



**Bournemouth
University**



BA (Hons) Global Business Management



Dr Stefanos Marangos
Programme Leader

- BU overview
- Why this course?
- Course structure
- Entry requirements
- Course delivery
- Online study and support
- Questions



A top university



96%

of our research was rated as internationally recognised REF 2014

First to be commended for student learning opportunities.



93.6% of graduates employed/in further study within six months of graduating*



“BU has over 18,000 students including 2,000 international students from 100 different countries”

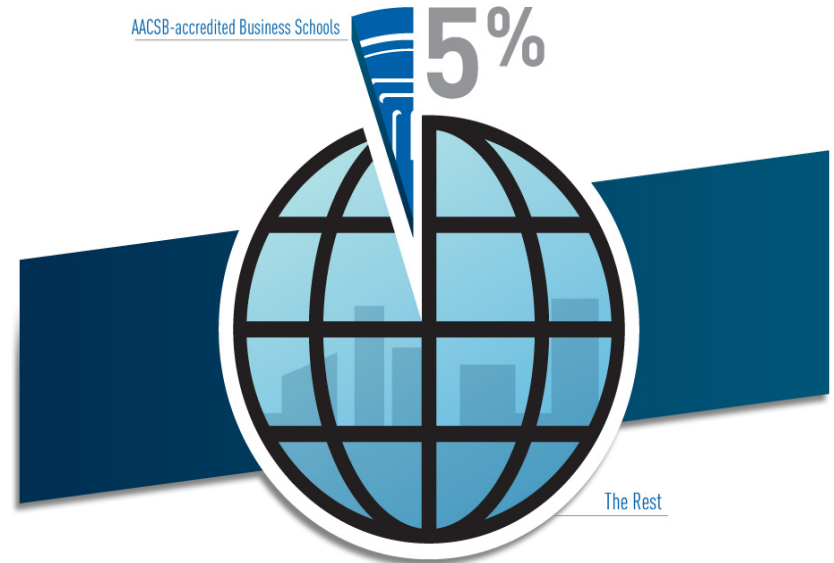


Dedicated international support

On track for AACSB accreditation

Our Graduates will:

- be professional **Communicators**
- be effective **Researchers**
- Be prepared for **Employment** in a **Global** Context
- have subject **Knowledge** and **Understanding** in their chosen field



The new programme emphasises contemporary
global issues ...

Corporate Social Responsibility
Innovation
Entrepreneurship
Globalisation
Sustainability
Digital

Aims of the programme

- High quality and highly flexible degree programme in global business management
- Degree that enables thriving careers in global business
- Develop career-ready, globally-aware graduates
- Develop graduates with the ability to reflect and learn from their experience and relate this experience to theory
- Develop graduates who have a critical and reflective understanding of business and its relationship within the wider global business environment

International perspective:

- ✓ international **Staff**
- ✓ international **Students**
- ✓ international **Study**
- ✓ international **Units**

Course structure

- 4.5 years part-time and online (3 semesters per level – 3 levels)
- Two units per semester - 15 weeks (13 teaching weeks)
- Honours degree consists of 360 credits - 120 credits (6 units) per level)
- Must pass the assessment in **all** units in a level (gain 120 credits) to proceed to the next level.



Six core units

- Skills for Academic Success
 - Principles of Accounting
 - Developing Global Management Competencies
 - Business Economics
 - Organisational Behaviour: A Global Perspective
 - Marketing Foundations
- Certificate of Higher Education (Cert HE) Global Business Management



Six core units

- Business and Financial Analysis
 - Buyer Behaviour in the Global Market
 - Global Business Ethics, CSR and Sustainability
 - Global Production and Operations Management
 - Contemporary Project Development and Control
 - Principles of Human Resource Management
- Diploma of Higher Education (Dip HE) Global Business Management



