



### Overview

The programme aims to produce graduates who can take up a range of positions in both private and public enterprises and so it is constantly evolving to provide a balanced mix of academic study, personal development and business skills. Business Studies will help students to develop competence in the management of people, processes, products, money and markets. The course develops analytical, planning and information management skills within a business context, as well as encouraging learners to take an evaluative approach to business problem solving, in order to enable a rapid career development. In essence, this programme develops practical skills, theoretical knowledge and management techniques. The successful graduate is well equipped for a career within the world of business with a quality British degree awarded by Liverpool John Moore's University.

### Structure of the BA in Business Studies

The 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. Study is undertaken at three levels one for each year of study. Each academic year consists of two 15 week Semesters. In the third year students undertake a work based placement. Semesters are 15-week blocks and run from September to December and January to June. You will be expected to work on your own and in groups to complement this.

### Teaching of the BA in Business Studies

To cater for different learning styles there are a range of teaching methods for students. These include lectures, tutor led tutorials, student led tutorials, workshops and self directed learning.

### Assessment of the BA in Business Studies

The programme has been designed to provide a learning experience that has a very practical emphasis. The assessments are designed to reflect and support this aim and a range of methods are used. These include: reports, mini case studies, unseen examinations, presentations, portfolios and projects.

### Entry Requirements

**A/AS Level** - GCSE (or O Level) Mathematics and English Language grade C or above (or equivalent), and normally 240 UCAS Tariff Points, including at least 160 points from Advanced GCE and/or Vocational A Levels (6 unit awards).

**BTEC National Diploma** - National Diploma: BTEC Business and Finance with at least three distinctions at final level.

**AVCE** - Advanced level distinction

**International Baccalaureate** - minimum 28 points

**Access** - Pass in the relevant kite market course

**Mature entry** - Mature and non-standard applicants providing evidence of ability to undertake the Programme will be considered on an individual basis.

**Overseas qualifications** - International students achieving a qualification equivalent to the above (as defined by NARIC), together with an English language capability of IELTS 6.0 or equivalent.


### Application forms are available from our website, or from:

The Academic Admissions Team  
Isle of Man International Business School  
The University Centre  
Old Castletown Road  
Douglas  
Isle of Man IM2 1QB  
T: +44 (0)1624 693700  
F: +44 (0)1624 665095  
E: [enquiries@ibs.ac.im](mailto:enquiries@ibs.ac.im)  
W: [www.ibs.ac.im](http://www.ibs.ac.im)

### Further information may be obtained from:

Professor Mike Lloyd-Williams  
Head of Academic Programmes  
T: +44(0)1624 693725  
E: [m.lloyd-williams@ibs.ac.im](mailto:m.lloyd-williams@ibs.ac.im)



Level 1 All modules are core	Level 2 Core + optional modules
<p><b>Study Skills for Business Studies</b> (24) Addresses academic skills and basic ICT knowledge.</p> <p><b>Commercial Law</b> (12) Considers the legal framework within which business operates and the instruments of contracts, torts &amp; statutes.</p> <p><b>Microeconomics</b> (12) Gives an understanding of economic processes within the organisation.</p> <p><b>Organisation Behaviour</b> (12) Examines the individual and organisational dynamics of companies.</p> <p><b>Financial Accounting</b> (12) Introduces fundamental accounting concepts and the preparation and interpretation of financial reporting statements.</p> <p><b>Macroeconomics</b> (12) Gives an understanding of economic processes in the broader economic environment outside the organisation.</p> <p><b>Data Interpretation</b> (12) Considers the preparation and analysis of statistical data used in decision making.</p> <p><b>Business Information Systems</b> (12) The aim of this module is to introduce students to information management in modern organisations, with an emphasis on understanding the different types of business information systems which are commonly used by organisations.</p> <p><b>Introduction to Enterprise</b> (12) Addresses skills in I.T., numeracy and quantitative analysis.</p>	<p><b>Business Operations</b> (12) Examines operations management within a firm and how this impacts on strategy, policy and organisation design.</p> <p><b>Principles of Human Resource Management (HRM)</b> (12) Introduces the role of HRM practitioner within an organisation</p> <p><b>Research Methods for Business</b> (12) Equips you with the skills required for the final year dissertation</p> <p><b>Principles of Marketing</b> (12) Outlines the role and practice of marketing within a variety of organisations.</p> <p><b>Preparation for Work</b> (12) Prepares you for your graduate employment.</p> <p><b>Management Accounting</b> (12) Examines appropriate techniques to generate and appraise financial reports which aid planning, control and decision making within an organisation.</p> <p><b>Management</b> (12) Answers two basic questions: what is management and why is it necessary within a firm?</p>
<p><b>Key:</b> (12)(24)(48) = No. of credits</p> <p><input type="checkbox"/> = Core Modules <input type="checkbox"/> = Optional Modules</p>	<p><i>In semester 2—choose 3 from:</i></p> <p><b>Investment and Project Appraisal</b> (12) This module considers the objectives of the firm and how these are translated into decision making tools. The module also aims to provide an understanding of the investment appraisal activity and how firms cope with financial risk.</p> <p><b>Leadership Theory &amp; Practice</b> (12) To introduce students to various elements of leadership theory and to explore its practical implications in a changing, more diverse, work environment.</p> <p><b>Consumer Behaviour</b> (12) Looks at the issues and dimensions of consumer behaviour and how this helps shape marketing strategy.</p> <p><b>Managing Quality</b> (12) Assesses the impact of quality on all types of business activity.</p> <p><b>Small Business Management</b> (12) Introduces students to the special requirements of management within small to medium enterprises (SMEs) and how problems of managing SMEs can best be resolved.</p> <p><b>Contemporary Issues in Employee Resourcing</b> (12) Reviews the importance and contribution of HRM to the effective operations of a business.</p>
<div style="display: flex; align-items: center;">  <div> <p><b>Isle of Man</b> <b>International</b> <b>Business School</b></p> <p>Scoil Dhall Eddyrashoonagh Vannin</p> </div> </div>	

Work Placement	Level 3 Core module, dissertation, specialised route + optional modules
<p>48 weeks minimum placement</p> <p>Available in Year 3 of the full-time BA (Hons) Business Studies degree programme.</p> <p>Arranged by the IBS on your behalf with three visits from a tutor to check on 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 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>Dissertation</b> (24) A significant piece of supervised work to hone your research, report-writing and analytical skills.</p> <p><b>Strategic Management</b> (12) Develops strategic and in-depth analytical approaches.</p> <p><b>Business Ethics &amp; Corporate Social Responsibility</b> (12) To enable the student to develop an understanding of the responsibility of business in society within a corporate governance, ethics and corporate social responsibility framework.</p>
<p><b>Key:</b> (12)(24)(48) = No. of credits</p> <p><input type="checkbox"/> = Core Modules <input checked="" type="checkbox"/> = Optional Modules</p>	<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) Strategic HRM (24) Employment Relations (12) Human Resource Development (12)</p> <p><b>Finance + Economics Route</b> (48) Corporate Finance (24) Personal Finance (12) International Finance (12)</p> <p><b>Marketing Route</b> (48) Marketing Communications (12) Relationship Marketing (12) Contemporary Issues in Marketing (12) Strategic Marketing (12)</p> <p><b>Services Management Route</b> Managing Projects (12) Managing Services (12) E-Business (12) Service Science (12)</p>

