BUSINESS SCHOOL
Undergraduate Degrees 2018
Good decision making is key to **success in business**...

**get it right** from the start!

renowned excellence in teaching and learning

internationally focused courses

emphasis on practical working skills

strong links with business and industry

friendly and supportive environment

a great student city

...join us at **OXFORD BROOKES**
CONTENTS

INTRODUCTION
6 Why choose Oxford Brookes?
10 Oxford life
11 Campus life
12 Work placements
15 Focus on your career
16 Research
18 International students
20 Second and final year entry
21 Open days, applicant days and visits
23 Your degree structure

BUSINESS AND MANAGEMENT
25 BA (Hons) Business and Management
28 BA (Hons) International Business Management
30 BA (Hons) Human Resource Management
32 BA (Hons) Business, Enterprise and Entrepreneurship
34 BSc/BA (Hons) Business Management combined honours

MARKETING
38 BA (Hons) Business and Marketing Management
40 BA (Hons) Marketing Management
42 BA (Hons) Events Management

ACCOUNTING, FINANCE AND ECONOMICS
46 BSc (Hons) Accounting and Finance
48 BSc (Hons) Accounting and Economics
50 BSc (Hons) Economics
52 BSc (Hons) Economics, Finance and International Business
54 BA (Hons) Economics, Politics and International Relations

56 Foundation degrees
58 Alumni, your network, your future

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twitter.com/brookesBS

All diagrams in this brochure are for illustration purposes only. Please note that all programmes are subject to an Annual Review, which may result in recommendations for changes to programme content, including modules to be offered, prior to September 2018. Prior to accepting any offer of a place, please visit our website brookes.ac.uk/business for up-to-date information and read our terms and conditions at brookes.ac.uk/terms-and-conditions.

To obtain a large-print copy of (or sections of) this publication, or to enquire about other formats, please contact +44 (0) 1865 484848 or email query@brookes.ac.uk.

Oxford Brookes promotes equality of opportunity for all who study, work and visit here. For more details please visit brookes.ac.uk/services/hr/eod.
WHY CHOOSE OXFORD BROOKES?

Oxford Brookes Business School is a place of inspiration and transformation. Our students embark on a supported journey of learning and self-development which makes them sought after by graduate employers and prepares them for a range of rewarding careers.

EXCELLENCE IN TEACHING
Oxford Brookes Business School is renowned for providing excellent learning and teaching. Our staff continually innovate to develop new practices that help you to learn more quickly, to understand more deeply, and to apply your knowledge with greater skill.

BUILDING CAREERS
Courses at the Business School are designed with a focus on your career and delivered by staff who have strong connections with the business world. Features such as work placements, student projects, visiting speakers and industry visits provide you with the best foundation for a successful career.

GLOBALLY FOCUSED
A significant part of every course is the international approach to business education. In an increasingly global market this essential foundation in your international business knowledge improves your employment prospects and widens your career options. Our teaching is internationally focused, preparing you for careers in global organisations and the Business School's diverse international mix means that you’ll be sharing ideas with students from more than 70 countries. In addition, you have the opportunity to go on an international exchange and a work placement abroad.

ACCREDITATIONS AND EXEMPTIONS
Oxford Brookes Business School courses are recognised by the leading international accreditation and professional bodies. Oxford Brookes Business School is ranked in the top 30 UK based Business Schools by global ranking and rating agency, Eduniversal. EPAS, an accreditation system for international degree programmes in business and management, operated by the European Foundation for Management Development (EFMD), accredits our BA (Hons) Business and Management and BA (Hons) International Business Management programmes. In addition, Accounting and Finance students are able to gain professional exemption from the Association of Chartered Certified Accountants (ACCA), Institute of Chartered Accountants in England and Wales (ICAEW) and Chartered Institute of Management Accountant (CIMA) exams.

OXFORD
Built on a rich history as a world famous centre of learning, Oxford is one of the great student cities. One in five people is a student, so the city is geared towards university life. For more information about student life in Oxford, please see pages 8 to 11.
The lecturers apply real life scenarios to theory. You develop a good balance between theoretical knowledge and practical transferable skills.

THARISHINI RAJANNAN
BSc (Hons) Accounting and Finance graduate, Offer Control Manager, Nokia
OXFORD
a great place to live and study.
One of the most famous centres of education in the world, Oxford offers everything a student could want.
Oxford is a fantastic place to live, it merges its rich history with an exciting modern social scene.

