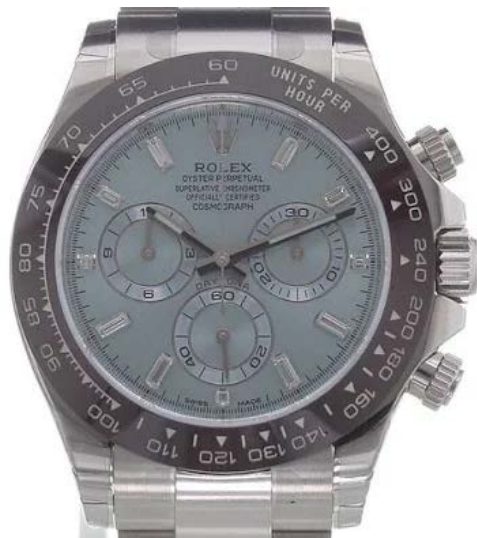


Bournemouth
University

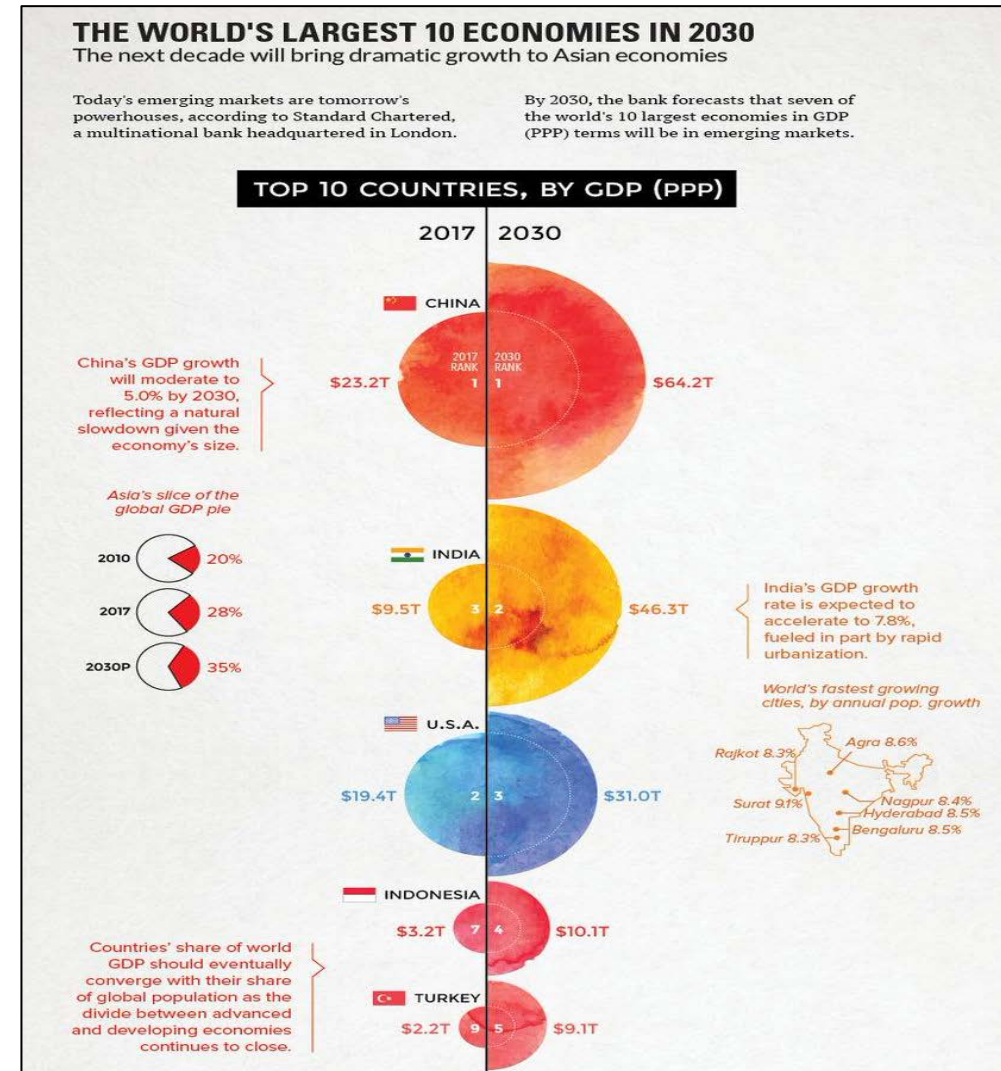
BA (Hons) Business and Management (Sept 21)



Mark Ridolfo - Programme Leader; Senior Fellow, HEA



The new economic World order...



Preparing for 4IR...

- **Critical thinking** and **problem-solving** top the list of skills employers most value.
- **Active learning, resilience, stress tolerance** and **flexibility** rising in importance.
- Half of us will need to **reskill** in the next five years, to cope with the "**double-disruption**" of the pandemic and increasing use of automation / AI.

Top 10 skills of 2025

Type of skill

- Problem-solving
- Self-management
- Working with people
- Technology use and development



Analytical thinking and innovation



Active learning and learning strategies



Complex problem-solving



Critical thinking and analysis



Creativity, originality and initiative



Leadership and social influence



Technology use, monitoring and control



Technology design and programming



Resilience, stress tolerance and flexibility



Reasoning, problem-solving and ideation

Source: Future of Jobs Report 2020, World Economic Forum.

Nearly half of Graduate recruiters face difficulties in fulfilling recruitment objectives, due to a **lack of applicants with the right skills**.

