

Northwood
University USA
Bachelor of
Business
Administration

at

Greenwich School of
Management, London

BBA in Management

BBA in Management
& Management Information
Systems

BBA in Management
& Economics

BBA in Management
& Marketing

BBA prospectus ●

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Greenwich School of Management
Meridian House
Royal Hill
Greenwich
London
SE10 8RD
United Kingdom

tel +44 (0)20 8516 7800
fax +44 (0)20 8516 7801
email northwood@greenwich-college.ac.uk
web www.greenwich-college.ac.uk



The cover illustration is based on a design by Alden B Dow, Architect Laureate of Michigan State, USA and designer of the Northwood University Michigan campus

introduction

Message from the President of Northwood University

Learning is a lifelong process. From infancy throughout life we never stop learning. Those who accept this and adapt to the ever changing demands of industry and society, yet maintain a strong sense of self, are prepared to succeed; they are prepared to lead. This is a concept of free enterprise and is central to the Northwood spirit; it permeates the very curriculum of our programmes. Indeed, Northwood University degree programmes foster understanding as well as the acquisition of knowledge and skills. It is through the interactive learning process that the bridge between conceptual theory and practical application is established. This is a hallmark of true understanding and a key facet of free enterprise.

Another key facet of the free enterprise concept at Northwood is entrepreneurship. This is taught, encouraged and expected in our graduates and is reflected by success in their professional careers; success is what we have come to expect of our graduates.

The programmes at Greenwich have been designed to provide a balanced approach to business management, and an interactive approach to learning is actively encouraged. I am certain that graduates from Greenwich School of Management will reflect the high degree of success coupled with the spirit of free enterprise that characterises the Northwood Graduate.



Dr David E Fry
President and Chief Executive Officer
Northwood University



Message from the Principal of Greenwich School of Management

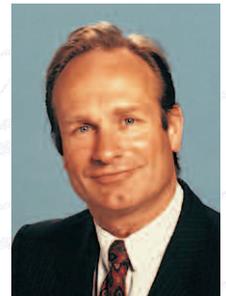
The business environment of today is causing a marked increase in the demand for management education, for it is constantly changing and becoming more competitive.

Commercial organisations look to education and training to provide their workforces with the knowledge, skills and understanding to adapt to changes and face up to the challenge of today's international business environment. Managers must be capable of formulating business plans, developing policy and shaping strategy. Experience clearly is a vital asset in this enterprise but it is not sufficient; an understanding of managerial skills based upon a foundation of fundamental theory and operational knowledge is essential.

Greenwich School of Management has been providing educational programmes in management for more than thirty years at the professional, graduate and postgraduate levels. We understand the needs of business and the needs of students and have successfully matched the two in both the national and international business contexts. Indeed, the Northwood University Programmes at Greenwich provide the ideal business education for young enterprising men and women to enter the exciting and demanding world of commercial management.



William G. Hunt
Principal
Greenwich School of Management



student profiles

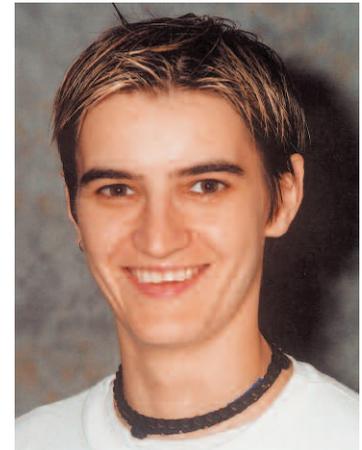
A selection of comments made by some of the Northwood University BBA students who studied at Greenwich School of Management



**Evelyn Murai with Jennifer Ting,
BBA Programme Director**

“The BBA programme gave me the right credentials for interviews with multinational companies and helped launch my business career with Coca Cola in London.”

Evelyn Murai (Kenya)



Ana Brnabić

“The programme provided me with a solid foundation for my business career, and studying so close to the City of London helped me to make contacts in a wide range of companies. The trip to USA was a once-in-a-lifetime experience.”

Ana Brnabić (Yugoslavia)



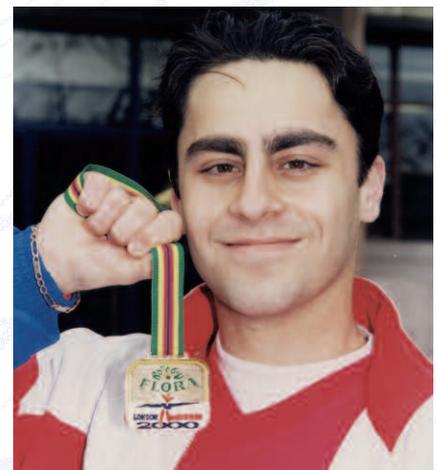
Tamara Solomun

“The staff at Greenwich were friendly and welcoming from the moment I arrived, and helped me throughout my time on the course. The BBA was the ideal programme to prepare me for the rigours of a Master of Business Administration.”

Tamara Solomun (UK)

“Doing the BBA not only gave me a high quality degree in its own right, but was the most time-effective way to achieve qualification for entry on to a postgraduate programme.”

Ibrahim Bagudu (Nigeria)



Baris Kececi

“Not only has Greenwich been a beautiful location for my studies, but it has given me access to everything London has to offer, including running in the London Marathon”.

Baris Kececi (Turkey)

Northwood University

Northwood University

Northwood is a university with a special philosophy concerning management education; this is known as 'The Northwood Idea'. Its intention is to focus the strategy and policy of the University on providing practical management skills within the context of global enterprise. It is based on a fundamental belief in free enterprise and the entrepreneurial spirit, incorporating the importance of expressive and creative behaviour within the market economy.

