

Welcome to the Business & Management Webinar



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The Faculty of Management

The information on this
presentation is correct at
the time of recording
7.01.2016



**Bournemouth
University**

Webinar content



- Context of Business
- Bournemouth University overview
- Our course portfolio
- Work placements
- Careers
- Bournemouth University International College
- Entry requirements
- Q & A



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Shifts in Economic Power

The world is witnessing the biggest **shift in economic strength** for more than a century. Within a decade, the developed industrial economies of today will be dwarfed by **newly emerging economic giants**.

Within a generation, **China will overtake the US** as the world's biggest economy. Many of the top 15 economic performers will be from today's **rapidly developing economies**.

Adapted from The Economist, cited in Adler (2007)

Developing Global Graduates

“Against a background of continuing globalisation and technological change, **employers need graduates who can compete in global marketplaces.**

Economic and technological change is facilitating an internationalisation and de-territorialisation of business, with many companies, large and small, having **international operations and international recruitment patterns.** As employers’ requirements for their global workforce change, **graduates – and providers of higher education – must adapt to prosper”.**

Global Graduates into Global Leaders (edited) - AGR, CIHE, CFE (Dec 2011)



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The Challenge...



Education - Did you know... from meeting in
Year

learn, all deal to ex-ly in-struct-ces last- or ve an- p-zi
communicate w/our Chinese & American clients. Competitive salary & benefits pkg Pls fax resume to 718-471-0799 & email to: jobnss@yahoo.com

The top 10 in-demand jobs in 2010...

Health

YTS EXP. BS/



Apply to JP/Ref. No. 13901621, 200 Plaza Drive, Secaucus, NJ 07094

...did not exist in 2004

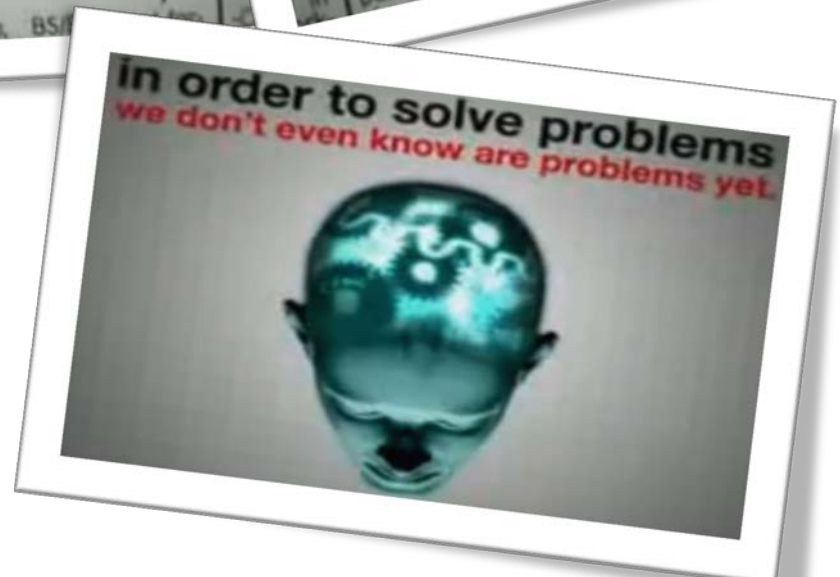
SENIOR INTERIOR DESIGNER

HLW has positions available in our expanding NYC interior architecture divi-

Column Project perform knowie et forc deep book n terest est val uation region vances workin for Lat cluded



using technologies that haven't been invented...



in order to solve problems we don't even know are problems yet.



Bournemouth University

A Top University



THE QUEEN'S ANNIVERSARY PRIZES FOR HIGHER AND FURTHER EDUCATION 2011

Awarded a Queen's Anniversary Prize for Higher & Further Education

First to be commended for student learning opportunities.



93,5% of graduates employed/in further study within six months of graduating*



“BU has over 17,000 students including 2,000 international students from 100 different countries”



Dedicated international support

*Destination of Higher Education Leavers Survey 2013/14

BU is listed as a top 500 university

BU has made the list of the top 500 universities in the world, according to the latest [Times Higher Education World University Rankings](#).

BU has been listed between 401 and 500 on the list, with only four other UK post-92 institutions making the top 500.

This is the first time that BU has featured in the list, and comes at a time when the university has risen in all three major University league table rankings in the UK, The [Guardian University League Table](#), The [Complete University Guide League Table](#) and the [Times and Sunday Times](#) rankings.