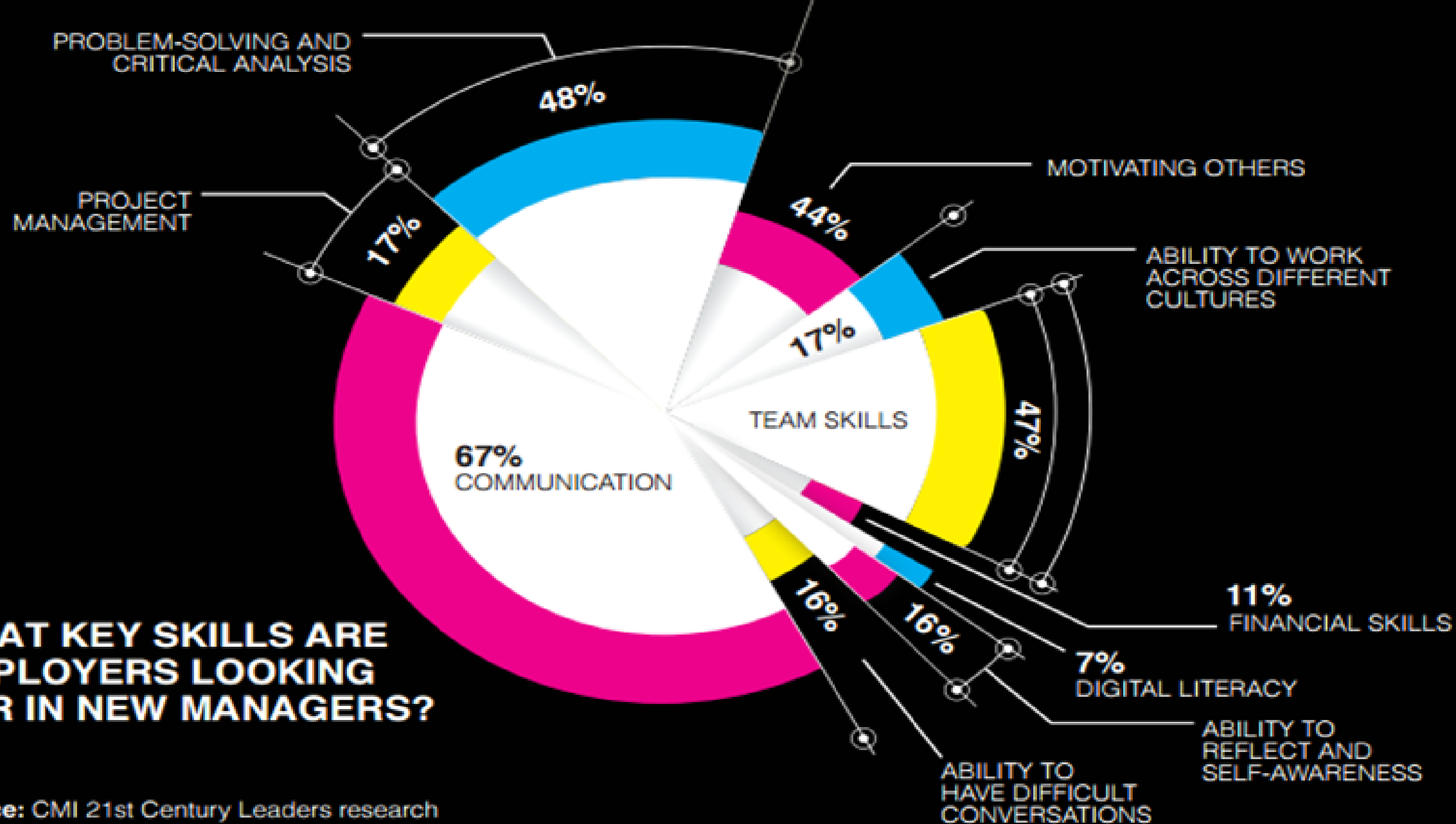


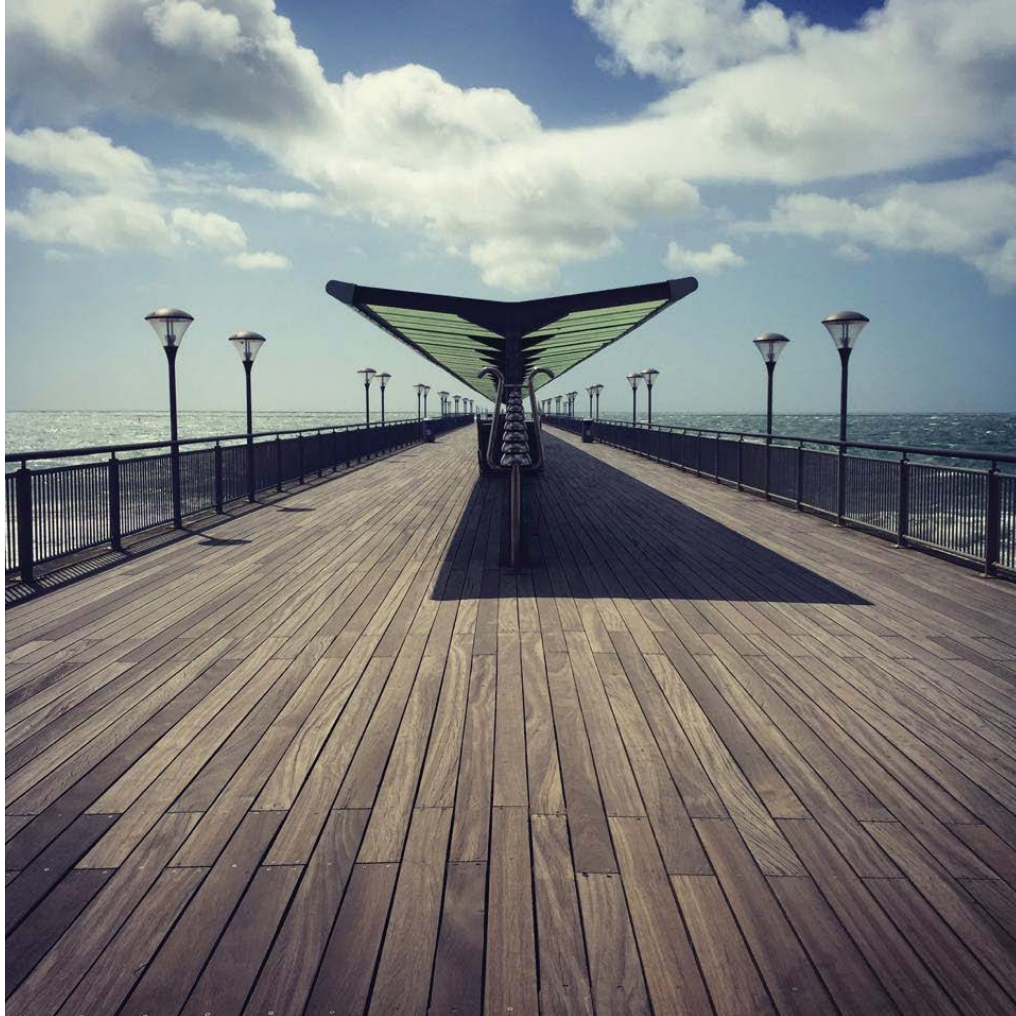
Employers are looking for graduates who can demonstrate softer skills, such as **team working, cultural awareness, leadership** and **communication skills**, as well as **academic achievement**.

