

# BA (Hons) Business Management (with Foundation Year)

UCAS Code: NN21 | Duration: 4 years | Full-time | Carmel College and Hope Park | 2019/20



## Course Overview

The world of Business Management is fast-moving and dynamic. Business organisations are facing unprecedented change and complex challenges both within the UK and globally. This demands that students who enter the business sector understand the dynamics of the business environment and how organisations operate in increasingly uncertain situations. The Business Management degree examines small to medium-sized enterprises to global multi-national companies – public, private, not-for-profit with a focus on business principles, organisational dynamics and management processes.

Liverpool Hope Business School has an enviable reputation for developing students with sound theoretical principles, thorough understanding of contemporary business practices and informed by the latest research. The links we have with local and national businesses, plus links with professional bodies, ensure you are well prepared for the world of work.

This degree gives you the opportunity to understand how businesses operate and the ethical and social impact they have on communities. An experienced, student-focused team will develop your understanding of this business context and develop the critical business skills that future employers will demand.

## Entry Requirements

Applicants to degrees with a Foundation Year must have already completed their Level 3 Qualifications and achieved a minimum of 72 UCAS points.

UCAS Tariff points can be made up from a range of qualifications. There may be some flexibility for mature students offering non-tariff qualifications and students meeting particular widening participation criteria.

## Fees and Additional Costs

For the Foundation Year element of your degree, fees for 2019/20 will be £6,250.

For the remaining 3 years of your degree, taught at Liverpool Hope University, you will be charged the full Undergraduate fee each year.

On top of your tuition fees, you also need around £250 to purchase key textbooks throughout your degree.

You will also need to consider the cost of your accommodation/travel each year whilst you study at university.

Visit our accommodation webpages for further details about our Halls of Residence:  
[www.hope.ac.uk/halls/](http://www.hope.ac.uk/halls/)



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## CONTACT

T: 01744 452 200

E: [highereducation@carmel.ac.uk](mailto:highereducation@carmel.ac.uk)

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

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# Business Management with Foundation Year BA (Hons) Curriculum

## Year One

In this foundation year, you will study at the University Centre, Carmel College. You will explore a range of Business and Management topics, looking at the skills required for effective management and considering the external challenges faced by contemporary organisations. You will also consider key principles of Marketing. In addition to acquiring subject knowledge, we consider the theoretical application of what you have learned and what this means for practice in the workplace. You will also build on your study skills so that you are well equipped to continue your academic studies at Hope Park in your second year.

## Year Two

In your second year, you will study four component parts (4Cs) to understanding what a business is (the Company), how it interacts with its environment (the Context), how it serves its customers (the Customers) and how it manages its competition (the Competition). Additionally, in your second year, you will gain an appreciation of fundamental business structures and functions and the management challenges posed by the contemporary and ever complex business environment.

You will be introduced to the underlying principles of Marketing and the relationship between Marketing and the global business context. Study of this relationship can help contextualise marketing theory and practice and further help you understand the dynamics of contemporary marketing management, as you explore concepts such as the marketing mix, segmentation, targeting and positioning, and consumer behaviour.

Topics typically studied in this year are:

- Introduction to Business Management Theory & Practice
- Economics
- Analysing Business and Marketing environments
- Introduction to Organisational Behaviour
- The Marketing Mix: (7 Ps: Product, Price, Place, Promotion, People, Process, Physical Evidence)
- Understanding Buyer Behaviour
- Customer segmentation
- Introduction to Quantitative Methods.

## Year Three

In Year three you will be introduced to the dynamic relationship between a variety of business functions and management. This will allow you to consider the operational challenges facing contemporary organisations. You will be equipped with not only the understanding for enterprise, but also an appreciation of how the nature and scope of the internal and external operating environment will impact on business and management decisions – both nationally and internationally.

Topics typically studied in your third year are:

- Enterprise
- Project Management
- Decision Making using Quantitative Data
- Operations Management
- Finance
- Human Resource Management
- Business Law
- International Business
- Research Methods.

## Year Four

You will take on more strategic, global and contemporary perspectives. You will also undertake a dissertation on an organisational issue of your choice. You will adopt a more strategic lens, through which to consider the nature and scope of business and management in an ever changing, increasingly global and dynamic context.

Both academic and professional competence will be refined in your final year. Critical evaluation is a key component at this level of study and this will lay the foundations for reflective thinkers and practitioners. The undertaking of an individual research project or dissertation will help you develop a proactive mind-set that will prepare you for the world of work or further study.

Topics typically studied include:

- Strategic Management
- Business Sustainability
- Ethics and CSR
- Globalisation and Development
- Social Entrepreneurship and Third Sector organisations
- Contemporary Business Issues
- Final Year Dissertation.

## COURSE STRUCTURE

Teaching on this degree is structured into lectures, seminars and tutorials.

Your first year of study will be spent at our partner Carmel College, and you will have approximately 15 teaching hours each week. For your second, third and fourth years, you will be taught at Hope Park and will have approximately 12 teaching hours per week in your second year, which decreases to approximately 10 teaching hours in your third and fourth years. You are also expected to spend approximately 25 hours studying independently or with peers to prepare for any group assessments that you may have.

## ASSESSMENT AND FEEDBACK

Exams are normally held at the end of each academic year and you are required to complete a series of assessment tasks during each year. These typically include business reports, essays, and a portfolio. In your final year, you are also required to complete a research project/ dissertation.

You will be given feedback on your assessments, and you will have the opportunity to discuss this with your tutors in more detail.



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