

## BA (Hons) Business Studies/ Business Management

Our honours degree programmes in Business Studies and Business Management are ideal if you are interested in a career in general management or in starting your own business.

### Key benefits:

- For school leavers (18+) or mature students (21+)
- Ideal for a range of careers
- Choice of specialist pathways in Management, Marketing, Finance or Human Resources
- Develops business skills, knowledge and experience
- 3 study options:
  - Paid work-experience
  - Fast track in 3-years
  - Flexible, part-time study
- Excellent graduate opportunities

On these programmes you will develop a broad competence in the management of people, money, markets and products - which is then deepened through your own choices and study of a specialist area. You will also develop essential business skills such as data analysis, planning, information management, communication, problem-solving and decision-making.

### Three study options

Suitable for school-leavers (aged 18+) and more mature students (aged 21+), these degrees contain the same taught content, but the way they are delivered varies slightly...

#### 1. The work placement option (our most popular degree)

Our full-time Business Studies degree is a four-year 'sandwich' programme in which Year 3 is spent in a fully paid, 48-week work placement. In today's highly competitive graduate jobs market, this real-world experience is invaluable for your C.V. - especially if you're straight out of school. What's more, as well as giving you the edge in the jobs market, you can also enhance your student bank-balance (by up to £21,000) and earn yourself the prestigious 'City and Guilds Licentiate<sup>ship</sup>'\* - another excellent addition to your C.V.

*\*This is an internationally-recognised qualification which demonstrates that you have achieved high levels of competence in a work placement.*

#### 2. The fast track option

If you don't need work experience, perhaps because you're a more 'mature' student, then our full-time Business Management degree is an excellent way to accelerate your career in management. This option, which covers the same academic content as options 1 and 3, will take you just three years of full time study.



#### 3. The "keep your day job" option

Alternatively, if you're already on the career ladder and would like to keep your day job, you can study for our Business Studies degree part-time - by attending evening classes over four to six years. You could even attend some of the daytime modules that are convenient to you in order to complete this qualification more quickly!

#### Content + assessment

- Like most modern degrees, these programmes include 'core' modules, which everyone must complete, and 'optional' modules which enable you to tailor your degree to suit your personal preferences and career ambitions.
- Modules, worth 12 or 24 credits each, are taught via lectures/seminars, supported through tutorials, and assessed via individual/group assignments, presentations, examinations and a dissertation.
- You will gain 'credits' for each module successfully completed and, depending on how many credits you have earned when you exit your programme, you may graduate with the full Honours Degree (360 credits), or alternatively a Certificate or Diploma in Higher Education in Business Studies or Business Management (120 or 240 credits respectively).

	Degree Option	Study Mode	Programme Commences	Course Duration (30 weeks per year)	Taught Hours (per week)	Self Study Hours (per week)	No. Modules (per year)	Students from
inc. work placement	1. Business Studies	Full-time	September	4 years	10-12 hours	15 hours	10 modules	IoM/UK/EEA + INTL
no work placement	2. Business Management			3 years				
	3. Business Studies	Part-time		4-6 years	4-6 hours (2-3 evenings)	7 hours	5 modules	IoM/UK/EEA only