Aggregate sources: 2016-2021

WHAT KEY SKILLS ARE EMPLOYERS LOOKING FOR IN NEW MANAGERS?

Source: CMI 21st Century Leaders research



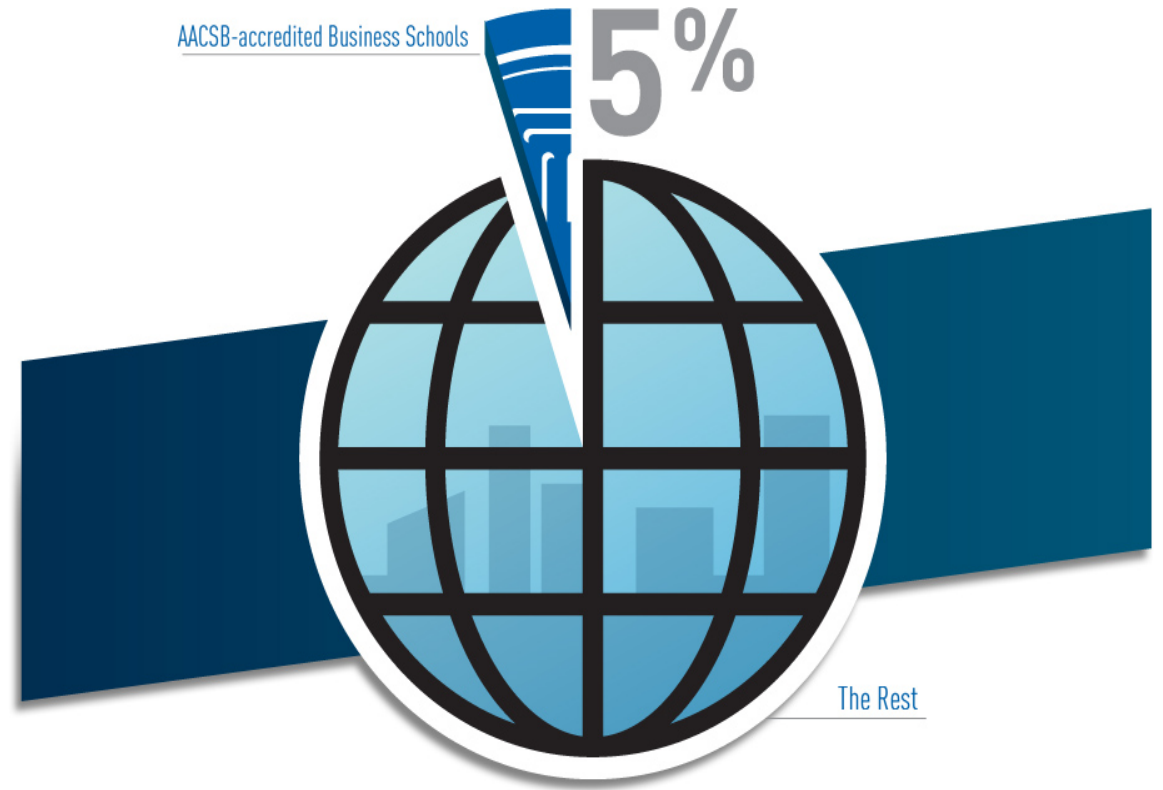


- **What is Business and Management @BU?**
- **The value of our Placement Year**
- **Why Business and Management @BU?**
- **Applying to us**
- **Q&A**

- The Business School is accredited by **The Association to Advance Collegiate Schools of Business (AACSB)**;
- To achieve this accolade, we demonstrated **excellence** in all areas, including **education, research, developing our courses** and **student learning**;
- We were highly commended for our high levels of **student employability** and a study environment that promotes academic excellence;
- You can be confident that you will receive an education of the **highest quality**;
- Only **5%** of the World's Business Schools are AACSB-accredited.

