



Do you want to learn about how to run your own business, but you're not sure if you qualify for university study? Studied over four years, we offer an integrated Foundation Year that is perfect to prepare you for success at undergraduate level. During your foundation year, you will complete six key modules that will prepare you with the required skills and knowledge to take on the full undergraduate degree in Business. Over the course of the programme, you will get to choose the area of business you'd like to specialise in and will be able to understand the relationship and important role your specialism plays in the wider business environment by the end of the programme.

Modules are:

Foundation Year (Level 0)

Skills for Academic Study

This module will set you up with the underlying key study skills required to take on Higher Education, giving you the confidence to develop as an independent learner and to take responsibility for your own personal and professional development. You'll develop effective time management skills and learn different note taking techniques, knowing how to identify the most effective method for your studies. You will learn how to extract vital information from resource materials, as well as understand and explain how to avoid plagiarism through correct academic referencing. In addition, you will explore the use of IT applications, such as PowerPoint and Key Note to deliver presentations.

The Structure of Business

Throughout this module, you will gain an understanding of the different types of business organisations and will be introduced to several key concepts associated with economics. Various industry sectors will provide an exemplar base for this module, for example, the healthcare, manufacturing and leisure sectors. You will be able to evaluate the business environment and the factors that may affect an organisation. Current topical issues will be addressed as they arise to add maximum relevance to the real world. You will also be introduced to corporate structures through the discussion of wider issues of business start-ups and finance generation.

Using Numeracy, Data & IT

Through this module, you will be equipped with a range of mathematical skills to take on undergraduate study. You'll develop a solid knowledge base in numeracy, data and IT. You will be introduced to spreadsheets and learn to use some simple formula functions. You will be able to design numerical analyses and select appropriate ways to present your data that will help inform problem solving. It is recommended that you will have studied maths to GCSE level for this module.



Accredited

*You'll be eligible for CMI membership from Level 4.



Using Information

This module will expand on your numerical understanding studied within the first semester. You will be introduced to basic statistics and will consider how organisations might use different types of data, exploring concepts relating to accounting, quality, and marketing. You will begin to understand how data helps to drive and support decision making and how basic data analysis can add clarity to data sets.



Working Ethically

Operating in an ethical way is a key theme of our programmes here at Arden. For example, within the healthcare sector there are significant issues around the care of vulnerable people and dignity. This module will provide an understanding of some key issues in the broad area of business ethics but a major feature will be the use of case studies to begin the development of skills in decision-making. You will become aware, from both a business and a personal perspective, of the importance of inclusivity and what is considered to be right and wrong conduct. You will gain valuable transferable and practical skills that are needed to ensure people are treated with dignity and be able to explain how environmental and cultural issues influence business ethics.

Research Skills

This module is designed to help you develop the research skills necessary for study in Higher Education. You will explore different note-taking techniques to record data from primary and secondary sources. You will also develop valuable team-working skills by working collaboratively to produce a short research project collecting primary data, providing you with the practical skills required for teamwork in the workplace. You will produce an individual report that draws meaningful conclusions from effective data analysis and interpretation, demonstrating your ability to write to an acceptable academic standard of fluent written English. You will develop an ability to reflect upon your own practice and performance, understanding ways to set yourself realistic goals moving forward in your studies.

Year 2 (Level 4)

Developing personal management skills

Whether you're going to work in a micro business or a multinational, you need to nail those management skills. Starting with managing yourself and working up to leading a team, you'll swot up on motivation, conflict management, empowerment and team building.

Understanding the Business Environment

How are businesses structured? Who has a stake in the business - and what impact does that have? You'll start to understand the world of business, from basic ideas about supply and demand, to competition, markets and government affects.

Principles of Marketing

Every business needs marketing - and that's why you'll get stuck into it early on. Starting with the basic definitions, you'll learn



how to analyse the business and the wider market, start breaking markets down into segments and learn to apply dynamic marketing tools.

Introduction to Finance

So this big business idea of yours? How are you going to get it off the ground?