LEVEL 1 ALL MODULES ARE CORE	LEVEL 2 CORE + OPTIONAL MODULES	OPTIONAL WORK PLACEMENT	LEVEL 3 CORE MODULE, DISSERTATION, SPECIALISED ROUTE + OPTIONAL MODULES
<p><b>Financial Accounting</b> (12)</p> <p>Introduces fundamental accounting concepts and the preparation and interpretation of financial reporting statements.</p> <p><b>Business Law</b> (12)</p> <p>Considers the legal framework within which businesses operate and the instruments of contracts, torts and statutes.</p> <p><b>Microeconomics</b> (12)</p> <p>Introduces economics decisions to be taken by individuals and organisations.</p> <p><b>Organisations, Behaviour + Systems</b> (24)</p> <p>Examines the individual and organisational dynamics of companies.</p> <p><b>Study Skills for Business Studies</b> (24)</p> <p>Addresses skills in I.T., numeracy and quantitative analysis.</p> <p><b>Introduction to Enterprise</b> (12)</p> <p>Discusses what is enterprise and what makes an entrepreneur different from the rest of us?</p> <p><b>Macroeconomics</b> (12)</p> <p>Gives an understanding of economic processes in the broader economic environment outside the organisation.</p> <p><b>Data interpretation</b> (12)</p> <p>Considers the preparation and analysis of statistical data used in decision making.</p>	<p><b>Business Operations</b> (12)</p> <p>Examines operations management within a firm and how this impacts on strategy, policy and organisation design.</p> <p><b>Principles of Human Resource Management</b> (12)</p> <p>Introduces the role of the HRM practitioner within an organisation.</p> <p><b>Research Methods for Business</b> (12)</p> <p>Equips you with the skills required for the final year dissertation.</p> <p><b>Principles of Marketing</b> (12)</p> <p>Outlines the role and practice of marketing within a variety of organisations.</p> <p><b>Management</b> (12)</p> <p>Answers two basic questions: what is management and why is it necessary within a firm?</p> <p><b>Management Accounting</b> (12)</p> <p>Examines appropriate techniques to generate and appraise financial reports which aid planning, control and decision making within an organisation.</p> <hr/> <p><i>Semester 1 - choose 1 from:</i></p> <p><b>Personal Development</b> (12)</p> <p>Prepares you for the world of employment by developing a range of skills such as positive thinking, assertiveness, creativity and decision-making.</p> <p><b>Preparation for Work</b> (12)</p> <p>Prepares you for your work placement/graduate employment.</p> <p><i>Semester 2 - choose 3 from:</i></p> <p><b>Investment and Financial Analysis</b> (12)</p> <p>Develops an understanding of project appraisal techniques within a firm and how organisations cope with financial risk.</p> <p><b>Consumer Behaviour</b> (12)</p> <p>Looks at the issues and dimensions of consumer behaviour and how this helps shape marketing strategy.</p> <p><b>Contemporary Issues in Employee Resourcing</b> (12)</p> <p>Reviews the importance and contribution of HRM to the effective operation of a business.</p> <p><b>Quality Management</b> (12)</p> <p>Assesses the impact of quality on all types of business activity.</p>	<p>48 weeks minimum work placement.</p> <p>Available in Year 3 of the full-time BA (Hons) Business Studies degree programme ('Option 1').</p> <p>Arranged by The IBS on your behalf with three visits from a tutor to check on your progress.</p> <p>Consolidates the skills and knowledge developed in Levels 1 and 2 by providing a real insight into the world of business.</p> <p>Assessment is via a Learning Agreement, Learning Logs, Employer Reports, Visiting Tutor Reports and a Portfolio.</p> <p>Contributes immensely to your success at Level 3 (and your dissertation in particular), your C.V. and your employability after graduation.</p> <p>If you achieve high levels of competence in your work placement, and submit a high-standard portfolio of your 'evidence of learning', you may also qualify for the prestigious "Certificate of Licentiatehip of the City and Guilds of London Institute" - an excellent additional qualification to add to your C.V.</p>	<p><b>Strategic Management</b> (24)</p> <p>Develops strategic and in-depth analytical approaches to Management.</p> <p><b>Dissertation</b> (24)</p> <p>A significant piece of supervised work to hone your research, report-writing and analytical skills.</p> <hr/> <p><i>Select one 'route' of specialisation (for 48 credits) plus a further 24 credits from other routes:</i></p> <p><b>Human Resource Management Route</b> (48)</p> <p>Employment Relations (12)</p> <p>Strategic Human Resource Management (24)</p> <p>Strategic Human Resource Development (12)</p> <p><b>Finance and Economics Route</b> (48)</p> <p>Personal Finance (12)</p> <p>Financial and Risk Analysis (24)</p> <p>International Finance (12)</p> <p><b>Marketing Route</b> (48)</p> <p>Marketing Communications (12)</p> <p>Relationship Marketing (12)</p> <p>International Marketing (12)</p> <p>Strategic Marketing (12)</p> <p><b>Management Route</b> (48)</p> <p>Managing Projects (12)</p> <p>Corporate Social Responsibility (12)</p> <p>E-Business (12)</p> <p>International Business Ethics (12)</p> <hr/> <p><b>KEY:</b></p> <p>(12) (24) (48) = Number of credits</p> <p> = Core modules</p> <p> = Optional modules</p> <p> = Work Placement Year</p> <p><b>Note:</b> Whether an optional module will run or not will depend on demand and available resources.</p>

## BA (Hons) Business Studies/Business Management (continued)

### ENTRY REQUIREMENTS:

It is **not** necessary for you to have studied Business Studies at GCSE or A Level.

- GCSE Mathematics C+
- GCSE English Language C+
- 240+ UCAS points (at least 160 must be at 'A' Level)
- 'AS' Levels, Key Skills, International Baccalaureate and Advanced GNVQs (Distinction) will also be taken into account.
- If you hold credits for an HND or Degree you may be given exemptions from individual modules, or enter at the beginning of Level 2 or Level 3.
- People of all ages with work experience are invited to apply - even if you do not have formal qualifications.
- An IELTS score of 6 or TOEFL score of 560 (or equivalent evidence of English language capability) for candidates whose first language is not English.