BENJAMIN JENKINS
BA (Hons) Economics, Politics and International Relations graduate, Account Manager, CreativeRace

STUDENT LIFE IN OXFORD
Built on a rich history as a world famous centre of learning, Oxford is one of the great student cities. One in five people in the city is a student, so places, events, amenities and facilities are all geared towards university life.

As you can imagine, with so many students, Oxford has a vibrant social scene. From buzzing bars to dance-till-dawn clubs, poetry gigs to quaint English pubs, there is something for everyone.

Not forgetting of course, the world famous ‘dreaming spires’, historic buildings, museums and galleries, as well as a café culture and countless restaurants catering to all tastes.

A CENTRE OF BUSINESS AND LEARNING
Oxford’s location in the ‘M4 Corridor’ – a hub for technology and financial services – makes it an ideal place to study business. It has a growing number of science parks and over 1,400 high-tech firms.

Oxford is a renowned centre of higher education and many literary greats, such as CS Lewis, JRR Tolkien and Lewis Carroll, have called it home.

Basing your studies in one of the UK’s most economically successful and educationally important regions, provides you with a host of exciting learning opportunities.

THE BUSINESS SCHOOL LOCATION
In Summer 2017 the Business School will be moving to the Headington campus.

Two adjoining buildings, are undergoing a £30m redevelopment to provide the Business School with a new home at the heart of the university.

Those of you starting in September 2018 will be among the first to benefit from these first-class learning spaces close to university facilities, student halls and the city centre.

Find out more about student life in Oxford:
brookes.ac.uk/studying-at-brookes.
CAMPUS LIFE

PLAY FOOTBALL, KEEP FIT, CLIMB OR DEBATE POLITICS!

Although your first priority will be your studies, there are plenty of opportunities to try exciting new activities.

The Oxford Brookes Students’ Union (OBSU) offers a range of services including advice, support, societies and entertainment.

The OBSU currently support over 100 groups. Joining societies is a great way of meeting people and socialising through similar interests. Whether you like sports, music, drama, photography or your interests are environmental, political, cultural or religious, you will find a club or society with like-minded people, there’s something for everyone.

Societies provide great opportunities for networking and involvement in such things as the Business Plan competition through the Brookes Entrepreneurs.

Societies are open to all and not limited to students and staff from specific subjects or departments. Both full and part-time students have access to societies and the university’s sports teams as well as facilities which include a climbing wall and fitness suite.

Find out more about OBSU on Facebook fb.com/BrookesUnion

The John Henry Brookes building is brilliant! It has a new library, computers and food – great for working late!

ANNA SHANNON
BSc/BA (Hons) Business Management with Publishing Media graduate, Marketing Executive, Oxford University Press

ACCOMMODATION FOR FULL-TIME STUDENTS

The majority of accommodation is in Headington and this is the most popular option for students, with the ease of an inter-campus bus linking the university locations. The cost of a bus pass is included in your hall fees.

There is a range of accommodation comprising of single study-bedrooms, many are ensuite and some are catered. All rooms have wifi and access to the university intranet and course materials.

Self-catering accommodation suitable for independent wheelchair users is available.

For further information, please visit: brookes.ac.uk/studying-at-brookes/accommodation

Get a taste of university life at: brookes.ac.uk/business/ugvideos
A key feature of all our undergraduate courses is the work placement scheme, which lays the foundations for a successful career. At the Business School the work placement year is optional, though strongly recommended, and takes place in the third year of a four-year course.

THE SCHEME
The work placement scheme provides you with the opportunity to gain paid full-time work experience in a graduate-level position. The scheme is highly valued by employers and is one of the key reasons why the Business School performs well in the published tables of the employability of its graduates.

THE PLACEMENTS
A wide range of companies, including prestigious multi-national organisations, choose students from the Business School. You will gain invaluable real-world business experience and have the chance to demonstrate your competences and develop new skills. Throughout the placement, you are supported by the school and assessed on both your own self-development and the value you add to the organisation.

THE BENEFITS
By taking a placement, you can gain an advantage over other graduates and build contacts for the future; in fact, many placement students secure a job with the same employer when they have finished their studies. Following your placement year, you can apply the industry experience you have gained in subsequent modules of your degree within the theoretical framework of business.

THE SUPPORT
Our Work and Voluntary Experience Services office will provide you with help and guidance when searching for a work placement. You will also take a Skills for Placement Search module during your second year. During this module you will develop the necessary skills to find and secure a work placement.