The Times Higher Education World University Rankings lists the best global universities across core areas of teaching, research, knowledge transfer and internationalisation.

Key Data: 2014-15

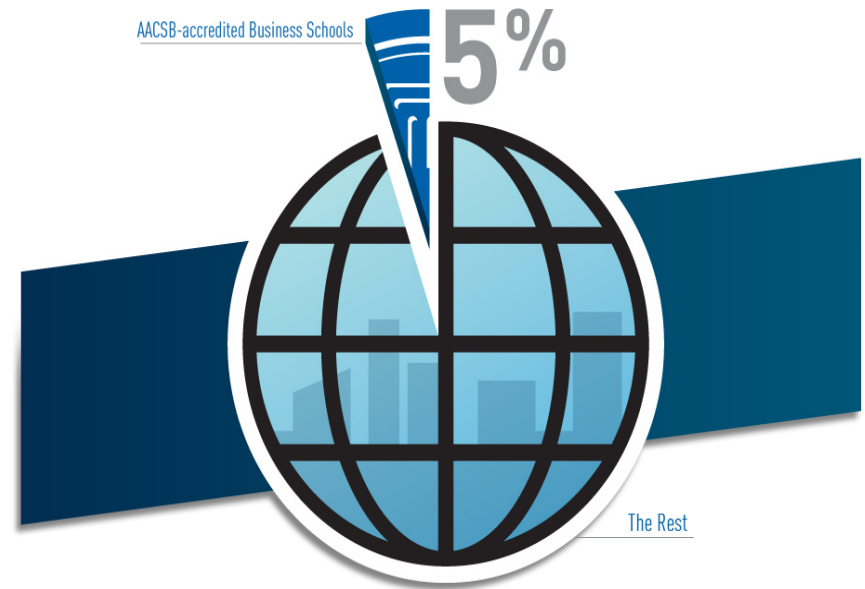
- ✓ **94%** of 14-15 NSS respondents stated they believed the Course had improved their career prospects
- ✓ **94%** reported that the Placement year had enhanced their learning and skills
- ✓ Average Tariff points on entry: **355**
- ✓ Ratio of applicants to places: **5.9**
- ✓ Proportion of Graduates in employment: **94%**
- ✓ Average Graduate starting salary: **£22,000**

Selected HESA, NSS and BU PRIME data, published Aug 15

Seeking AACSB accreditation

Our Graduates will be:

- Effective **Communicators**
- Effective **Researchers**
- **Employable**
- **Globally Aware**





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£200m
facilities
investment
by 2018





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University**

Bournemouth University Business School

Three academic departments:

- Department of Accounting, Finance & Economics
- Department of Leadership, Strategy & Organisations
- Department of Marketing



- BU is a member of **AACSB** International – the Association to Advance Collegiate Schools of Business
- Courses being academically-led and geared to the professions
- About 50 different nationalities
- Dedicated international support



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BA (Hons) Business Studies

The Business Studies degree aims to provide:

- **academic content** geared to the **professions**
- a **student-centred** learning environment
- emphasis on **intellectual achievement** and **employability**
- **real business experience** through a 40-week industry placement in the 3rd year
- an **international** perspective:
 - international **staff**
 - international **students**
 - international **study opportunities**
 - **units** with an **international focus**.



