BA (HONS) BUSINESS

Want a seat at the boardroom table or to run your own business? Take this business degree to get to grips with broad business practices. The course focuses on a wide range of personal and professional topics so when you finish you will be an adaptable 'all-rounder' – essential in our modern and ever-changing business world.

CMI Chartered Management Institute Accredited

ONLINE UNDERGRADUATE COURSE

Modules are:

Level 4

Developing Personal and Management Skills

Whether you're going to work in a microbusiness or a multinational, you'll need great management skills. Starting with managing yourself and working up to leading a team, you will learn how to apply theories of motivation, conflict management, empowerment, and team building.

Understanding the Business Environment

How are businesses structured? Who are your stakeholders - and what impact do they have? You'll start to understand the world of business, from basic ideas about supply and demand, to competition, markets, and government effects.

Principles of Marketing

Every business needs marketing - and that's why you'll start studying it early in the course. Starting with basic definitions, you'll learn how to analyse businesses and the wider market, breaking markets down into segments and learning to apply dynamic marketing tools.

Introduction to Finance

In the business world, a basic understanding of financial management is a great asset. We'll take you through how organisations manage their books, how to start preparing accounts and how to use financial information to inform business decisions. Equipped with this, you'll be able to speak the language of your financial colleagues for greater impact in your organisation.

People in Organisations

At its heart, business is about people. The most successful organisations are adept at leading, managing, and motivating their people. In this module, you'll explore what makes people tick, how teams work, and how to manage change effectively.

Management Information Systems

Big or small, organisations share basic functions: HR, sales, marketing, accounts, and production. Each of them creates and uses information, but where does the all-important data come from? This module looks at how to collect information ethically and professionally, and how to organise it into effective systems.

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Level 5

Managing Across Cultures

Today's business is a global business, but national cultures differ, so we need to understand how to respond. How will our products work in different markets? How do we deal with multicultural workforces? This module addresses these and other issues critical to managing in the 21st century.

Business Processes

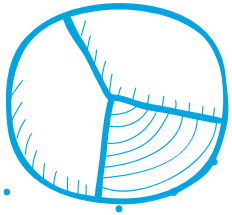
You shouldn't stumble into a way of working - it should be designed and managed to make the most of your time and money, producing high quality results. In this module, you'll look at issues such as benchmarking, managing supply chains, and assessing whether a project has been successful.

Enterprise and Entrepreneurship

Entrepreneurs - whether cut and thrust business people or social enterprise founders - need certain tools and techniques to thrive. From initial innovation, through to start-up and into early growth, this module is about moving forward from big idea to big business.

Business Analysis

Organisations generate huge amounts of data, and how they use it can make the difference between success and failure. In this module you will look at finding, extracting, working with, analysing, and interpreting data. You will also develop skills in designing your own data collection projects.



Managing Knowledge

How do modern businesses keep tabs on all the knowledge they build up? The answer is in information technology. From what networks can do for organisations, to theories about knowledge transfer and storage, this is a great module for fact fans.

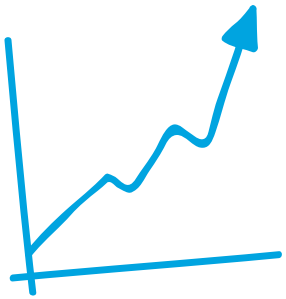
Managing Change in Organisations

No business can stand still, but change can be challenging. This module will walk you through internal and external triggers for change. You'll look at how change will affect your people and how to deal with this at an individual level. You'll come away being able to manage change, while confidently talking about Total Quality Management and Business Process Re-Engineering.

Level 6

Contemporary Management Issues

You'll get right up-to-date with current thinking in this module, probing the issues facing managers today, including sustainability, corporate values, and moral and ethical choices. You'll reflect on how the world is changing - from the communities we live in, to globalisation and the way the world's economic landscape is evolving.



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Strategic Management

Where is this business headed? What is your key goal? To get there you'll need a road map. Here you'll explore how to design that map, by applying a range of theories and techniques and building a strategy. You'll also look at how organisations deliver their plans by effectively managing change. We'll include a look at what happens in mergers and acquisitions, how to work with partners, and national or international planning.

Managing Self and Others

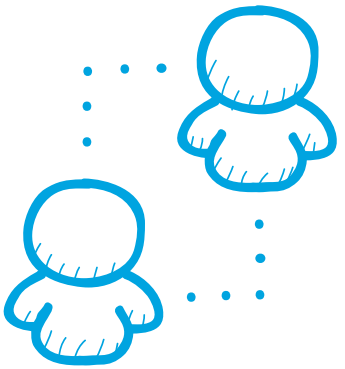
Earlier in the programme you will have studied ways of supporting others and developing yourself. This module continues that theme. You'll learn how to be at your best by learning stress management techniques, positive thinking, and assertiveness development. Can certain tools help creativity and decision making? You'll be able to decide. You'll scrutinise everything from recruitment, to managing teams and individuals - and getting the best out of them.

International Management

How do international companies work with teams all over the world? You're about to find out. Delving into cultural differences and how to motivate far-flung teams, you'll discover the most effective techniques to manage and work with people in different countries.

Research Methods and Dissertation

We'll help you every step of the way with your dissertation. You'll start by deciding which topic you want to research and how you're going to approach it, next you'll gather your own data and analyse it alongside books and other resources. Eventually, you'll bring it all together in a dissertation and presentation, by which time you'll be quite the expert.



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Course duration and hours of study

This varies depending on your rate of progress - you can access modules at a pace that is convenient for you. Once you have accessed a module, there is a minimum and maximum time that you will need to finish the module within. You can find out more information on the course page.

Visit www.arden.ac.uk or call our admissions team on:

0808 231 1369 for more details.

Entry requirements

To be eligible for this course you must have either:

Two subjects at GCE A level or equivalent, plus passes at grade C or above in three subjects at GCSE level or equivalent; or completed a recognised Access Programme or equivalent.

For students whose prior learning was not taught in English:

IELTS 6.0 or equivalent.

If you have work experience

We're happy to consider an application from you if you can show us you have the motivation to study the programme. This should be evidenced through a personal statement, including references, relevant prior experience, and qualifications.

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How to apply

Visit: www.arden.ac.uk

Email: admissions@arden.ac.uk

Call: 0808 231 1369