EXEMPLARY PLACEMENTS:
Aldi
Apple
Argos
BMW Mini
Dell
Deloitte
Dior
GlaxoSmithKline
Harley-Davidson
Hewlett-Packard
IBM
Intercontinental Hotels Group
Jaguar Land Rover
John Lewis
Microsoft
Miele
Nestlé
Phase Eight
PricewaterhouseCoopers
Sky
Walt Disney

PLACEMENT FEES
During your placement there is a fee which is paid to the university. It covers the cost of your placement tutor, and the support we provide whilst looking for a placement position and during your placement role.

Whilst on placement you will still be classed as a student. You will be paid a financially sustainable salary which will vary depending on your role, company and location, for more information please go to brookes.ac.uk/finance.
AIMEE CROSS, BA (Hons) Business and Management graduate,
Area Manager, Aldi

Work placement: Aldi, Swindon

I spent the first two months in store training as a deputy manager, then I shadowed an area manager. My first project was being in charge of Christmas and I had to complete stock allocations to stores, line redistributions, merchandising and price changes. After this I set up Aldi’s first ever in-store bakery. I was involved in product selection, shelving choices, setting up training manuals, learning how to bake products and use ovens, and training the staff. I set the bakery up in three stores across the country working towards our first ever city concept store in Kilburn, London. I also got involved in merchandising, recruitment, launching new product ranges and helping the store to become a stable trading environment in a difficult area.

The module Buying, Merchandising and Store Design that I took at Brookes really helped me on my placement and I also used the report writing and Excel skills I learnt at Brookes. A placement gives you and the company the chance to ‘try each other out’ and there may be a graduate position after university. In my case, Aldi, recruited me onto their graduate scheme and I am now working as an area manager.
### FOCUS ON YOUR CAREER

All our courses are designed to prepare you for the world of work, as well as being academically rigorous. Our strong links with business mean we are continuously updating courses to give you the best start to your career. The right skills and demonstrable experience are at the core of all our business courses.

At the Business School you receive the best possible preparation for life after university. You learn the key transferable skills that employers are looking for in new graduates such as IT, learning and presentation skills, self-management, communication, problem solving, numeracy and teamwork.

We have links with global companies which helps with the development of our courses. Employers give presentations and attend our recruitment fairs, providing you with the opportunity to build contacts with major recruiters. Our dedicated Careers Centre has a wealth of resources to support you. This service is available for up to three years after you graduate.

To find out more visit: brookes.ac.uk/students/careers/

### MENTORING SCHEME

The Business School is committed to enhancing the employment prospects of its graduates. One way this has been achieved is through the Accountants in Mentoring scheme.

This scheme helps our final year Accounting and Finance students make a successful transition from university to full-time employment.

Qualified accountants, finance professionals and Brookes alumni take part as mentors for the students. They cover a broad spectrum of industries and employers, including the big four accountancy firms. Students meet with their mentors to discuss career options, work on their CV, improve interview techniques, develop networking skills and establish career plans.

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**BOB SHANKLY**

Human Resources Director, BMW (UK) Manufacturing Ltd

Oxford Brookes has provided us with great interns and we are looking to strengthen this relationship with Brookes in the years to come. Filling the talent pipeline is key to the long term sustainability and success of the BMW Group and a number of our very best interns have the opportunity to be considered for the graduate schemes and permanent positions that we offer.

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**Ewa Zmijewska**

BA (Hons) Business & Law graduate, Quality Specialist, BMW Group

At Oxford Brookes I developed the key transferable skills such as reporting, communication and research skills which have proved to be invaluable when working for BMW.

Whilst at Oxford Brookes I did my work placement at MINI Plant Oxford. During my placement I worked in Production doing shifts in the factory to earn some extra money. I know the process of building a mini which has really helped me in my job now, especially when I am auditing the production areas of the business.

Working in Production was a great experience and I believe helped me to secure my place on BMW's graduate scheme. I was then offered a permanent job working as a Quality Specialist in the Auditing Department.
I have been researching fiscal policy, in particular recent government spending cuts, and whether this policy meant valuable economic resources being wasted. My supervisor helped immensely with her expertise in analysing fiscal policy and how to conduct a statistical analysis of this and related economic phenomena.

96% of research judged to be internationally recognised*

RESEARCH EXCELLENCE FRAMEWORK RESULTS 2014

* Business and Management submission

HARVIR DHILLON, BSc Economics, Politics and International Relations

How do customers behave? Why does it matter if markets crash? What makes a good business leader? Research provides answers to questions like these – questions that are fundamental to business.

Research at the Business School leads to discovery about our world and contributes to building a stronger economy.