Named Awards / Pathways*

Business Studies

International Business Studies

Business Studies with **Economics**

Business Studies with **Enterprise**

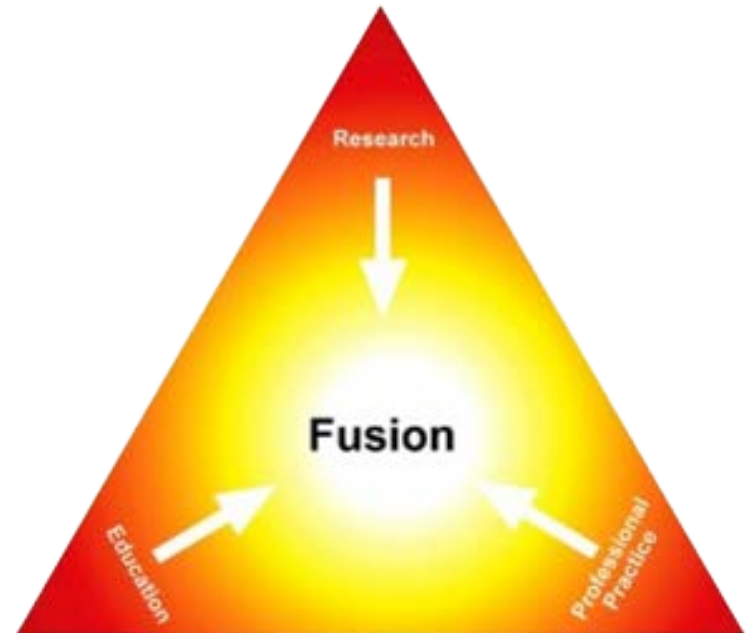
Business Studies with **Finance**

Business Studies with **Law**

Business Studies with **Marketing**

Business Studies with **Human Resource Management**

Business Studies with **Operations and Project Management**



* Our courses undergo constant review to ensure they are flexible, relevant and up-to-date. Requirements, courses and content may change. For up-to-date information, go to www.bournemouth.ac.uk/courses

Year 1*

Semester 1

**Developing
Management
Competencies**

**Accounting and
Quantitative
Analysis**

**Introduction to
Org. Behaviour
and Ethics**

Semester 2

Marketing

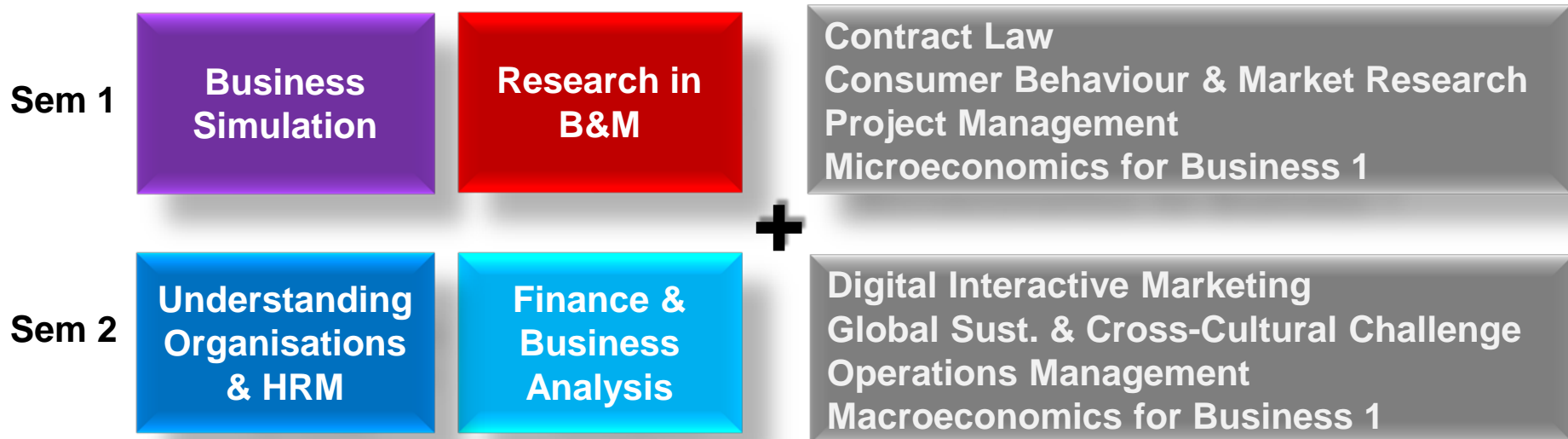
**Economics for
Business
Studies**

**Principles of
Business Law**

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Options (1 per Semester)

Core units



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Study abroad

- Enhance your CV by spending Semester 2 of the second year studying at an **international** partner institution
- Current partners in **Australia, Canada, France, Germany and Sweden**
- Developing relationships in **Japan, China, Indonesia and Thailand**
- Various sources of **funding** available.





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Year 3: work placement

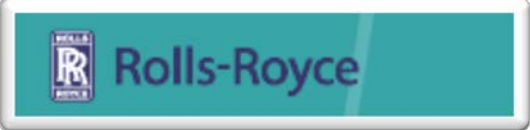


- Our Business Studies degrees offer the opportunity to undertake a 40-week work placement.
 - Help from experienced placements office staff with preparing CVs, covering letters and interview techniques
 - Work experience will inform your final research project
- Wide range of companies - 'blue chips', local, national, international, SME's, family businesses
- High proportion of students invited to go back to placement company upon graduation (30%)



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Where do students go on placement?