Mission Statement

The mission of Northwood University is to prepare aspiring students of any age or station with the tools, skills and intellectual capacity for a productive leadership career in an economic system of free markets and private enterprise. The university delivers, to traditional and non-traditional clientele, college level coursework consisting of general education and specialised disciplines to prepare people for management careers with an emphasis on understanding:

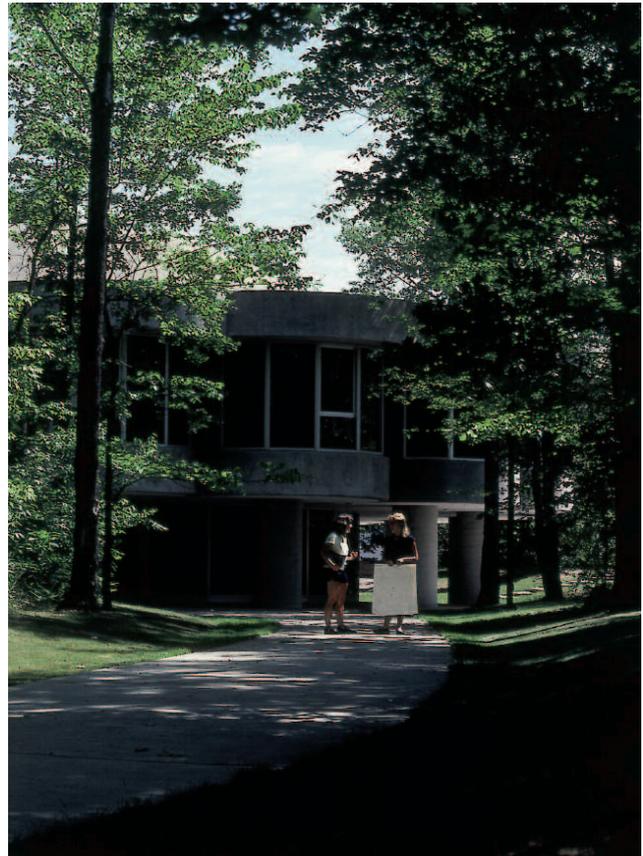
- the dynamics of a free enterprise society in which management and entrepreneurial skills predominate and where individuals can take risks for individual and common good and gain.
- the aesthetic, creative and spiritual elements of life and their relative importance to living in the fullest sense.
- the global nature of enterprise.

Outcomes

Northwood's educational philosophy is stated in terms of the outcomes sought for its students.

Northwood graduates:

- understand the tradition of freedom
- have a broad, practical understanding of their chosen fields
- are familiar with ideas driving enterprise leaders
- communicate effectively in speech and writing
- understand complex global issues and forces
- have a constant attraction to new ideas
- have articulated personal values
- understand the business/arts/creativity relationship
- are effective self-evaluators
- seek lifelong education



Accreditation

Northwood University is accredited by the North Central Association of Colleges and Schools, USA.

Transfer to USA

There is an opportunity for students studying at Greenwich School of Management to transfer to Northwood University in Michigan and continue their studies there.

Graduation

The Graduation Ceremony takes place on the Michigan campus in May each year. Graduating students from Greenwich School of Management may attend the ceremony.

Greenwich School of Management

Greenwich School of Management is one of London's foremost independent higher education colleges for academic qualifications in management studies. Since the School's foundation in 1973, many of its successful graduates have started businesses, expanded their own businesses or taken up managerial posts in the private and public sectors.

Specialist Business Management

As the School specialises in business and management related courses, all available resources are focused on providing and supporting these programmes. The Lord Harris Library, for example, is dedicated to business management and cognate disciplines and the lecturing faculty is experienced in the theoretical and practical implementation of management science. This functional dedication and depth of expertise gives the School a distinct advantage over institutions offering a wide range of courses covering many disciplines.

Location

The School is located in the centre of Greenwich, in a spacious 'art deco' listed building. This is one of the most historic areas of London, with the National Maritime Museum, Greenwich Park and the Royal Observatory, situated on the Prime Meridian, close by. Greenwich is within easy reach of The 'West End', London's major centre for the arts and entertainment, and 'The City', the commercial heart of London. For students specialising in business management, London offers many opportunities. It is the principal location for many leading multinational companies and organisations, and the capital prides itself on an almost limitless supply of information resources.

Accreditation

Greenwich School of Management is accredited by the British Accreditation Council for Independent Further and Higher Education.

The Lord Harris Library

The Library has a wide variety of business information-based services, which includes books covering the reading lists of the programmes, a large range of periodicals, journals, computerised online systems and CD-ROMs, and access to the Internet. A large study area within the Library permits students to undertake private study in an undisturbed atmosphere. Assistance is always available, including advice on the researching of information and the availability of books and other sources of information students may require.

Computers

The computer suites are designed to support the management courses and 'hands on' computing modules. These facilities are also available for students' private study and coursework preparation. Within the Library, students may reserve periods for accessing the internet.



Sports and Cultural Activities

Sporting facilities are available close by for swimming, tennis, badminton, squash, weight training, aerobics and martial arts, and the environment for jogging, alongside the river on the Thames Path or in Greenwich Park, is excellent. Those seeking cultural activities can benefit from the School's proximity to the centre of London. The 'West End', the National Gallery, 'Theatreland' and many of London's other sights and experiences are often no more than a 20-minute train journey away.

Student Accommodation

The School has an accommodation officer who can provide students with assistance in finding suitable accommodation after they have enrolled. Self-catering accommodation is available for those who wish to look after themselves, and at any stage of their programme, students may apply for a place at a local student hostel. If preferred, bed-and-breakfast accommodation can be booked with nearby hotels or local families.