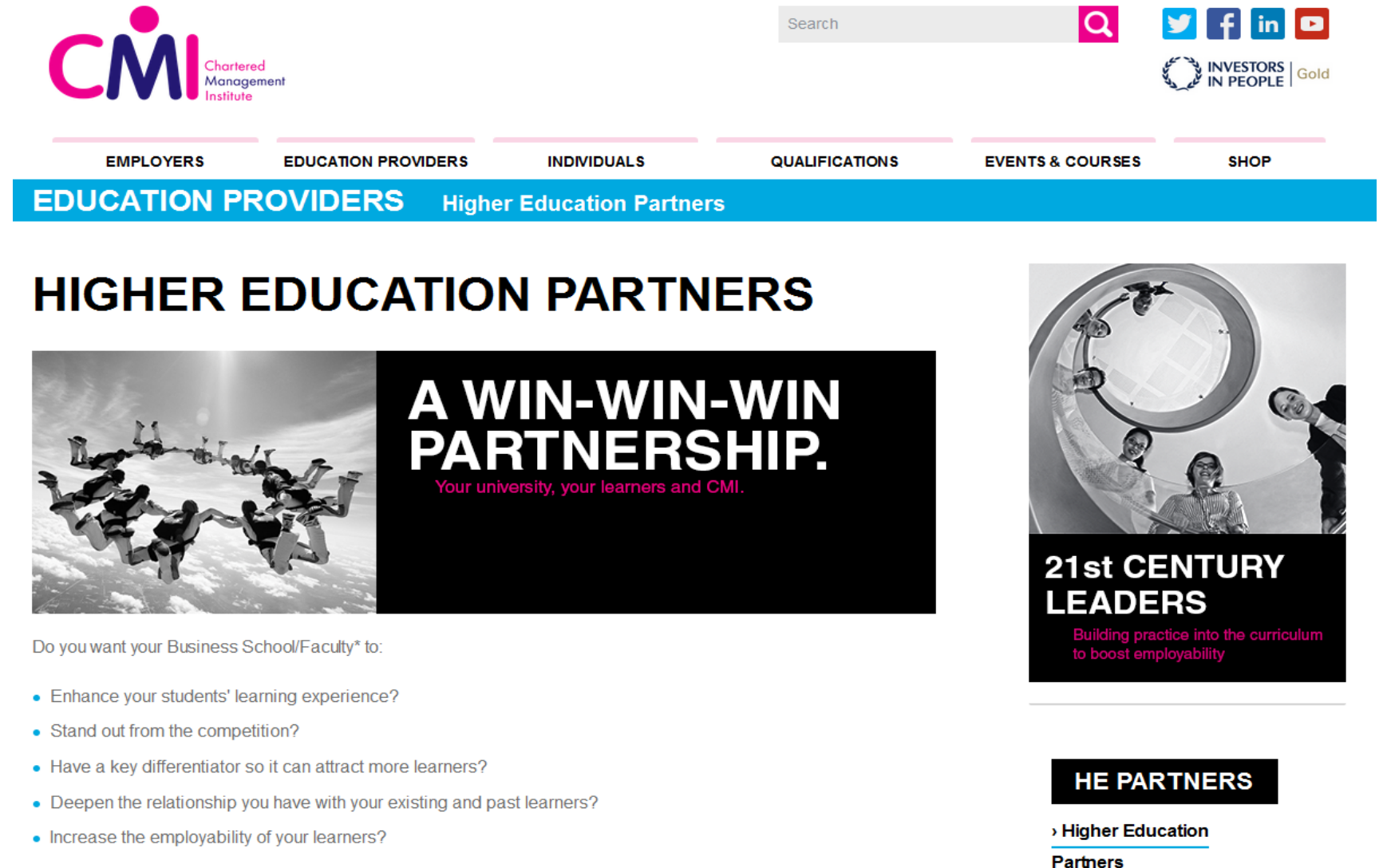
Our Graduates :

- are effective **Communicators**
- are capable **Researchers**
- understand the importance and value of **Responsible Business Practice**
- understand their subject specialism in a **Global Context**



Business and Management students enjoy access, from the start of their 2nd Year, to CMI's website, **'ManagementDirect'**.

Students will also graduate with a **CMI Level 5 Certificate in Management and Leadership**.



The screenshot shows the CMI (Chartered Management Institute) website. At the top is the CMI logo and a navigation bar with links: EMPLOYERS, EDUCATION PROVIDERS, INDIVIDUALS, QUALIFICATIONS, EVENTS & COURSES, and SHOP. Below the navigation bar is a blue banner for 'EDUCATION PROVIDERS' with the sub-header 'Higher Education Partners'. The main content area is titled 'HIGHER EDUCATION PARTNERS' and features a large image of skydivers in a circle. To the right of the image is a black box with the text 'A WIN-WIN-WIN PARTNERSHIP.' and 'Your university, your learners and CMI.' Below this is a list of questions for business schools/faculties to consider. On the right side of the website, there is a section for '21st CENTURY LEADERS' with the text 'Building practice into the curriculum to boost employability'. At the bottom right, there is a section for 'HE PARTNERS' with a link to 'Higher Education Partners'.

CMI Chartered Management Institute

Search


Twitter Facebook LinkedIn YouTube

INVESTORS IN PEOPLE Gold

EMPLOYERS EDUCATION PROVIDERS INDIVIDUALS QUALIFICATIONS EVENTS & COURSES SHOP

EDUCATION PROVIDERS Higher Education Partners

HIGHER EDUCATION PARTNERS



A WIN-WIN-WIN PARTNERSHIP.
Your university, your learners and CMI.

Do you want your Business School/Faculty* to:

- Enhance your students' learning experience?
- Stand out from the competition?
- Have a key differentiator so it can attract more learners?
- Deepen the relationship you have with your existing and past learners?
- Increase the employability of your learners?

