

# BA (Hons) Business Management (Final Year Top-Up)

## Benefits

The programme offers the following benefits to students:

- Appreciate the application of business knowledge and management skills for success in employment in the business and commercial arenas
- Enabling progression to further qualifications at a masters level (e.g. MBA/MA) or attaining accreditation status towards professional membership from a professional institution (e.g. ICSA or CMI)

## Course Description

The BA (Hons) Business Management is designed to provide you with the necessary expertise to critically evaluate business models and concepts and apply them to real-world situations. Upon completion of this course, you will be able to apply your skills to a wide range of organisations, both commercial and not-for-profit.

## Qualification / Awarding Body

On successful completion of this programme, you will be awarded the BA (Hons) Business Management

Awarding Body: University of Sunderland

## Mode of Study

Text-based distance learning

## Course Content (modules)

The top-up programme comprises six modules. No exemptions are available for this programme.

1. Strategic management  
This module develops your skills in creating strategic plans and communicating those plans to stakeholders. You will take an international case-based approach to tracking businesses through the cycle of growth from start-up to mature market. You will also investigate the link between core strategic competence and competitiveness and review emergent issues of corporate governance and change.
2. Financial management  
You will examine and critically evaluate the key strategic decisions that a business may have to make and appreciate how accounting and finance can assist in making and evaluating those decisions. You will gain an understanding of specific analytical skills in key decision areas within strategy and finance at local and international levels. You will also gain an understanding of the limitations of the current state of financial theory in making strategic business decisions.
3. Marketing strategy  
This module will enable you to appreciate how marketing strategies can contribute to the success of the business. You will consider the 'mechanics' of marketing strategy i.e. the models and concepts that are used in developing and implementing valid strategies. In exploring how marketing strategies are developed, you will engage with contemporary marketing themes and issues such as relationship marketing, branding and e-marketing.
4. Strategic management of people  
This module will consider the redefinition of personnel department's role in achieving strategic change through benchmarking, auditing and outsourcing. You will also review the key policy variables that make up a human resource strategy including performance management, human resource development, employee relations, strategic recruitment and

retention. This module will provide you with an introduction to important concepts of organisational development and learning.

5. Managing projects

This module will enable you to understand the processes of project planning, financing and implementation using a variety of techniques covering:

Effective project definition  
Activity and time planning  
Cost and quality evaluations  
Risk management  
Management and leadership of project teams

This module will introduce a good mix of operational skills and analysis of major strategic projects from around the world. This is an integrative module drawing down from a range of business functions and skills typical of the way businesses are increasingly being managed today.

6. Contemporary developments in business and management

You will explore some of the key issues of enterprise including: innovation, effective corporate governance and social responsibility. You will then review the effective management of knowledge and intellectual capital of the organisation. This module also examines the contribution that small and medium sized enterprises (SMEs) make to the economy in terms of innovation and knowledge creation.

### Assessment

The BA Top-Up programme is assessed by the following methods:

- Two examinations – after studying modules 1 and 3
- Three written assignments – after studying modules 2, 4 and 5
- One report – after studying module 6

### Duration of Programme

Minimum 12 months for the University of Sunderland BA Top-Up. However, this programme is flexible and can be extended to a maximum of five years.

### What's included

All study materials, core textbooks and student handbooks are supplied. You will be allocated a tutor for academic support from the UK by RDI on request, whom you can contact by telephone and email. You will also have access to an online Virtual Campus administered by RDI.

In Mauritius, you will have access to a programme coordinator at PTC for administrative support. You are allowed to attend all tutorial sessions organised by PTC.

### Entry Requirements

A relevant higher qualification, such as a HND business subject, IBAM Advanced Diploma or equivalent. The HND Business (Finance) allows direct entry to this programme. Equivalent qualifications may be considered subject to the student completing one of more HND bridging modules before commencing the BABM modules.

### Enrolment Dates

Four intakes in a year – January, April, July and October.