You need funding. You need to know where to get it, what it's for and what it will mean for your company.

Once you've got it, you need to know how organisations manage their books, how to start preparing accounts and how to use financial smarts to make killer business decisions.

People in Organisations

Business isn't just about the product or service. You'll need to understand what makes people tick too. How can you lead them, motivate them and manage them? How do teams work? And how can you manage change?

Optional Modules, Choose 1: Management Information Systems

Big or small, organisations have the basic roles: 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 neat systems.

Understanding the Tourism Environment

We've all been tourists at some point, but have you ever taken a minute to think about how the industry works?

You'll come away with an understanding of the key concepts, including what motivates tourists, supply and demand, how this unique supply chain fits together and what government decisions mean for the sector.

Marketing Communications

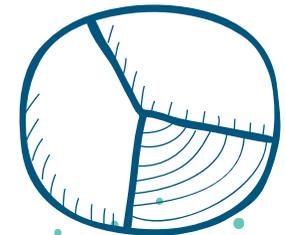
Here's where you start your investigations into segmenting, targeting and positioning and building marketing strategies. A few arts come into this module: media planning, digital marketing and branding. On the way, you'll untangle another acronym, CRM (customer relationship management).

Managing Human Resources

Here you'll be getting strategic, getting across employee relationships, development and training. How do you get the best out of your staff? How do you reward them? This module has it covered.

Management Accounting

There's no getting away from it - being in business is about grasping the numbers. Jargon such as absorption costing, activity based costing (ABC) and marginal costing might sound baffling now but you'll soon be using them freely. It's not just about putting figures on a spreadsheet though. You'll learn to make them work for you, using techniques such as balanced scorecards to help you make smart decisions.





Year 3 (Level 5)

Managing Across Cultures

Today's business is a global business. Here, you'll get the know-how on managing and working with different cultures.

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 get the lowdown on benchmarking, managing supply chains - and how to know whether a project has been successful.

Enterprise and Entrepreneurship

Entrepreneurs - whether cut-and-thrust businessmen/women or social entrepreneurs - need certain tools and techniques to thrive. From initial innovation, through start up and into early growth, this is about moving forward from the Big Idea.

Business Analysis

You don't make business decisions by guessing. Well, not after this module you don't. Data is the holy grail here:

finding it, getting it, working with it, analysing it and interpreting it. You'll learn that data can be primary or secondary, quantitative or qualitative - and you'll learn which one you need at any one time.

Optional Modules, Choose 2: 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, this is a great module for fact fans.

Managing Change in Organisations

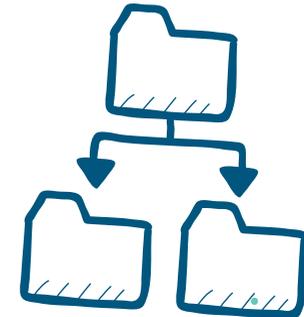
No business can stand still. But change can be challenging. This module will walk you through the triggers for change, whether from outside or within. You'll look at what change is going to do to your people and how to deal with it at an individual level. You'll come away being able to manage change, while confidently talking about Total Quality Management and Business Process Re-Engineering.

Contemporary Issues in Tourism Management

If you're going for the tourism options, here's where you'll plug into what's going on in today's world of tourism. The trends, tech, economies, politics, laws and ethics all come to play here.

Sustainable Tourism Management

Can tourism be sustainable? That's what you'll discuss in this module. Looking at how tourism impacts on everyone from local communities to service providers, you'll get an all-round overview of the key issues in the industry today.





Market Intelligence

What makes someone decide to buy? It's the million dollar question but you'll start to get to grips with it here. Whether you're selling to the public or to other businesses, you'll discover what research you can do, how branding affects purchase decisions, how to size up the competition and how to look after your customers.

Marketing Planning

You've heard of the marketing mix - now's the time to get involved. You'll take a long hard look at marketing theories, as well as the techniques you need to plan your marketing and develop new products and services.