21st CENTURY LEADERS
Building practice into the curriculum to boost employability

HE PARTNERS
› Higher Education Partners

- Accounting
- Economics
- Events
- Finance
- Hospitality
- Marketing
- Tourism
- Sport



Our Degrees aim to provide:

- ✓ **academic content** geared to the **professions**
- ✓ a **student-centred** learning environment
- ✓ emphasis on **intellectual achievement** and **employability**
- ✓ **real business experience** through a 30-week optional industry placement in the 3rd year

International perspective:

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

Excellence

Inclusivity

Responsibility

Creativity

Business and Management

International Business and Management

Business and Management **(Economics*)**

Business and Management **(Entrepreneurship)**

Business and Management **(Finance*)**

Business and Management **(Global Operations)**

Business and Management **(HRM)**

Business and Management **(Marketing)**

Business and Management **(Project Management)**

Business and Management **(Retail Management)**

* Please note that Economics and Finance have unique UCAS codes and applicants wishing to follow these Pathways must apply to do via UCAS.



Year 1 - Business and Management

Sem 1

Core

**Developing
Management
Competencies**

Core

**Introduction to
Accounting**

**Global Business
Environment**

Finance / Economics Pathways

**Principles of
Microeconomics**

Sem 2

Core

**Organisational
Behaviour and
Responsible
Management**

**Business
Simulation**

**Fundamentals
of Marketing**

**Introduction to
Financial
Markets**

**Principles of
Macroeconomics**

OPTIONS

Sem 1

Core

**Recruiting,
Selecting and
Retaining Talent**

**Global
Operations
Management**

**Globally
Responsible
Business
Practice**

**Digital
Marketing
Fundamentals**

**Consumer
Behaviour and
Contemporary
Issues**

Sem 2

Core

**Strategic
Management**

**Supply Chain
Management**

**Fundamentals
of HRM**

**Project
Management**

**Branding and
Integrated
Communications**

Sem 1

Core

**Recruiting,
Selecting and
Retaining Talent**

Core

**Intermediate
Microeconomics**

Option 1

Sem 2

Core

**Strategic
Management**

Core

**Intermediate
Macroeconomics**

Option 2

Year 2 - Business and Management (Finance)

Sem 1

Core

**Recruiting,
Selecting and
Retaining Talent**

Core

**Management
Accounting**

Option

Sem 2

Core

**Strategic
Management**

Core

**Corporate Financial
Management**

Core

Financial Reporting

Study Abroad (Year 2, Semester 2)

- Spend Semester 2 of Year 2 studying at an **international** partner institution.
- Experience something unique and boost your CV.
- **Funding** available for most destinations.



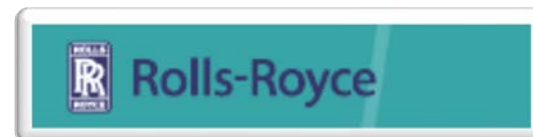
30-week (min.) supervised placement (optional)

- **Wide range** of companies - 'blue chips', local, national, international, SME's, family businesses;
- Opportunities for extra **training** and certification;
- Extensive **support** in preparing job applications;
- High proportion of students **invited to go back** to placement company upon graduation;
- Students **visited** by university staff (**PDAs**)