Restaurant

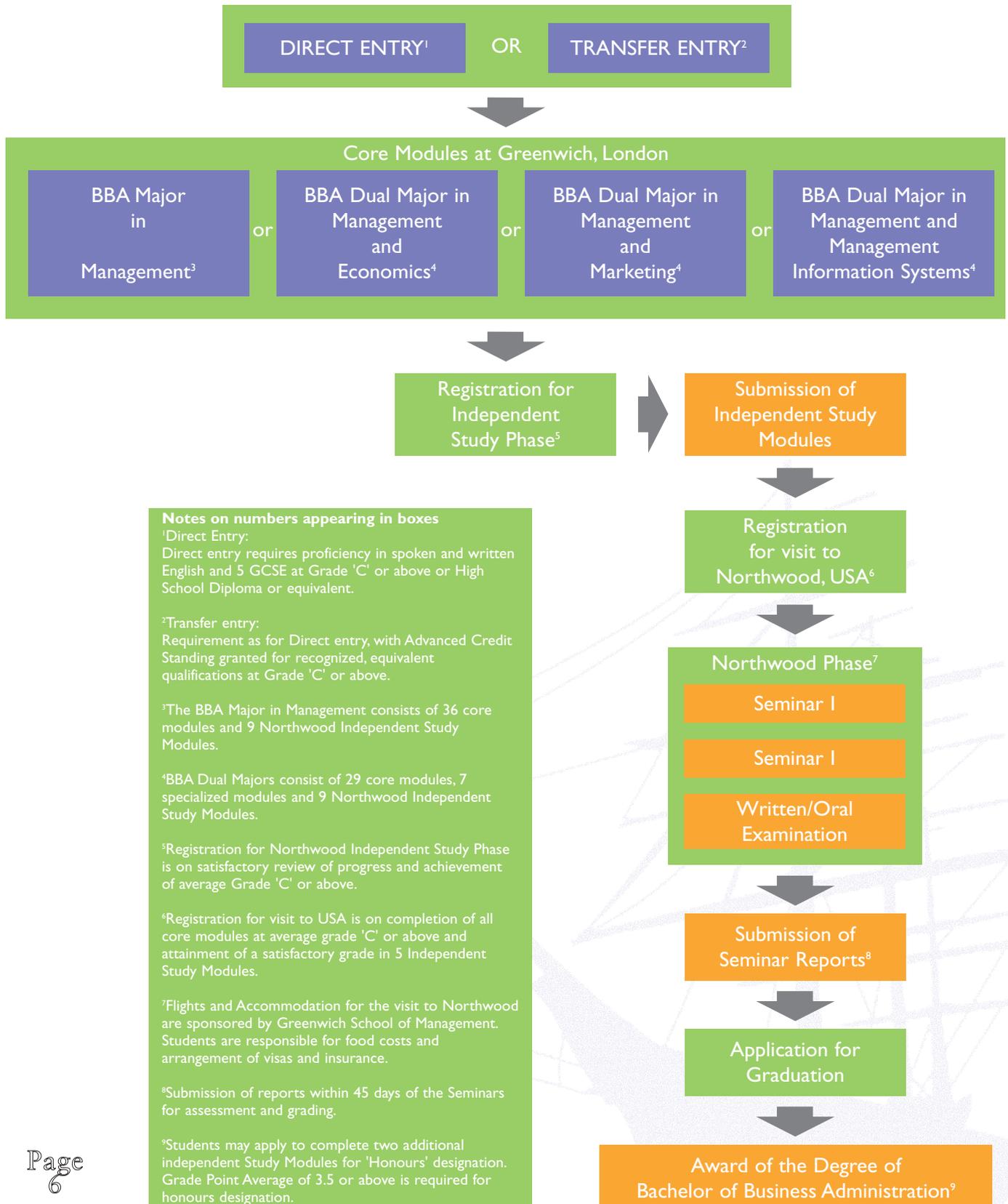
The School Restaurant serves hot and cold meals throughout the day and early evening. Prices are reasonable and there is an extensive menu as well as a variety of lighter refreshments.

Bookshop

In addition to the Library facilities the school has a bookshop. Here, students can purchase textbooks based on the recommended reading and study lists provided each semester on enrolment.

BBA prospectus ●

programme structure



bachelor of business administration degree programme

Introduction

The Bachelor of Business Administration degree programme is conducted by Greenwich School of Management as a Northwood University outreach programme. The programme leads to the award of the degree and title 'Bachelor of Business Administration'.

Majors

Students may choose from four majors:

- BBA Major in Management**
- BBA Dual Major in Management and Economics**
- BBA Dual Major in Management and Marketing**
- BBA Dual Major in Management and Management Information Systems**

Dual Majors require completion of the same core subject modules as for the Major in Management, but with substitution of elective Management modules for specialized subjects specific to the Dual Major. The requirement for each of these majors is detailed fully in this prospectus.

Modules may be subject to change according to the academic needs of the programme.

Course Content

Taught Subject Modules

The BBA programme starts with progressive learning of key elements of business management through 36 subject modules taught at Greenwich. Students with relevant, recognised experience or qualifications prior to their enrolment on the BBA programme may obtain credit transfers as detailed under 'Transfer of Credit Hours'.

A minimum of five subjects must be studied each semester, but additional subjects may be available to students wishing to make fast-track progress on the programme.

Northwood Modules

In addition to the 36 modules taught at Greenwich, students must complete a total of 9 Northwood Independent Study Modules.

Independent Study Modules

Six of the Independent Study modules are 'reader' courses which require students to carry out their own analysis of reading matter selected by Northwood. These are normally completed in the UK. Students' work is submitted to Greenwich and then sent to the USA for assessment by Northwood University. The final 3 Northwood modules are delivered at Northwood's Michigan Campus in USA and consist of two seminars and a final written and oral examination.

Credit Hours

All modules on the BBA programme confer 4 credit hours, giving a total of 180 credit hours for the full course. 180 credit hours is the minimum requirement for graduation.