### Your prospects

- Get a head start in a wide range of careers like: accountancy, banking, economics, finance, human resource management, insurance, marketing and general management.
- Start up your own business venture using the knowledge and skills developed throughout your degree.
- After following a specialist route, you may even have 'accredited status' or exemptions from an appropriate professional association - such as the Institute of Personnel and Development, Chartered Institute of Management Accounting, Chartered Institute of Marketing and the Chartered Management Institute.

*"It has been a fantastic year; one which I will look back on with a sense of satisfaction, knowing I helped play my part in history; and this life-changing experience is all thanks to The IBS!"*

### STUDENT PROFILES



Jamie Irving, 21

**BA (Hons) Business Studies, Full Time**  
Secondary School: QEII

#### Why did you choose to study at The IBS?

Because The IBS has a fantastic student-staff ratio, an historic building and an atmosphere where you can sense that you are part of an institution that is set to grow!

**Why did you choose to study Business Studies?** Because a degree in business studies will be valid whatever I decide to do in the future! With the modules we're taught, the world is quite simply your oyster.

**Details of your work placement:** I have just come to the end of an extraordinary year in the Chief Secretary's Office. Before joining the Office I was completely unaware of its existence and how important it is to the smooth running of both government and the Isle of Man itself. During this year I have been involved in the development of policy options, research and strategy creation through to a systematic review of government. It has been a fantastic year; one which I will look back on with a sense of satisfaction, knowing I helped play my part in history; and this life-changing experience is all thanks to The IBS!

**How do you find your lecturers and fellow students?** The atmosphere of The IBS is one of excitement and its staff are an intrinsic part of this. The fact that lecturers know you as an individual is a major strength of The IBS, and is one of the biggest differentiators between it and UK universities - this is shown in The IBS's consistently higher results (although I may disprove this theory!)

**Your ambitions for the future:** I have a number of possibilities in the pipeline!

**Would you recommend studying at The IBS?** Without a doubt! Its location and facilities are an excellent resource for all Isle of Man residents.

**"I have made some really close friends and we have such a good time."**



**Faye Furnival, 19**

**BA (Hons) Business Management, Full Time**

**Secondary School:** Ramsey Grammar

**Why did you choose to study at The IBS?**

I wanted to take advantage of being able to remain on the Island whilst doing my degree.

**Why did you choose to study**

**Business Management?** Because I enjoy the subject and because the Isle of Man is so business orientated.

**How do you find your lecturers and**

**fellow students?** The lecturers are very helpful and the other students are friendly and easy to get on with.

**Your ambitions for the future:** I want to do a PGCE when I am finished at The IBS and become a business studies teacher.

**Would you recommend studying at The IBS?** Definitely! I have made some really close friends and we have such a good time. I have made friends with people not only in my own year but also in other years and even amongst the staff.

**Other comments:** My friends who went away to university didn't think that we would have much of a student social life here on the Island - but we do! We have regular events arranged and you will see some of us out most weekends. Also, as there are relatively few students at The IBS, the lecturers are more willing to help us individually and help sort out any problems we might have. This is far more support than my friends get at university elsewhere.



**Helen Ashcroft, 31**

**BA (Hons) Business Management, Full Time**

**Recent Employment:**

Standard Bank Trust Company

**Why did you choose to study at The IBS?**

Not going to the UK has saved me a lot of expense and trouble and I couldn't think of a lovelier place to study than The Nunnery.

**"I like the fact that the groups are smaller than in the UK so you get more individual attention."**

**Why did you choose to study Business Management?** Originally I was interested in Psychology - but I became attracted to Business Management as it's a much more versatile and useful field.

**Your experience of freshers' week:** Great fun and a brilliant chance to get to know the students, lecturers and staff on a personal level before the real work began. For me, the highlights were the Treasure Hunt, the Venture Centre day and the games on the lawn.

**How have you found your degree so far?** I've already made friends amongst my fellow students. We are a mixed group; there are a couple of mature students like myself who are seeking career enhancement and a number of school leavers. We all bring different things to the mix and are able to learn from each other.

The lecturers are well informed and very approachable. I like the fact that the groups are smaller than in the UK so you get more individual attention and they actively encourage you to challenge them if there is something you are confused about.

**Your ambitions for the future:** I want to gain experience in middle management and save money to start my own event-management business.

**Would you recommend studying at The IBS?** Definitely! It's an excellent resource for the Island. Apart from the stunning location and building, the facilities and equipment are excellent and the quality of teaching is very high. Added to this, they have managed to achieve a friendly and informal atmosphere that is very conducive to studying.

