



UNIVERSITY OF
GLOUCESTERSHIRE

at Cheltenham and Gloucester

BA (HONS) ONE YEAR TOP UP BUSINESS MANAGEMENT AND STRATEGY



Enhance your
career prospects
with our one year
degree programme
in Management for
diploma holders.

Do you hold a higher diploma or equivalent qualification in a business related subject? If you do, the Business Management and Strategy course provides a route to complete an honours degree in one year.

You must have both the knowledge and aptitude to benefit from this concentrated course, and a clear focus on the next level of achievement. You'll build on your current knowledge and skills and apply them in a strategically focused manner.

On this programme you will study strategic business and can choose either a general management or specific functional management route. Routes are available in accounting, human resource management, marketing and international business. The route you can take will depend on your prior study.

A variety of teaching, learning and assessment methods are practised on this intensive course. By giving you credit for your previous studies, this programme can help you to move your career forward, typically into management roles, or to develop more advanced skills through further study.



SOME OF OUR MODULES

Building and Sustaining Strategy examines strategic decision-making through an investigation of external and internal environment, strategic options and implementation. It enables you to develop an understanding of business strategy formulation and implementation. In particular it addresses key challenges in the areas of global and local competition, sustainability, governance and ethics, leadership, change and diversity and technology.

Cultural Issues in Management begins by examining the importance of cultural norms and identities based on learned attitudes, values and beliefs and their impact upon the conduct of business operations. An analysis of the depth and extent of adaptations of organisational strategy and behaviour which are necessary to achieve successful outcomes in this global environment is conducted.

Leadership and Change considers the role of leadership in the processes of change. You will be encouraged to engage with contemporary business issues that describe changing operating environments, consider the individuals who actively lead change, and reflect critically on the nature and processes of leadership and change in organisations.

Management Ethics examines the major ethical issues facing organisations, and the individuals within them, in their quest for success. It addresses topical concerns such as the enterprise culture versus unemployment, profit versus pollution, as well as the level of corporate strength in relation to political and social accountability. The module allows you to consider the ethical responsibilities of managers, as well as developing their own moral stance in relation to these responsibilities.

Strategic Marketing Principles focuses on the dynamic marketing processes deployed by the organisation to holistically manage the creation and realisation of value by developing and implementing marketing strategies to its valued customers, thereby creating a sustainable differential advantage for the firm.

Option Modules allow you to choose from a selection of modules – a full list of modules can be seen at www.glos.ac.uk/courses/undergraduate/bmt and then selecting 'Detailed Course Information.'

STAFF PROFILE

Dr. Jim Keane, BSc, MSc, MBA, PhD, FHEA
Course Leader

Jim has worked in higher education for most of his career. He was a Research Associate for the PREST (Policy Research in Engineering, Science and Technology) group at Manchester University in the mid-1980s, after which he spent seven years working as an economist at the Association of British Insurers in London. Jim returned to higher education as the Worshipful Company of Insurers Research Fellow at Cass Business School 1993/94, before joining the University of Gloucestershire. Although he has published a number of papers in the insurance economics field, his professional and scholarly interests lie in pedagogy and trying to improve the student experience. He is an External Examiner in Economics at two UK universities.

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Benefits of the Course

- Gain a bachelors degree in one year
- Strategic focus
- Vocationally relevant

Entry Requirements

- A Diploma of Higher Education, Higher National Diploma, Foundation Degree or a recognised overseas equivalent in a business related subject with Merit
- IELTS 6.0 (6.0 in writing) or equivalent

Mode of Attendance

Full-time

Duration

1 year

International Fees for 2010/11

Full programme £8,615

Career Paths

- General business management in the private sector
- Public sector management
- Specialist management roles such as human resource management, marketing, accounting

Location

Park Campus, Cheltenham

Enquiries and Applications

International Development Centre
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