Transfer of credit hours

Credit hour transfers may be granted for relevant, recognised qualifications held by students prior to enrolment on the BBA programme. Credits may be given for any of the 36 modules taught at Greenwich School of Management, but not for any Northwood Independent study module or seminar. The maximum allowable award is 72 credits, which is equivalent to 18 subject modules.

Programme duration

The full duration of the programme is 9 semesters. One semester is approximately four months long and students are required to study a minimum of 5 subjects each semester. The total course duration with full attendance and progress in examinations is 3 calendar years. This duration is reduced for students awarded credit transfers for previous qualifications. Students may, depending on their performance on the programme, apply in writing for a semester off, but this will not be permitted during the first year of study.

BBA prospectus

major in management

Management Core Modules

Taught and assessed by Greenwich School of Management

B101	Fundamentals of Accounting
B103	Business Law
B104	Principles of Marketing
B106	Business Organization
B107	Microeconomics
B110	Business Management
B112	Business English
B113	Business Communications
B207	Production and Operations Management
B219	Marketing Research
B227	Financial Management
B301	Corporate Strategy
B309	International Business
B310	Human Resource Management
B314	Business Mathematics
B481	Macroeconomics
B488	Information Systems Management
C101	Group Dynamics
C104	Business Decision Making
C106	Public Relations
C201	Sales Management
G100	Economic Geography
G243	Sociology
G244	Introduction to Computing
G247	Statistical Analysis
G248	Business Environment
G250	Total Quality Management
G307	Risk Management
G403	Entrepreneurship
G425	Management of Innovation & Change
G428	Project Management
H102	Anthropology & Cultural Behaviour
H107	Management Case Study
PI02	Philosophy
P207	Business Ethics and the Environment
P402	Business Presentation Skills

Independent Study Courses

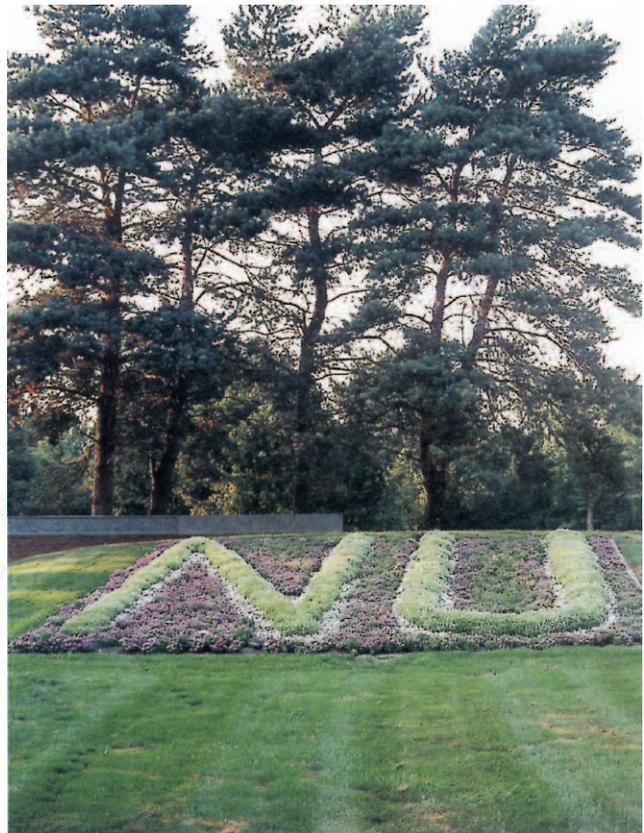
Assessed by Northwood University

ECN341	Comparative Economic Systems
ECN400	International Trade
ECN401	Economics of Public Policies
ENG320	Report Writing
MGT312	Applied Management
PHL401	Philosophy of American Enterprise

Seminars & Examination

Conducted at Northwood University, USA

MGT479	Seminar I
MGT480	Seminar II
MGT490	Comprehensive Written/Oral Examination



BBA prospectus •

dual major in management and economics

Specialized subjects, in place of seven core modules

Taught and assessed by Greenwich School of Management:

B107	Microeconomics
B481	Macroeconomics
D106	Quantitative Methods
E305	International Economics
EC603	Monetary Theory
EC604	Economics and Social Policies
G100	Economic Geography