THE RESEARCH COMMUNITY

Everybody in the Business School community can play a role in research that makes a positive difference to the world.

Students have the opportunity to be involved in research projects for local and national firms as well as individual research projects supervised by subject specialists. There is even the prospect of presenting your own research and getting it published.

Staff at the Business School conduct internationally recognised research, which is published in journals, textbooks, industry white papers and research blogs. Distinguished researchers are involved in projects funded by external organisations. They collaborate across the world on a wide range of issues that impact the world economy and society.

High profile projects include gender and diversity in recruitment for the 21st century workforce, transnational organised crime and maritime security, investigating consumers’ fear towards eating insects as a substitute food source, and exploring the use of social media by elderly people to relieve loneliness.

Each year a series of public lectures, guest speakers and research seminars offer you the chance to get involved in the research community, to engage with cutting edge thinking and develop your personal network.
Lecturers at Oxford Brookes Business School are industry experts who frequently publish leading textbooks and academic articles. Their success ensures a world-class reputation for cutting-edge research in the school.

**Taught by the people who write the books**

**APPLIED ECONOMETRICS (2015)**
Dimitrios Asteriou – Programme Lead for Economics
Professor Stephen G. Hall – University of Leicester

Edited by
Dr Rozana Himazw – Senior Lecturer, Economics
Professor Christopher Hood – University of Oxford
Professor David Heald – University of Glasgow

**MANAGING EQUALITY AND DIVERSITY, THEORY AND PRACTICE (2012)**
Professor Simonetta Manfredi – Associate Dean Research and Knowledge Exchange
Dr Savita Kumra – Brunel University
Professor Lucy Vickers – School of Law

**ACCOUNTING: A Smart Approach (2017)**
Cathy Knowles – Senior Lecturer, Accounting and Finance
Mary Carey – Former Senior Lecturer, Accounting and Finance
Jane Towers-Clark – Former Head of Accounting, Finance and Economics

**ECONOMY, CULTURE AND HUMAN RIGHTS: Turbulence In Punjab, India And Beyond (2010)**
Professor Pritam Sing – Professor of Economics

**ESSENTIALS OF MARKETING (2012)**
Dr Frances Brassington – Programme Lead for Marketing
Dr Stephen Petit – Former Deputy Vice-Chancellor, University of Bedfordshire
INTERNATIONAL STUDENTS

Oxford Brookes Business School is home to students from more than 120 countries. You benefit from our outstanding academic reputation, teaching quality and the excellent personal and academic support to ensure success in your future career.

ENTRY REQUIREMENTS
Oxford Brookes University has many years of experience in evaluating overseas qualifications against UK equivalents. Consideration is given to previous educational attainments and other relevant factors such as work experience and maturity.

LANGUAGE REQUIREMENTS
Undergraduate international students should have IELTS 6.0 overall, with 6.0 in reading and writing or equivalent, 5.5 in listening and speaking, or equivalent. To find out more about alternative English language qualifications please see brookes.ac.uk/international/apply/english.

You can contact us to discuss entry requirements on +44 (0) 1865 483206 or email intadmissions@brookes.ac.uk.

VISA REQUIREMENTS
Most international students from outside the EU will need a tier 4 visa. To be eligible for this, you must be studying a full-time programme.

For more information about visas visit: brookes.ac.uk/students/isat/visas.

SUPPORT WHEN YOU NEED IT
The university provides support on academic and welfare issues throughout your time at the Business School. All students are allocated an Academic Advisor. In addition, the University International Student Advice Team provides welfare support, visa advice and counselling, should you need it. If English is not your first language then there are a range of academic English support options available during your course.

ACCOMMODATION
It is mostly on or near the Headington campus. The Brookes bus links all of the campuses and the bus pass is included in your halls fees. International students are guaranteed accommodation as long as they apply and meet their offer conditions by the deadlines. EU students are guaranteed accommodation as long as they choose Oxford Brookes University as their Firm choice and apply by the deadline.

All guarantees are subject to students meeting deadlines and the academic terms of their offer.

For more information please go to: brookes.ac.uk/studying-at-brookes/prospective-students/international.

WORK WHILE YOU ARE STUDYING
Whilst you are in the UK you may want to work to earn money or gain more experience in addition to your work placement. If you are from within the European Economic Area (EEA), you can work in the UK without any restrictions.

Non-EEA students may work up to 20 hours per week during semesters and full-time during vacations, as stated in the UK visa regulations, unless you have a stamp in your passport which prohibits you from working.

Further information is available on our website: brookes.ac.uk/students/isat/work-options.