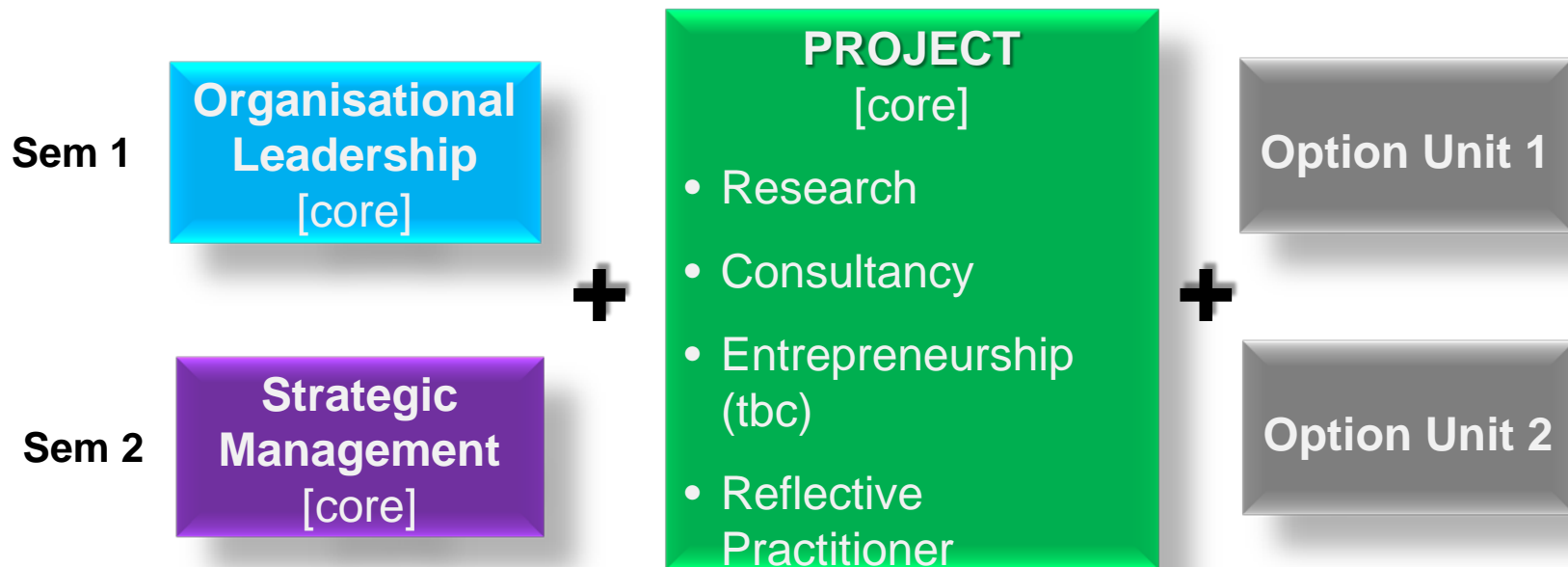


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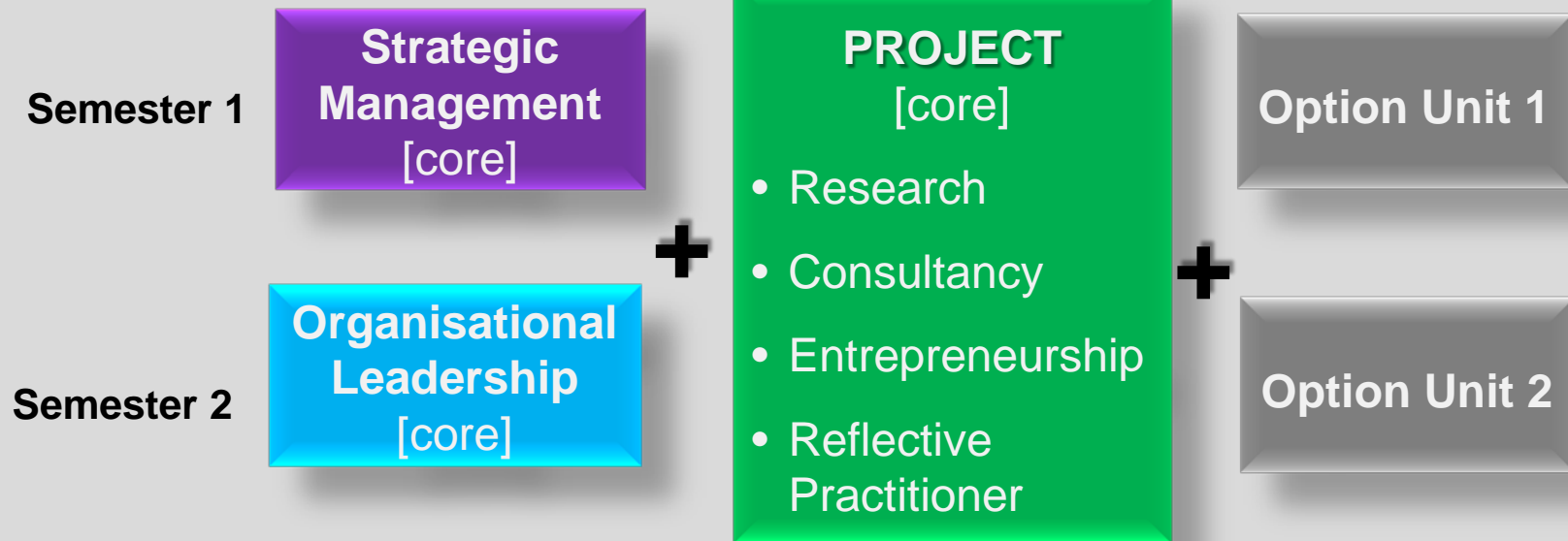
Placement Salaries: 2014/15



Year 4*



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Students who want to graduate with a named award,
(1) must have studied the pathway unit at Year 1 and Year 2
(2) must select the two final year units that define the pathway.

Pathways (1 Unit in Sem 1; 1 in Sem 2)

Economics: Microeconomics for Business II + Macroeconomics for Business II

Enterprise: Entrepreneurship and Business Ventures + Managing Innovation

Finance: Corporate Finance + Corporate Reporting

HRM: People Management & Development + Strategic Human Resource Management