Planning Human Resources

Supply and demand forecasting can only tell so much, so you'll learn how to plan from a staffing point of view, getting the lowdown on the relevant bits of employment law and the special challenges of international businesses. You'll also ferret out ways of getting the best from your team, including a look at e-learning.

Financial Reporting

It doesn't matter who owns the business, all kinds of people want to get a look at those figures. Here, you'll find out what they say you have to do - through rules and regs such as the Companies Act, UK and International Accounting Standards and EC directives.

You'll get a handle on accounting and find out how the structure of the organisation affects how they have to present their books. Drilling deeper than just numbers on a spreadsheet, you'll learn what those figures are really saying and how to report that information.

Financial Auditing

The word Audit is banded about a lot, but what does it involve? Well, it's a useful tool and in this module, you'll learn how to wield it like a Pro. You'll be able to tell great accounting systems and management control from ones that are in a bit of a pickle.

Year 4 (Level 6)

Contemporary Management Issues

You'll get bang up to date in this module, probing the issues facing managers today, including sustainability, corporate values, moral and ethical choices and being 'green'.

You'll ponder how the world is changing - from the communities we live in to globalisation and the way the world economic landscape is changing.

Strategic Management

Where is this business going? Sounds like you need a road map. Here, you'll explore how to design that map, via some business jargon such as how to do a Resource Based Review (RBV) and looking at lots of other theories about how to build a strategy.

You'll also get stuck into making that strategy happen; managing change, what happens in mergers and acquisitions, working with partners and national or international planning.

Managing Self and Others

This includes what the business gurus call Continuing Professional Development (CPD).

You'll learn how to be at your best with stress management, positive thinking and being assertive. Can certain tools help creativity and decision-making? You'll be able to decide.



It's not all about you though - you'll scrutinise everything from recruiting, to managing teams and individuals - and getting the best out of them.

Research Methods and Dissertation

We'll help you every step of the way, with your dissertation. Starting with working out what topic you want to research and how you're going to go about it. You'll be gathering your own data and analysing it alongside books and other resources. Eventually, you'll gather it all together in a dissertation and presentation, by which time you'll be quite the expert.

Optional Modules, Choose 1: 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 find the most effective tech and techniques to manage and work with people in different countries.

International Destination Management

Holidays don't just happen - they need strategy, marketing and branding. You'll work on how to make a destination competitive, how to manage a crisis and understanding trends and how tourism has a life cycle.

International Marketing

How does marketing work across borders? You'll research how to create a successful marketing strategy when you're faced with international law, changing economies, politics and people.

Strategic Issues in HRM

Back for a deeper look at Human Resource Management (HRM). You'll get to grips with all the trends and learn about managing HR internationally and domestically. Other topics include equal opportunities, diversity, ethics and fascinating concepts like emotional and aesthetic labour.

Financial Decision Making

If you're loving the money modules, this is one for you. From where to find finance to making long term and short term budget decisions, you'll learn how to plan for different outcomes. You'll be able to take a long hard look at a firm's financial policies and look at ways of managing risk.



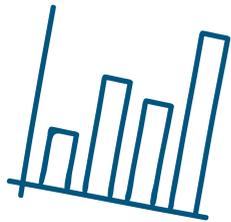
BA (HONS) BUSINESS (4 YEARS)

Course duration and hours of study

This course will take 4 years to complete with the integrated foundation year. Your course will be delivered through a blend of online and face-to-face teaching, compressing the number of days you need to be at the study centre.

You can find out more information on the course page, visit www.arden.ac.uk. Alternatively, please call our admissions team on:

0208 003 6196 for more details.



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UK ONLY

Entry requirements

The 4 year route with integrated foundation year is perfect for those with a desire to return to education or seeking to develop key study skills in their first year.

Candidates are required to submit a personal statement (of between 350-550 words) or interview demonstrating an ability to study the programme, taking into account:

- their motivation for undertaking the programme
- relevant work experience
- prior qualifications
- references



How to apply

Visit: www.arden.ac.uk

Email: contactus@arden.ac.uk

0208 003 6196