Seminars & Examination

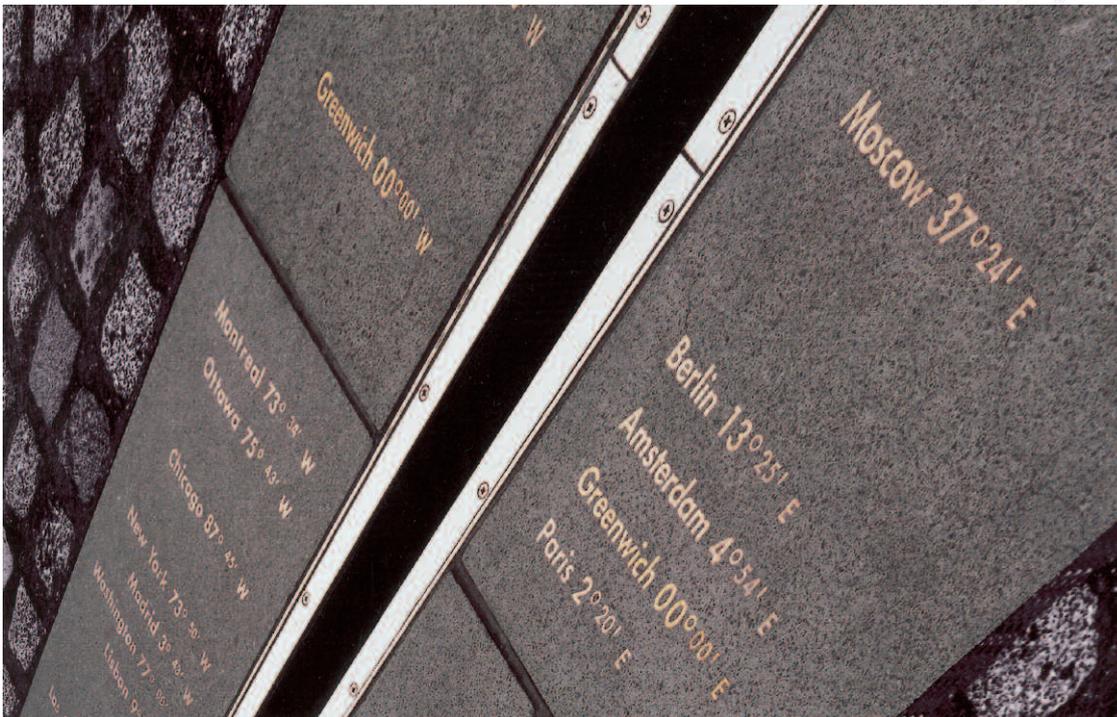
Conducted at Northwood University, USA

MGT479	Seminar I
MGT480	Seminar II
MGT490	Comprehensive Written/Oral Examination

Independent Study Courses

Assessed by Northwood University

ECN311	Economic History
ECN341	Comparative Economic System
ECN400	International Trade
ENG320	Report Writing
MGT312	Applied Management
PHL401	Philosophy of American Enterprise



BBA prospectus •

dual major in management & marketing

Specialized subjects, in place of seven core modules

Taught and assessed by Greenwich School of Management

B104	Principles of Marketing
B219	Marketing Research
C106	Public Relations
C201	Sales Management
MK313	Business-to-Business Marketing
MK315	Brand Management
MK317	Advertising Management

Independent Study Courses

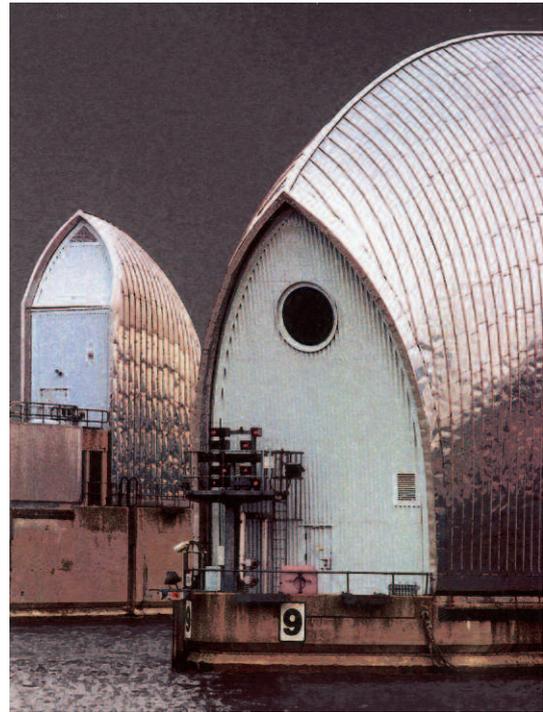
Assessed by Northwood University

ECN400	International Trade
ENG320	Report Writing
MGT312	Applied Management
MKT404	International Marketing
MKT424	Marketing Management
PHL401	Philosophy of American Enterprise

Seminars & Examination

Conducted at Northwood University, USA

MGT479	Seminar I
MGT480	Seminar II
MGT490	Comprehensive Written/Oral Examination



BBA prospectus •

dual major in management & management information systems

Specialized subjects, in place of seven core modules

Taught and assessed by Greenwich School of Management

CS102	Introduction to Computer Systems
CS104	Advanced Computer Systems
CS202	Telecommunications and Networking
CS206	Programming Languages
CS209	Information Technology
G242	Systems Analysis and Design
G244	Introduction to Computing

Seminars & Examination

Conducted at Northwood University, USA

MGT479	Seminar I
MGT480	Seminar II
MGT490	Comprehensive Written/Oral Examination

Independent Study Courses

Assessed by Northwood University

ECN400	International Trade
ENG320	Report Writing
MGT312	Applied Management
MIS300	Directed Study (Computing)
MIS403	Thesis (Computing)
PHL401	Philosophy of American Enterprise



course module descriptions

B101 - Fundamentals of Accounting

Introduction to Accounting, purposes and functions of Accounting, bookkeeping procedures, preparation of working papers and financial statements, accounting procedures in different forms of business, trial balances, basic profit and loss statements and the structure of the balance sheet.

B103 - Business Law

Sources and administration of business law, particularly that relating to property, trusts, contract, tort and agency, common law and equity, legal and equitable rights, scope of legislation and case law, construction of contracts, breach of contract and remedies, misrepresentation, law of employment.

B104 - Principles of Marketing

An introduction to the basic concepts of marketing, the nature and purpose of marketing within an organization, objectives and policy formulation, marketing organization, strategy and tactics, the marketing interface with other business functions, products, markets, distribution and promotion.

B106 - Business Organization

Forms of business organization, implications of limited and unlimited liability, acquisitions and mergers and amalgamations, ownership and control, public sector organizations, size and efficiency, factors affecting and limiting growth, diversification and specialization, technology and business organization.

B107 - Microeconomics

Output decisions, resource allocation, economic organization and policy formulation, cost structures and market classification, supply and demand relationships, pricing of productive resources, opportunity cost optimization.

B110 - Business Management

Problems and practices of management, functions and responsibilities, strategic planning and decision making, authority and accountability, delegation of authority, objective selling and controlling, organization structures, hierarchical, matrix and products structures, managerial problems of small organizations, social responsibilities of management.

B112 - Business English

The use of effective English in the business context, understanding and paraphrasing complex business texts, report writing and composition of business letters, use of colloquial English, communication processes, memoranda, formal policies, oral communications.

B113 - Business Communications

Channels and modes of communication in organizations, nature of written and oral communications, barriers to effective communication, technology and communications, symptoms of poor communication, communication as a tool of management, common faults in the communication process, customer communications.