International: International Marketing Management + International Management

Law: Company Law + Employment Law

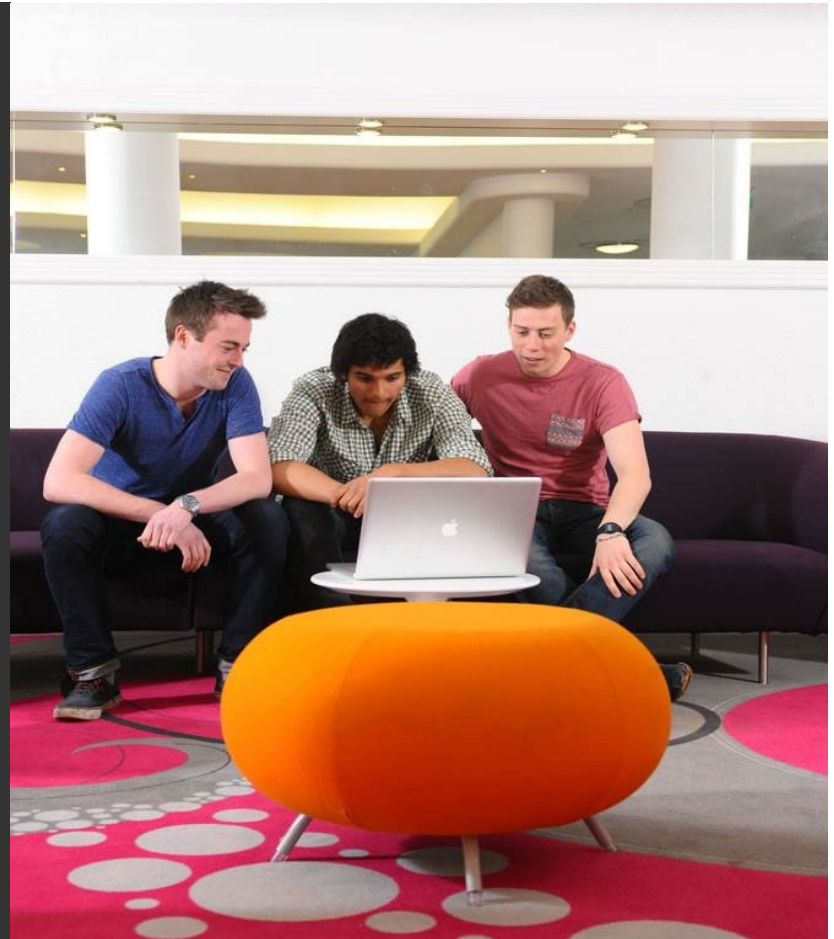
Marketing: International Marketing Management + Strategic Marketing Management

Operations & Project Management: Advanced Project Management + Operations Strategy

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Delivery & assessment


- Range of delivery methods, including lectures, seminars & guest lectures
- Emphasis on **Self-Managed Learning**
- Wide **range** of assessment methods used including reports, presentations & examinations
- Combination of **individual** and **group** work.






