business framework.

A key feature of the programme is the blend of academic theory with practical application, which is brought to life through current case study examples and visiting speakers from industry. There are opportunities to undertake work experience, using work-based learning to gain credits towards your degree. You can also explore your business ideas and launch your own enterprise. In the final year we can also offer you the unique opportunity to pair up with an industry practitioner to help and support you with your research.

### Course content

- Managing Money
- The Business Environment
- People and Organisations
- The Role of Marketing in Business
- Entrepreneurship
- Managing Staff Performance
- Managing Human Resourcing and Reward

- Dissertation
- Strategic Management
- Strategic HRM.

You will also have a choice of modules, allowing you to pursue your areas of interest.

### Career prospects

Many of our students progress on to further study to gain relevant professional qualifications once their career route is established. Students often choose to continue to study at Bucks and we offer a range of renowned postgraduate courses, including MA in HRM, the Diploma in Management Studies (DMS), and the Master of Business Administration (MBA).

### Duration

Three years

### Mode of study

Full-time

### How to apply

Visit [ucas.com](http://ucas.com) for details

### UCAS code

NN61

# CREATING THE MOST PERCEPTIVE PRACTITIONERS

Today's complex and dynamic workplace environment creates a wide variety of employment issues that Human Resource (HR) managers and professionals must be able to address with confidence. This MA is designed to help you develop the knowledge, skills and attitudes required to be an astute and capable HR performer. A detailed study of business and Human Resource Management (HRM), it offers a balance between theory and practice and places an emphasis on your own professional development.

This qualification brings with it the Chartered Institute of Personnel and Development (CIPD) accreditation. Successful completion of the programme will also enable you to apply for membership of the CIPD, the most widely recognised professional qualification for personnel and development practitioners.

### Course content

This course comprises two parts. The first part covers:

- Managing and Leading People
- Managing for Results
- Managing Information for Competitive Advantage
- Managing in a Strategic Business Context.

The second part focuses on strategic people management and development. You can also select from a choice of modules including:

- Employment Law
- Managing Organisational Change
- Human Resource Development
- International Human Resource Management.

### Further information

A top-up programme is also offered if you already hold the CIPD PGDip qualification. For this, you are required to complete the Research Methods module, which takes place over six evening workshops between October and December. You are then allocated to a dissertation supervisor who will support you to prepare a 15,000 word individual dissertation, based on an HR related management topic. On successful completion of this dissertation, you will be awarded an MA in Human Resource Management.

### Duration

One or two years

### Mode of study

Full-time (one year - two afternoons and evenings a week) or part-time (two years - one afternoon and evening a week)

### How to apply

Visit [bucks.ac.uk](http://bucks.ac.uk) for details

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“The MA in HRM is a fantastic insight in to current theories and practices that are carried out in the business world. It was great to mix with people from all different HR backgrounds, as this provided the opportunity to discuss various methods and helped generate new ideas to carry out in my job.”

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Gemma Eade, graduated 2009

## FURTHER INFORMATION

To find out more about Bucks New University,  
visit [bucks.ac.uk](http://bucks.ac.uk) or contact our recruitment team:

Freephone: 0800 0565 660

International: +44 (0) 1494 605 259

Email: [advice@bucks.ac.uk](mailto:advice@bucks.ac.uk)

You can also visit our YouTube channel: [youtube.com/designmediamgt](http://youtube.com/designmediamgt)  
or come to one of our open days, details of which you'll find on our website.

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This publication can be made available in alternative formats if required.

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