B207 - Production and Operations Management

Scope of operations in manufacturing and service industries, scheduling and controlling, relating designs to operational and marketing requirements, importance of team working, measuring work performance, quality control, network analysis, critical path scheduling, product and service lifecycles.

B219 - Marketing Research

The role and development of Market Research, methodologies, primary and secondary research, sampling techniques, questionnaire design, survey planning, interviewing, qualitative research and attitude research, test marketing, data handling and interpretation, statistics reporting and analysis.

B227 - Financial Management

Sources of finance, capital structure, financial forecasting and appraisal, financial ratios, implications of takeovers and mergers, management of working capital, gearing, international issues, currency transactions, time values, valuation of stocks and shares, annuities, borrowing strategies.

B301 - Corporate Strategy

The nature of strategic decision making, identification and analysis of factors influencing the resolution of strategic issues in organizations, demonstration through case studies as to how strategic decisions are taken and their impact on different parts of the organization.

B309 - International Business

The elements of International Business, including the distribution of resources, the balance of payments, import and export controls, nationalism, protectionism and regional and global trade organizations, associations and treaties.

B310 - Human Resource Management

The role of HRM and its importance throughout a company, organization of human resources, line and staff, span of control, job design, job enrichment, morale and motivation, sources of conflict, communication, consultation, culture, managing a unionized workforce, creating a sense of identity.

course module descriptions

B314 - Business Mathematics

Basic techniques of mathematical analysis for business decision making, use of mathematics in rates, taxes and foreign exchange, simple and compound interest, depreciation and amortisation, stock exchange calculation, price, income and yield, presentation of business data in mathematical terms.

B481 - Macroeconomics

Determinants of aggregate demand, prices, output, income investment and employment, objectives and consequences of government economic policy, nature of balance of payments, law of comparative costs and the economic determinants of international trade.

B488 - Information Systems Management

The central role of information in organizations and the development of systems to provide the information required. The application of information systems to elements of management theory

C101 - Group Dynamics

An outline to the background of the increase of innovative activities within team contexts in organizations, understanding team and group dynamics, factors contributing/detracting from high performance team building, critical elements of personal, inter-team and intra-team communication.

C104 - Business Decision Making

Analytical and decision-making methods and techniques based on the relationship between the organization, the market and the financial conditions of business. Case studies are used to demonstrate the critical nature of pre-decision activity.

C106 - Public Relations

Nature and purpose of public relations, scope of PR, planning PR campaigns, setting objectives and goals, cost effectiveness, media selection, budgeting, forms of PR news releases, feature articles, multimedia house journals, presentations, ethics and professional codes, legal controls.

C201 - Sales Management

Management and control of the selling process within a company, identification of selling activities appropriate for particular businesses and business situations, effectiveness of sales methods, interface between sales and the marketing and advertising functions, effects on turnover and profit.

CS102 - Introduction to Computer Systems

The reasons for the introduction of the computer into a business and the main areas in which it may be used, major features of computer hardware, uses in differing environments, requirements for computer room environments, application of operational standards, organization of data processing departments, functions of data processing staff.

CS104 - Advanced Computer Systems

Features of problem analysis and programme design, use of charting methods as aids in the design process, programme testing, data processing, documentation standards, roles of staff engaged in development and implementation of computer systems, aspects of systems impacting on software.

CS202 - Telecommunications and Networking

The purpose and application of data communications systems and networks to business and commerce, network operating systems, video and audio conferencing, internet security, firewalls, wireless networks, e-commerce and network administration.

CS206 - Programming Languages

Programming theory, the application of programming languages to business systems, comprehensive practical programming, introduction to BASIC and C++ programming with an emphasis on their principal applications in business and the necessary controls, audits and data requirements.

CS209 - Information Technology

Use of computers and associated software for the storage, retrieval, processing and presentation of significant information, information technology and management decision-taking, data processing techniques and testing the outcome of proposed business policies.

DI06 - Quantitative Methods

The application of quantitative methods to problem resolution in business, types of business problems that can be solved through the application of quantitative methods, practical applications, the nature, scope and limitations of quantitative methods.

E305 - International Economics

Economics and Nation States, changing leadership and trade policy, supply and demand in the global setting, trade and specialization, alternative trade theories, foreign investment, multinationals, trade blocs, cartels, income and foreign exchange, international lending and world debt.

EC603 - Monetary Theory

An introduction to monetary policy and the fundamentals of voluntary exchange in free markets. The background and application of monetary policies are covered in depth, including the origin of money, credit, the nature and implications of inflation and the application of monetary and fiscal policy.

course module descriptions

EC604 - Economics and Social Policies

Cause and effect comparisons of the impact of economic policies on social structures and those of social structures on economic progress, econometric comparisons, welfare policies, intervention and redistribution, social development, transition of command economies to free markets.

G100 - Economic Geography

International distribution of resources and economic activities, regional specialization, impact of physical environment on economic strengths and weaknesses, international distribution of human resources and skills, influence of local culture on economic specialization and trade.

G242 - Systems Analysis and Design

An overview of systems design and the role of different activities in the design and development of business systems. The course includes the elements of systems implementation, testing, training and maintenance, with an emphasis on the improvement of efficiency through good systems design management.

G243 - Sociology

The sociological method and perspective, nature of explanation in the social sciences, historical context of the development of sociology, major current sociological perspectives, application of scientific methods in sociology, major social problems and the views of sociological authorities.

G244 - Introduction to Computing

Nature and scope of computer hardware, input and output devices, document reading equipment, data transmission systems, basic analysis and design of systems, computer languages, programming, software, use of computers in production, finance, accounting, and marketing.

