

# BUSINESS & MANAGEMENT

Located in one of the world's main financial and business centres, Westminster Business School is international, professionally focused and research engaged. Our business and management courses will help you to develop an enquiring, critical and reflective approach, enabling you to contribute proactively to the rapidly changing business environment. We are a CIPD Approved Centre, and a Centre of Excellence in financial markets for the Chartered Institute for Securities & Investment – one of only 14 worldwide. We are also recognised by the Chartered Management Institute.

## Teaching and learning

You will be based at our modern Marylebone Campus, where facilities include our purpose-built Financial Markets Suite. This teaching resource utilises the Bloomberg platform, giving you firsthand exposure to technology widely adopted in leading financial institutions. Teaching methods range from active student learning through seminars, workshops, problem-based and blended learning, to the innovative 'learning by doing' approach employed in our new Entrepreneurship BA Honours. We have strong links with some of London's most successful and innovative businesses, giving you the chance to learn from practising professionals via work placements and establish your own contacts while still a student.

## Employability

Your experiences as a business and management student will help you to become global in outlook and socially, environmentally and ethically aware. You have the opportunity to complete a work placement between Years 2 and 3, to broaden your knowledge of business, develop your practical skills and enhance your employability. Alternatively, you may study overseas for a year or a semester at one of our partner institutions. Our graduates have gone on to start their own businesses as well as building successful careers in a variety of sectors including accounting, management consultancy, retailing and small business management.

See also: Accounting, Finance & Economics p40



Our courses offer the opportunity of a one-year professional placement or study abroad



Library and lecture rooms at Marylebone Campus

## BUSINESS MANAGEMENT

Business Management BA Honours

Business Management with Professional Experience BA Honours

Business Management with International Experience BA Honours

### PATHWAYS

- Business Management
- Business Management – Accounting
- Business Management – Economics
- Business Management – Entrepreneurship
- Business Management – Finance
- Business Management – Human Resource Management (HRM)
- Business Management – Legal Regulation
- Business Management – Marketing



Business success requires a breadth of knowledge and abilities and, in bringing together theory and practice, this course will enable you to develop the vision, innovation and dynamism required in the contemporary business world. This exciting and flexible business course allows you to build the degree of your choice, by studying for a general business award or specialising in one of seven business areas (accounting, economics, entrepreneurship, finance, human resource management, legal regulation, or marketing). All of the Business Management BA Honours courses have a shared first year, which introduces you to the range of business functions and provides a broad perspective on the global business environment. Our courses are flexible and allow you to change your direction at the end of your first year.

For module information and further details, please visit: [westminster.ac.uk/business-and-management](http://westminster.ac.uk/business-and-management)



"Love being an alumnus of @UniWestminster! Strong partnerships I built with people here 4 years ago are super beneficial & rewarding today!"

@SandraDonskyte

Sandra Donskyte, Business Management – Marketing BA Honours, 2010

**Length of course:** Three years full-time; four years full-time with work placement or study abroad

### UCAS codes:

- Business Management N900
- Accounting NN24
- Economics NL21
- Entrepreneurship N291
- Finance N294
- Human Resource Management NN26
- Legal Regulation NM22
- Marketing NN25

**Campus:** Marylebone (See p24)

**Typical offer for September 2016:** A Levels – BBC; International Baccalaureate – 28 points (minimum); Edexcel BTEC Level 3 Extended Diploma – DMM; GCSE minimum Grade C in Maths and English (or equivalent). See also entry requirements on p197.

### Foundation degree

We work in partnership with colleges in the London area, such as Ealing, Hammersmith & West London College, who provide two-year Higher National Diploma courses from which successful students may transfer to the final year of degrees within the full-time Business Management BA Honours programme.

"I took advantage of the fact that in the University there are many academics who are professionals and business owners. This specialist help was easily available to me so I didn't need to look far for tips, tricks and great advice on running a business."

Sarah Watkinson-Yull

Business Management BA Honours, 2013

## ENTREPRENEURSHIP

BA HONOURS

**Length of course:** Three years full-time

**UCAS code:** 2G14

**Campus:** Marylebone (See p24)

**Typical offer for September 2016:** A Levels – BBC; International Baccalaureate – 28 points (minimum); Edexcel BTEC Level 3 Extended Diploma – DMM; GCSE Maths and English Grade C. See also entry requirements on p197.

We welcome applications from students who do not have the entry requirements outlined. The University will consider applications on the basis of evidence of personal, professional and educational experience, which indicates applicants' ability to meet the demands of the degree. Applicants will be interviewed before an offer is made. The candidates must be able to demonstrate an ability to work effectively in teams and be self-motivated. Candidates should also be independent learners with an interest in entrepreneurship.