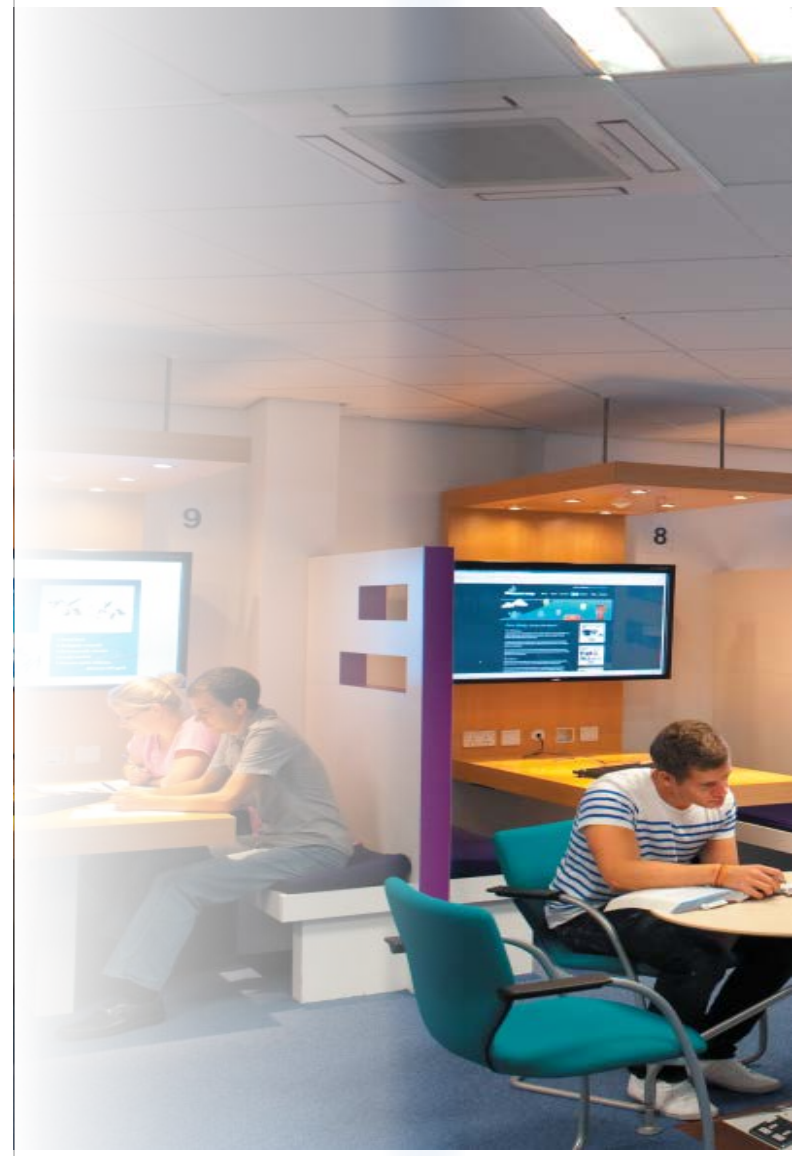
Course structure: Level 6

Four core units:

- Global Strategy
- The Global Manager
- Global Marketing
- Business Leadership

Two optional units from a choice of:

- Managing Sustainable Innovation for Global Enterprises
 - Global Supply Chain Management
 - Digital Marketing and Communications
 - Strategic Human Resource Management
 - Entrepreneurship in the Global Environment
- Bachelor of Arts Degree with Honours
(BA Hons) Global Business Management



Entry requirements

Qualifications

Level 4 - One A-level or equivalent in capability and experience.

Level 5 - Subject-related HNC or equivalent you may be eligible to enter at Level 5

Level 6 - FdA or subject-related HND/HNC or equivalent you may be eligible to enter at Level 6

English Language

If English is not your first language you'll need IELTS 6.0 (Academic) or above.

Why study online?

- **Flexibility and convenience**
- **Personalised and peer support**
- You can **learn wherever you are** as long as you have an internet connection
- Ideal for students who are **working or raising a family**
- **Does not require attendance***

*International students need to be aware this course does NOT meet the criteria for



- **Course fees - £ 2,325 per level**

Relevant digital and educational technology

- supported by
 - BU's Centre of Excellence in Learning (CEL)
 - Technology Enhanced Learning (TEL) toolkit

E-learning resources include...

- recorded lecture presentations
- discussion boards
- electronic unit handbooks and resources

Assessment and feedback strategy



- All units are 100% coursework
- Online marking and feedback
- Linked to Intended Learning Outcomes
- Structured and detailed online feedback

Online learning can be challenging

Time Management

- create a weekly plan and set aside time for study

Study Space

- a quiet study space away from major distractions

Networking

- develop networks with fellow students

Goals

- set goals and reward yourself when you meet your targets



- Award winning library and e-resources and study skills support
- Careers and employability
- Students' Union (SUBU) – www.subu.org.uk
- Additional Learning Support (ALS)
- Academic study skills module
- Dedicated learning technologist
- Facebook and LinkedIn groups
- Dedicated academic and admin team

SKILLS4STUDYCAMPUS

[skills4studycampus](#) is an interactive e-learning resource, focusing on the core study skills you'll need for success on your course

CareersBU
MyCareerHub

Log in to [MyCareerHub](#) to find out about careers and employer events on campus, to search for jobs and placements, to book appointments with careers advisers and to access the [skills4study employability resources](#)

Your University login is required for both resources

More information

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Find out more information:

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- **Fees and funding:**
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- **BA (Hons) Global Business Management:**
<https://www1.bournemouth.ac.uk/study/courses/ba-hons-global-business-management>
- **Course information:**
www.bournemouth.ac.uk/courses