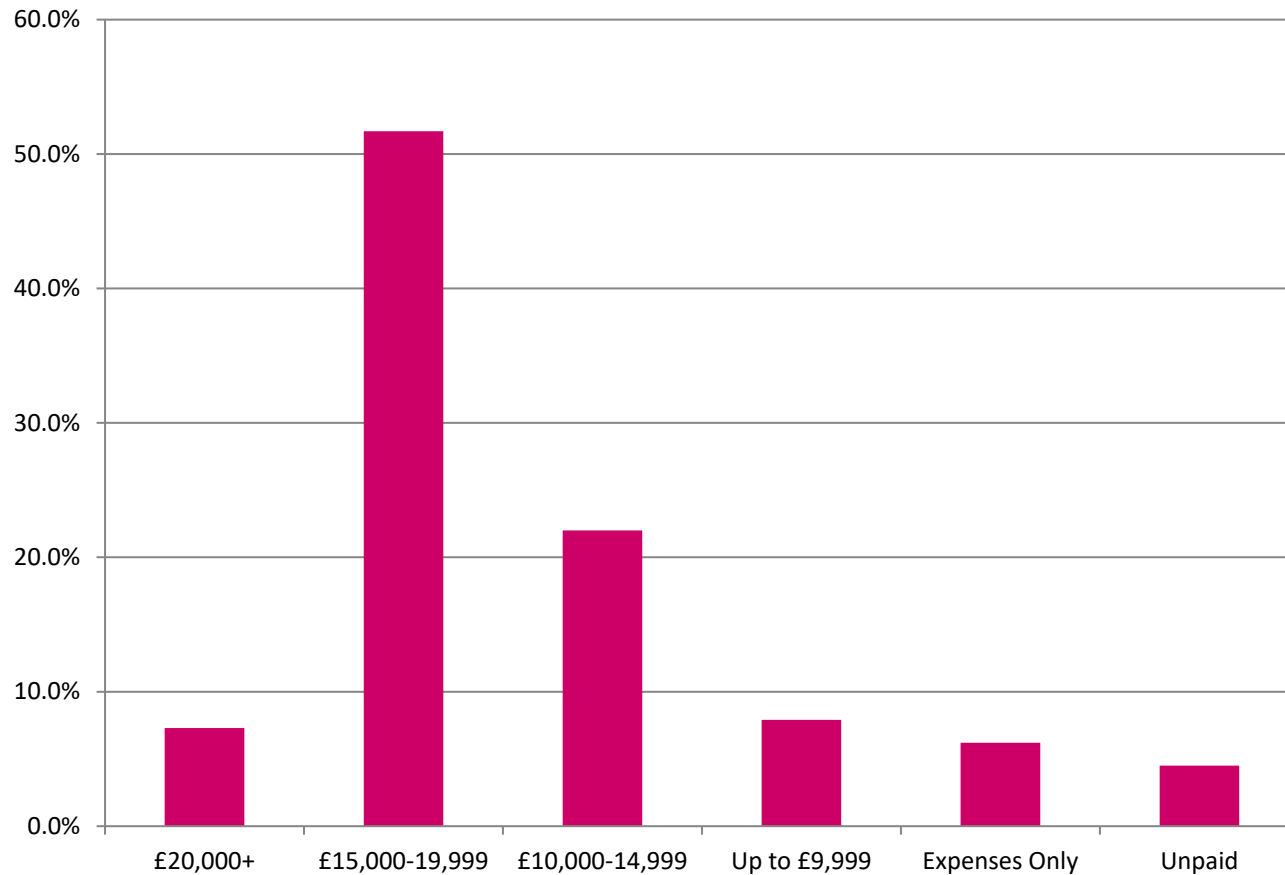
Placement Companies



SIEMENS



Placement Salaries *



Sem 1

**Research in Business
and Management**

Option 1

Option 2

Sem 2

**Organisational
Leadership**

Project:

Research

Consultancy

Entrepreneurship

Reflective Practitioner

Economics

- International Economics
- Investment Management

Entrepreneurship

- Entrepreneurship & Business Ventures
- Managing Innovation

Finance

- **Advanced Accounting Theory and Practice (Required)**
- Advanced Management Accounting or
- Investment Management

Global Operations

- Global Operations Strategy
- Global Supply Chain Management

HRM (2 from)

- Contemporary Issues in HRM
- SHRM in Context
- International Management

International

- International Management
- Global Strategic Marketing

Marketing

- **Global Strategic Marketing (Required)**
- Digital Marketing or
- Buying & Merchandising or
- Fashion Business

Project Management

- **Advanced Project Management (Required)**
- Managing Innovation or
- Global Supply Chain Management

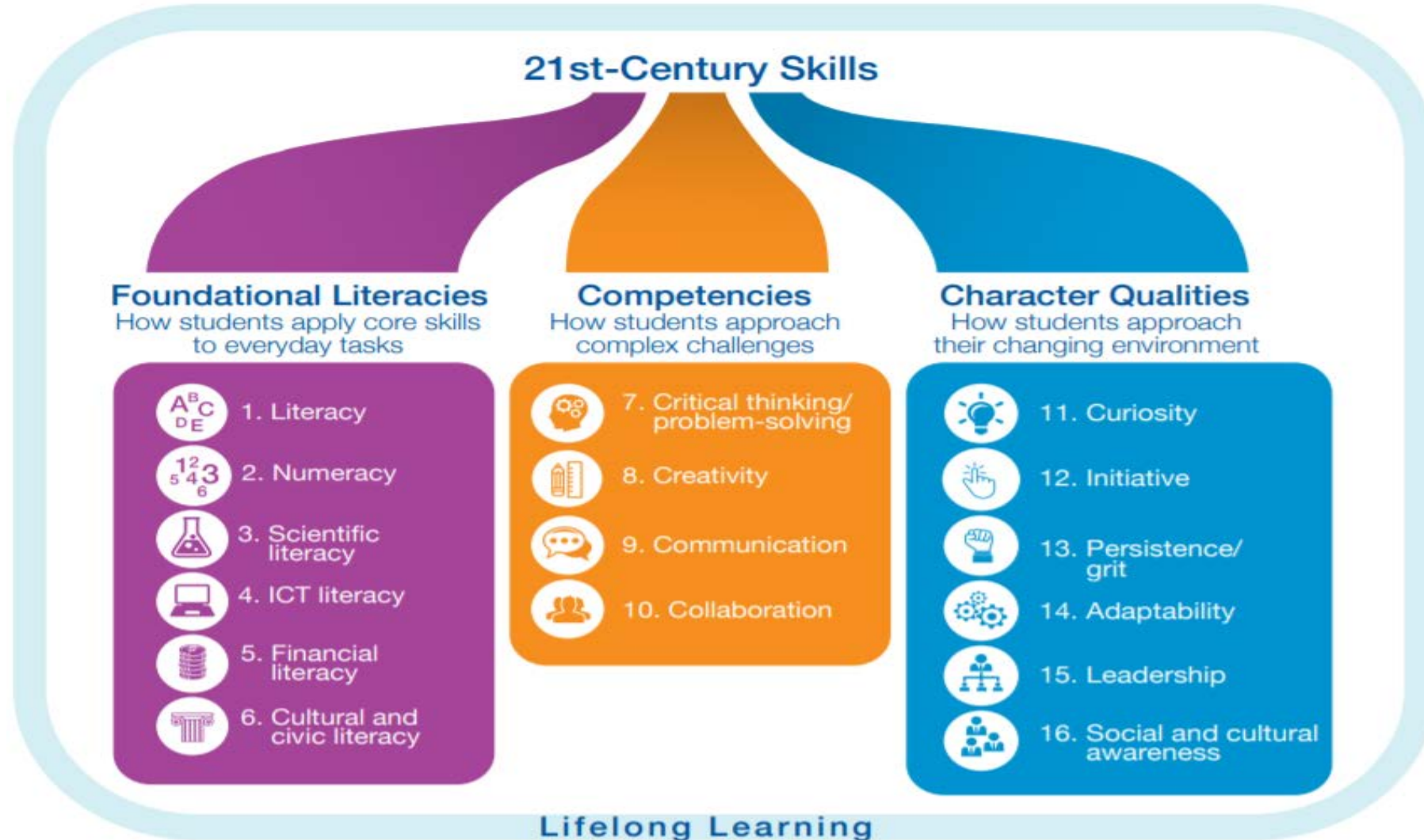
Retail

- **Buying & Merchandising (Required)**
- Fashion Business or
- Digital Marketing



- **Professional** focus - balancing theory and practice
- Emphasis on developing **interpersonal** and **digital** skills
- **Active and interactive** blended learning environment
- Strong emphasis on (supported) **Independent Learning**

Why BU? Our Approach...