This innovative course – based on a 'learning by doing' approach – combines the worlds of business entrepreneurship and higher education. You will create a business by setting up a team-company with like-minded students. Instead of lessons, you will have coaching sessions and various projects with your team-company. You will learn by doing real business with real customers, generating real revenue.

This approach was developed two decades ago in Finland and has been delivered successfully by universities in France, Spain, Hungary and the Netherlands. As a student on the course you will be part of an international network, with excellent opportunities for collaborative learning and entrepreneurship. By the end of the course you will be able to demonstrate professional entrepreneurial, business management and leadership skills.

For module information and further details, please visit: [westminster.ac.uk/business-and-management](http://westminster.ac.uk/business-and-management)



Study area, Marylebone Campus

## HUMAN RESOURCE MANAGEMENT

Human Resource Management BA Honours

Human Resource Management with Professional Experience BA Honours

**Length of course:** Three years full-time; four years full-time with work placement or study abroad

**UCAS code:** 1K2C

**Campus:** Marylebone (See p24)

**Typical offer for September 2016:** A Levels – BBC; International Baccalaureate – 28 points (minimum); Edexcel BTEC Level 3 Extended Diploma – DMM; GCSE minimum Grade C in Maths and English. See also entry requirements on p197.



Managing people to develop their potential and to make effective use of their capability has always been an exciting but challenging business function. On this degree, you will learn about the full range of approaches to the challenges of people management and development, and gain the important skills necessary to work in an HR role.

Westminster Business School is one of the UK's leading providers of human resource management (HRM) programmes accredited by the Chartered Institute of Personnel and Development (CIPD). This degree offers you the opportunity to develop your expertise in HRM and leadership and development, and the exemptions will support your aspiration to become an Associate professional member of the CIPD.

For module information and further details, please visit: [westminster.ac.uk/human-resource-management](http://westminster.ac.uk/human-resource-management)



## INTERNATIONAL BUSINESS

International Business BA Honours  
International Business with Professional Experience BA Honours  
International Business with International Experience BA Honours

**Length of course:** Three years full-time; four years full-time with work placement or study abroad

**UCAS code:** N120

**Campus:** Marylebone (See p24)

**Typical offer for September 2016:** A Levels – BBB; International Baccalaureate – 28 points; Edexcel BTEC Level 3 Extended Diploma – DMM; GCSE minimum Grade C in Maths and English. See also entry requirements on p197.



Exciting opportunities exist for graduates who can operate with confidence in today's globalised business environment. This course provides an academic experience with a strong emphasis on development of the business knowledge, skills and capabilities you need to function effectively in an international business environment.

The four-year version of this course includes a year abroad in Europe, Asia, Australia or the USA, giving you a valuable insight into another country's business sector and broader cultural environment. Depending on your language skills, you can spend your year abroad studying at one of our partner institutions where business topics are taught in English or in the national language. In some cases you can opt to combine study abroad with a work placement.

For module information and further details, please visit: [westminster.ac.uk/business-and-management](http://westminster.ac.uk/business-and-management)

"Make the most of all that the University has to offer and always strive for your best."

Aurelia Brun  
International Business BA Honours,  
second year

## INTERNATIONAL BUSINESS WITH LANGUAGES

International Business with Languages BA Honours  
International Business with Languages with Professional Experience BA Honours  
International Business with Languages with International Experience BA Honours

**Length of course:** Three years full-time; four years full-time with work placement or study abroad

**UCAS codes:**

- International Business with Arabic NT16
- International Business with Chinese N1TC
- International Business with French N1R1
- International Business with Spanish N1R4

**Campus:** Marylebone (See p24)

**Typical offer for September 2016:** A Levels – BBB; International Baccalaureate – 28 points; Edexcel BTEC Level 3 Extended Diploma – DMM; GCSE minimum Grade C in Maths and English. See also entry requirements on p197.



The course is designed to develop the skills and knowledge you will need to succeed in the increasingly globalised business world. The course is offered with four possible languages – Arabic, Chinese, French or Spanish. The subjects studied incorporate cross-national perspectives, and the comprehensive language training places strong emphasis on the day-to-day use of language in a business environment, enabling you to deal with all aspects of business transactions.

This degree will equip you with fluency in a foreign language, and a range of professional skills and knowledge from relevant business areas. You will also have the opportunity to spend an optional year abroad, experiencing life, culture and work outside the UK while studying in the country where your chosen language is spoken. In some cases you can opt to combine study abroad with a work placement.

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Over the last few years our business and management students have completed their placement years at a range of high-profile companies, including BMW, GE Energy, IBM, NBC Universal International, RBS and Walt Disney, to name just a few.