G247 - Statistical Analysis

Use of quantitative techniques in gathering and presenting business information, survey methods, questionnaire design, sampling methods, interviews, tabulation, frequency distribution, averages and dispersion, forecasting, correlation and regression, time series analysis, index numbers, probability

G248 - Business Environment

Economic environment, the world economy and the interrelationship between markets, fiscal and monetary policy, interest rates, technology and business, taxation, social and political environment, impact of government on business, legal environment, environmental factors leading to change.

G250 - Total Quality Management

This course covers the nature of Total Quality Management as a means of achieving organizational success, and also examines the relationship between Total Quality Management and management culture, quality in customer relations, operations and strategic planning.

G307 - Risk Management

Introduction to risk management, levels of information, sources of risk, risk analysis, determining critical risk factors, forecasting, rate increase reduction, funds requirement and synchronization, schedule slippage, economic life span, quantifying, influencing and controlling risk factors.

G403 - Entrepreneurship

he process of venture creation within and external to organizations, market niches, gaps and opportunities, entrepreneurial skills, venture evaluation, business planning elements of entrepreneurial ventures, ownership, management, control and technical issues.

G425 - Management of Innovation and Change

Nature, causes and organizational effects of change, human consequences of change, the nature of innovation, employee involvement in innovation, barriers to change, selecting alternative paths, reconciling financial and commercial pressures, management of new projects and ventures.

G428 - Project Management

Feasibility assessment, cost estimation, time projection and critical deadlines, contract tenders, supply procurement planning, just-in-time procedures, work scheduling, critical path analysis, quality management, key activity management, progress chasing, project monitoring and appraisal.

H102 - Anthropology and Cultural Behaviour

An analysis of the backgrounds, cultures and customs of differing peoples and nations, the nature and effect of global development, human welfare indicators, the effects of globalization on attitudes to the developed market economies, changes since the cold war era, current developments.

H107 - Management Case Studies

Examination of case studies to give practical illustrations of managerial problems relating to particular parts of organizations and to organizations as a whole, both within the organization and externally. Development of students' skills in analyzing problems and providing appropriate recommendations.

course module descriptions

MK313 - Business-to-Business Marketing

Overview of marketing in relation to the provision of goods and services to both private and government sector businesses and industries. Specific concepts relating to raw and semi-processed materials and industrial goods and components are covered, together with those relating to services to industry.

MK315 - Brand Management

An introduction to branding and the principles of brand management. The brand equity concept and valuation of brands and expansion of successful brands will be studied.

MK317 - Advertising Management

Structure of advertising, role of advertising in society, advertising as a method of marketing through social communication, methods of advertising, advertising campaigns, effective planning and advertising production as a means of achieving objectives outlined in marketing or business plans.

PI02 - Philosophy

An introduction to philosophical thinking and its application to current management methods. The course covers the philosophy of mind, philosophy of mathematical and scientific-based thinking, epistemology, political philosophy and accepted socialist, feminist and ecological philosophy issues.

P207 - Business Ethics and the Environment

An analysis of ethical and ecological issues facing managers of organizations, pressures from public opinion and lobby groups, current responses to ethical and ecological issues, case-studies of organizational involvement in key ethical and ecological areas, sustainable development issues.

P402 - Business Presentation Skills

Identifying and developing the skills needed for effective business presentation, initial contact and relationship building prior to presentation, assessing the needs of target audiences, acquiring knowledge for specific presentations, tailoring content to the recipient, non-verbal communication, evaluation and follow-up.

Northwood Independent Study Module Descriptions

ECN311 - Economic History

A study of significant periods and development in the evolution of economic activity in the U.S. with special emphasis on the place of the American business community and its relationship to the world economy from 1776 to date.

ECN341 - Comparative Economic Systems

An analysis of the various systems of economic organization; comparison of socialist methods of economic management with the operations of the market economy; overview of the current economics of selected nations.

ECN400 - International Trade

Examines the bases of trading among nations with emphasis on resources, foreign exchange, balance of payments, investments, tariffs, import quotas, export controls, nationalism, free trade, protectionism and the institutions aiding in world trade.

ECN401 - Economic of Public Policies

Analysis of factors of monopoly, competition, regulation and their effects on governmental policies and business problems.

ENG320 - Report Writing

The study and practice of composing various types of business reports, including analytical, progress, letter and short reports. Proposal writing, thesis composition and professional techniques are also stressed.

MGT312 - Applied Management

Application of current entrepreneurial and intrapreneurial concepts and management techniques to actual situations. A project is developed in which each student analyzes the management structure of a different enterprise. Attention is also paid to creativity, innovation and ad hoc teams.

MIS300 - Directed Study

Appropriate research of business-related problems in the computer and data processing field fitted to the need of the specific student as determined by his or her interests, aptitudes and abilities.

MIS403 - Thesis

Each student is required to propose, analyze and resolve a typical business information management problem. Each should be able to incorporate all previous education to complete a complex business data processing problem. Emphasis is also placed upon oral and written communication skills.

MKT404 - International Marketing

This course addresses global issues that challenge today's international marketer while defining concepts relevant to all marketers. It explores the global enterprise environment, export and import practices, the international legal environment, global market research and promotion, global marketing management and the financial requirements for global marketing.

MKT424 - Marketing Management

This course builds on the previous classes in marketing principles and marketing research. This is a course which includes development of a market plan and managerial analysis of marketing policy, strategy, organization, administrative structures to facilitate the marketing function, procedures in demand analysis, product planning policy, pricing and physical distribution. Emphasizes the integration of these marketing activities and its planning and direction.

PHL401 - Philosophy of American Enterprise

This course emphasizes on the development and methods of American capitalism; nature, origins and evolution of private property and free markets in agriculture, industry, trade and finance with special reference to the United States.

application procedure and entry requirements

Applying for the BBA

To apply for a place on the BBA, please complete the application form accompanying this prospectus and send it directly to Greenwich School of Management with the required attachments (qualifications, photographs and registration fee).