- **Friendly, approachable** academic and administrative staff (open door policy)
- **Research-active** academic staff with **professional** qualifications
- Award-winning PAL (**Peer-Assisted Learning**) mentoring scheme
- **Specialist support** for students with ALNs
- **Award-winning** Library Team (THE Leadership and Management Awards)

- The Fusion Building - the world-class learning space
- The Sir Michael Cobham Library - an award-winning building
- 24-hour, open-access computer labs and printers
- Extensive wireless network
- Web-based learning support



Our courses are **delivered** through:

- Lectures
- Seminars
- E-Learning
- Tutorials
- Real-life and simulated projects

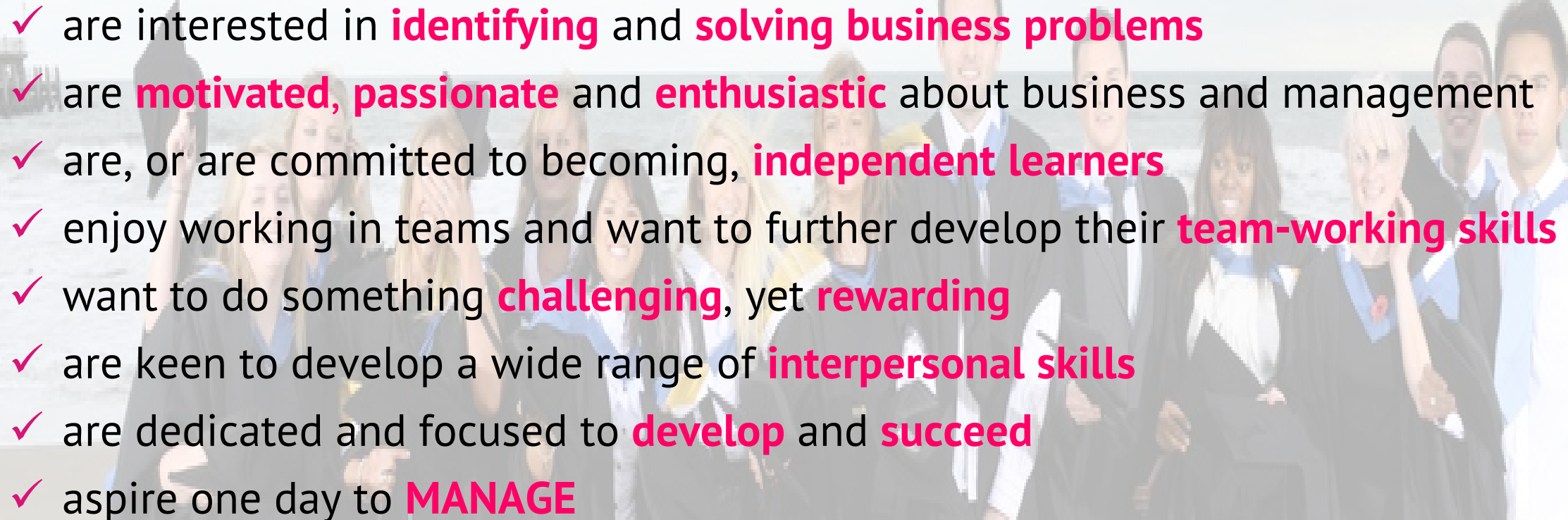
Variety of **assessment** methods:

- Coursework
- Presentations
- Time-Constrained Papers
- Electronic deliverables

- Most units assessed via coursework only, others via coursework and TCP
- Combination of individual and group work
- Strong correlation between attendance and results



Students who do best on this Programme...

- 
- ✓ are interested in **identifying** and **solving business problems**
 - ✓ are **motivated, passionate** and **enthusiastic** about business and management
 - ✓ are, or are committed to becoming, **independent learners**
 - ✓ enjoy working in teams and want to further develop their **team-working skills**
 - ✓ want to do something **challenging**, yet **rewarding**
 - ✓ are keen to develop a wide range of **interpersonal skills**
 - ✓ are dedicated and focused to **develop** and **succeed**
 - ✓ aspire one day to **MANAGE**

The challenges ...

- You probably won't like everything (almost no-one does!)
- You will need to be very organised, especially for group work
- You will need to time-manage and project-manage your assignments
- You will need to show maturity and self-discipline
- You will need to learn to juggle your commitments: study, part-time work, social life and sleep!

The best bits . . .

- Strong relationships with industry
- Focus on the global context
- Variety of options
- Opportunity to specialise
- Exciting & challenging placements
- Excellent career prospects

Entry requirements (please refer to our [website](#) for current information)



104-120 points

including a minimum of
2 A-Levels or equivalent.

BTEC Extended Diploma: DMM.

Minimum of 4 GCSEs, at grades C/4
and above, including Maths and
English, or equivalent qualifications.