JP Morgan	Investment Analyst
Lenovo	Webmistress
Live Group	Venues Coordinator
NTL	Data Planning Engineer
Intel	Business Analyst
Adecco	Recruitment Consultant
Servier Lab Ltd	Medical Representative
The Princes Trust	Team Coordinator
Camelot	Marketing Executive
YELL	Marketing Services Executive

Why Business Studies @BU? Our approach...

- 
- **Professional** focus - balancing theory and practice
 - Strong focus on developing **interpersonal** and **digital** skills
 - **Active and interactive** learning environment, range of delivery methods
 - Strong emphasis on (supported) **Independent Learning**
 - Opportunity to transfer to more **flexible study** modes

Why Business Studies @BU? Our staff...

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



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Industry recognition

We develop our courses and work alongside **major international professional bodies** – testament to our excellence in management, finance and law.



Why Business Studies @BU? Our Students!



BU students excel in national Project Management Challenge



Students in the Business School have been honoured by UK insurance company Liverpool Victoria (LV=) for their work with local organisations.



BABS students have won JPMorgan's 'FX Trading Game' on all 3 occasions it has run, defeating students from Southampton and Portsmouth Universities

THIS IS WHAT HAPPENED IN 2010-11

Bournemouth University won the very competitive 2010-11 Grand Final



1st place: Bournemouth University. Team members are: Charli Gazzard, Kelly Doyle, Gary King, Jeme Durici and Angel Yeung. They were supported throughout the competition by their lecturer Mark Ridolfo (right). The IBM graduate recruitment team lead by Gwyneth Barker (back row on right) presented the prizes to the winning team.

Source: <http://www.uk.ubcworldwide.com>

We want applicants who...

- ✓ are interested in **identifying** and **solving business problems**
- ✓ are comfortable with **numbers** and have an **analytical mind**
- ✓ are **motivated** and **enthusiastic self-starters**
- ✓ are committed to becoming **independent, motivated learners**
- ✓ have good **interpersonal** and **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**

Our courses

Foundation Certificates

International Year One course

Pre-sessional English for University Study Programme

Preparatory English tuition

www.KIC.org.uk/bournemouth



Scholarships

- A variety of scholarships is available to recognise your **academic, sporting and musical excellence**.
- 1,224 scholarships were awarded in 2013/14. Worth over £2.2million
- **See a full list of scholarships online:** www.bournemouth.ac.uk/scholarships





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Entry requirements

Indicative Tariff points

For 2016 entry

UCAS tariff:

All subjects considered at A-Level with exception of General Studies.

320-340 tariff points, including 200-220 from **2** A-levels

Minimum of 5 GCSEs, at grades A* to C, including Maths and English, or appropriate Key Skills Level 2 or equivalent.

International Baccalaureate:

Please note we do not accept the equivalent UCAS tariff points for the IB

32-33 points, incl. **5** points from each of the 3 Higher Level subjects.

BTEC:

DDM from the 18 unit diploma

International students:

IELTS 6.0 (Academic) with minimum 5.5 in each component or equivalent

To find out how many UCAS points your qualifications are awarded visit:
www.ucas.com/students/ucas_tariff/tarifftables



Bournemouth - a great place to study and live



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Any questions?

Find out more information:

- **Meet BU in your country:**
www.bournemouth.ac.uk/international
- **Local contacts in your country:**
www.bournemouth.ac.uk/representatives
- **Scholarships**
www.bournemouth.ac.uk/scholarships
- **Open Days:**
www.bournemouth.ac.uk/opendays
- **Fees and funding:**
www.bournemouth.ac.uk/ug-funding
- **Course information:**
www.bournemouth.ac.uk/courses

Contact askBU

Tel: 01202 961 916

Visit: www.bournemouth.ac.uk/askBU

E-Mail: askBUenquiries@bournemouth.ac.uk