Entry requirements

The minimum entry requirement for the BBA programme is the equivalent of a US High School Diploma, i.e. 5 UK GCSEs at Grade C or above, or 5 UK GCE 'O' levels, or equivalent overseas qualifications. Proficiency in spoken and written English is also a requirement.

Visa requirements

The minimum requirement for a UK student visa is 15 hours per week of daytime study. International students are reminded that they must comply with Home Office Regulations, particularly with regard to attendance. Full attendance on the BBA Programme fulfils this requirement. Absence due to illness must be supported by a medical certificate.

Visa renewal

Greenwich School of Management is under obligation to provide records of students' attendance and progress to the Home Office. Failure to attend lectures and examinations may jeopardise students' educational status and eligibility for visa renewal.

Programme start dates

There are three enrolments each year, in October, February and June. Students may commence the programme in any of these months.

Fees

Information on fees is given on a separate sheet accompanying this prospectus.

Accommodation

Assistance in finding suitable accommodation is available from the Accommodation Officer once the student has attended the School for enrolment.

Further Information

The registration fee is refundable if the School cannot accept you. If you are acceptable on the course but decide not to proceed, the registration fee is not refundable.

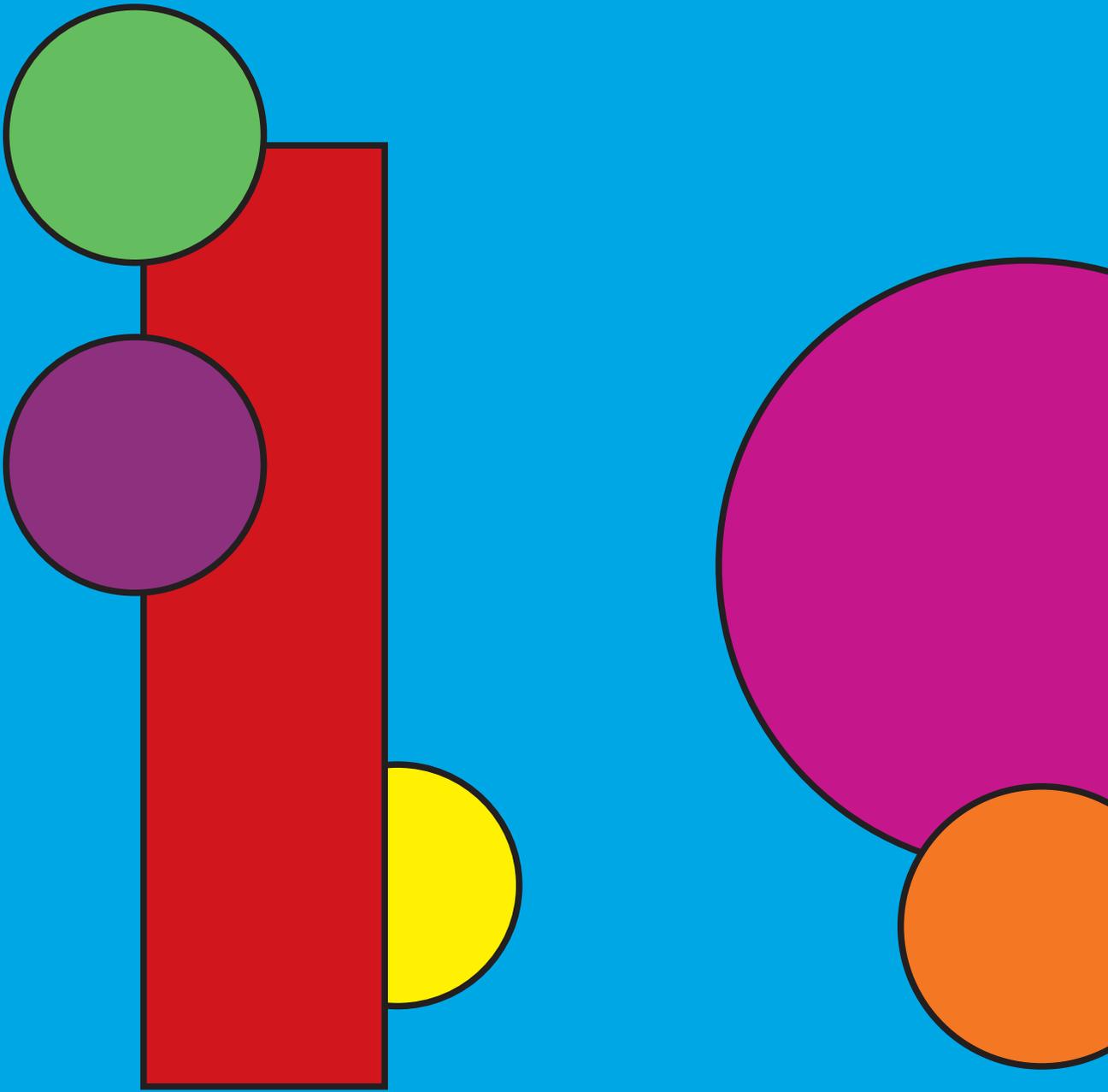
Tuition fees are payable in advance and are not refundable. Fees are inclusive of Government taxes.

Programme details are correct at the time of going to press but are subject to alteration. Programmes will only take place if justified by demand.

Students must adhere to the regulations of the School, as issued in the Students' Handbook.

Greenwich School of Management cannot be held liable for failure of students to obtain necessary visas or travel documentation.

The School reserves the right to decline any applicant for acceptance or enrolment.



Greenwich School of Management
Meridian House
Royal Hill
Greenwich
London
SE10 8RD

tel + 44 (0)20 8516 7800
fax + 44 (0)20 8516 7801
email northwood@greenwich-college.ac.uk
web www.greenwich-college.ac.uk