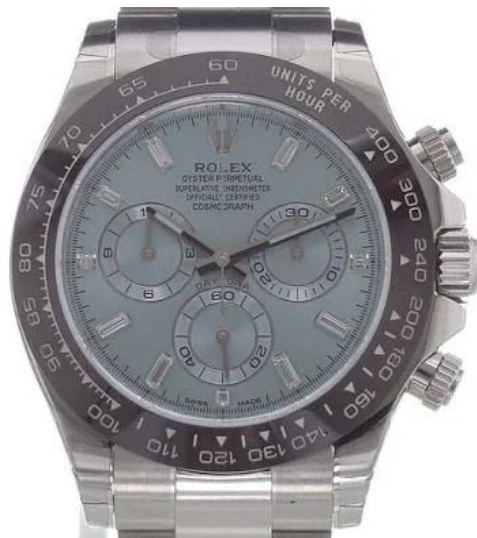
Relevant subjects:

All subjects considered

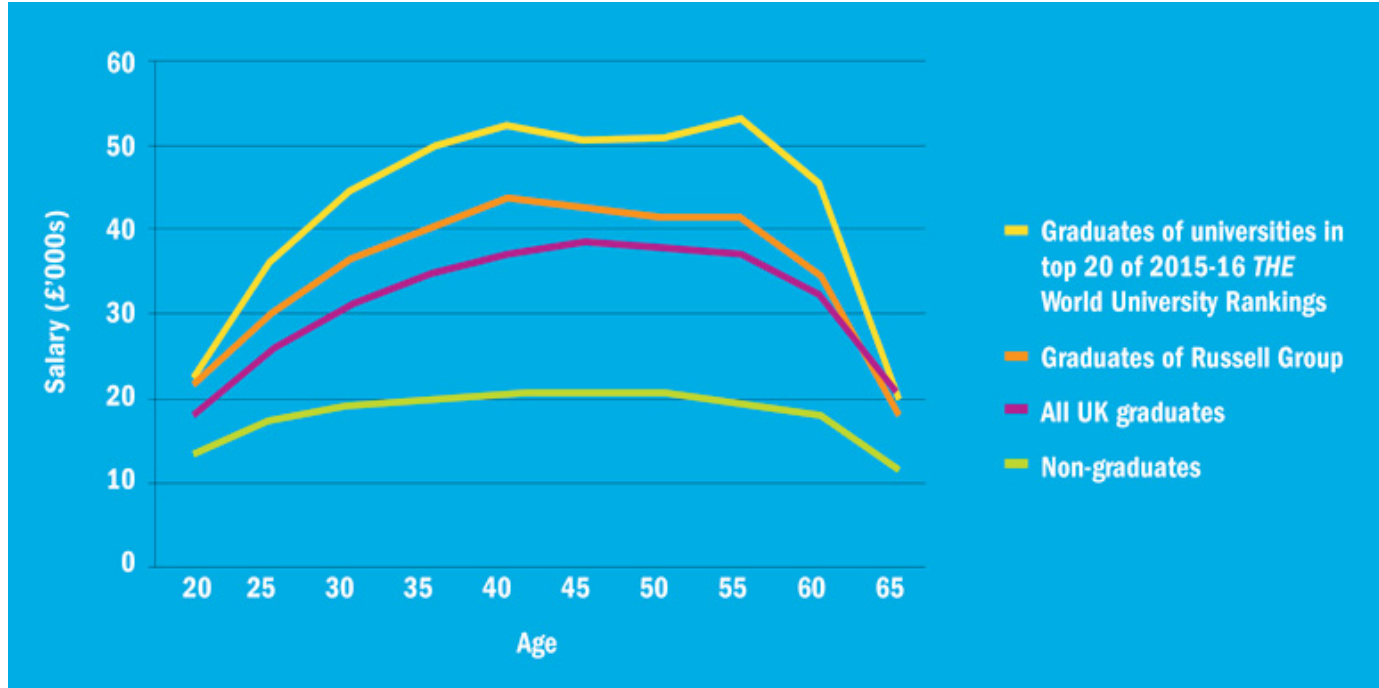
Qualifications	Tariff Points*	
	104	120
A-levels	BCC ACD A*DD	BBB ABC A*CC
BTEC: Extended Diploma	DMM	DDM
A-level & BTEC Diploma	A* / MP A / MM D / DM E / DD	A* / MM A / DD C / DD
A-levels & BTEC Subsidiary Diploma	CC / D BB / M AA / P	BC / D AB / M A*A / P
Access to HE	Any combination of Distinctions, Merits and Passes equating to 102- 118 tariff points	

Once you submit your UCAS application, we will...

- read very carefully your **personal statement** and your **reference**
- try to take into account **motivation** and **commitment**, and consider the **‘big picture’**
- establish whether you are eligible for a ‘contextual offer’ via our **AccessBU** scheme



The Value of a Degree: Worth the Investment?



Office for National Statistics' Labour Force Survey (April 2016)

According to the Institute for Fiscal Studies, a Bournemouth University Business Graduate will be earning around **£8,000 more** than the average UK graduate 5 years after Graduation (19th out of 97 universities).

IFS: 'The relative labour market returns to different degrees', June 18)

- NSLFS data revealed that it still pays to go to university in general.
- By the age of 45, graduates are earning **82 per cent more on average than non-graduates** – £38k compared with £21k.
- The data shows there is a wage premium and that it grows over the course of your working life.



Please note: The detail, dates and additional fees stated are correct at the time of recording (May 2021). The latest information can be found at www.bournemouth.ac.uk/courses.

- Questions? We've got answers.
- 01202 961916
- futurestudents@bournemouth.ac.uk

If you would like a PDF copy of this presentation, please email:

mridolfo@bournemouth.ac.uk