MARIA POLYAKOVA, Russia
BA (Hons) International Business Management graduate,
Project Manager, Zdravmedtech
There is no better way to experience a country than by studying there. I thought it would be hard for me to get used to the language and food, but at Brookes everyone is willing to help.
PATHWAYS COURSES FOR INTERNATIONAL STUDENTS
If you do not meet the English or academic requirements for a bachelor’s degree, you can take an international pathways course at Oxford Brookes. You will be taught by highly qualified lecturers who are experts in preparing international students for degree-level study. Once you enrol, you will have a guaranteed pathway to your degree if you pass with sufficient grades.

INTERNATIONAL FOUNDATION COURSES
If you have less than 13 years of high school, you may need to take an international foundation course to meet the entry requirements for a Business School degree. Our International Foundation Business and Technology combines a foundation year with a three-year degree and requires just one application and one visa.

For more on our pathways courses visit: brookes.ac.uk/international/pathways or email pathways@brookes.ac.uk.

PRE-SESSIONAL ENGLISH
If you need to improve your level of English to meet the language requirements for your Business School degree, you can take our pre-sessional university English course. You will also gain valuable study skills and confidence for further success at Oxford Brookes. You will not need to retake a language test like IELTS to progress to your degree.

SHEILA KOGO-MALINGA, Kenya, BA (Hons) Business and Marketing Management graduate, Sales and Marketing Manager, Great Lakes Safaris
I’ve been very happy at Brookes. I was out of my comfort zone at first and had to learn to accept different things – from academic challenges to cultural challenges, to something as simple as the food.

Lecturers are on a first name basis, which took some getting used to! They help you academically and you can ask them where to find things in Oxford or to recommend places. They help you on every level. Oxford is manageable in size and it’s comforting that it’s not too big. It’s a very ‘studenty’ city.

In the group work there are lots of people from around the world, we’re all inexperienced culturally, so we are all learning together.

ACADEMIC PARTNERSHIPS
Partnerships with other academic institutions enable us to extend the delivery of our programmes both nationally and internationally. Our International Exchange Programme enables our students to experience studying abroad and students who study with us for a short time enhance our international culture. We maintain links with institutions internationally as part of our ‘admission with credit’ scheme.

We also forge research partnerships with other institutions around the world.

For further information please visit: brookes.ac.uk/business/about/academic-partnerships.
SECOND AND FINAL YEAR ENTRY

Oxford Brookes Business School offers credit for your previous studies. If you have completed an appropriate course you could be eligible to apply for entry into the second or final year of one of our undergraduate courses. This means you could gain an Oxford Brookes University degree within one or two years of study in the UK, if your previous qualification is recognised by the university.

If you have studied for an NCC Diploma, an Edexcel HNC or an ABE Diploma in business you may be eligible to join the second year of an Oxford Brookes University business degree, if you meet the necessary criteria.

If you have studied for an SQA Higher National Diploma, an NCC Advanced Diploma, an Edexcel Higher National Diploma or an ABE Advanced Diploma in business you may be eligible to join the final year of an Oxford Brookes University business degree.

If you are an ACCA student and are opted in to the BSc (Hons) in Applied Accounting programme, you may be eligible to study towards a BSc (Hons) in Applied Accounting awarded by Oxford Brookes University. Please see accaglobal.com/bsc for more details or contact accaglobal.com/contactus.

There are a range of other qualifications that have been carefully matched to the Business School programmes. You can find a complete list by visiting brookes.ac.uk/business/undergraduate/second-and-final-year-entry.

If your qualification is not listed, please contact us to discuss your individual application.

ENGLISH LANGUAGE REQUIREMENTS

If English is not your first language, you must have passed the IELTS examination (although other formal qualifications may be considered) with an overall score of 6.0, with 6.0 in reading and writing for second and final year entry. Your IELTS qualification should be no more than two years old when you apply.

For further information, please visit brookes.ac.uk/business/undergraduate/second-and-final-year-entry, or if you would like to contact us go to brookes.ac.uk/askaquestion or call +44 (0) 1865 484848.
OPEN DAYS, APPLICANT DAYS AND VISITS

Find out more about Oxford Brookes Business School by coming to see us at one of our open days, on an Applicant Day or by booking a campus tour.

OPEN DAYS
The university normally runs open days each year on Saturdays in June, October and November, giving you the opportunity to find out more about the university and the Business School. It is a chance to meet teaching staff and current students, to find out how the subjects you are interested in are taught and to see the facilities. It is also a good opportunity for you and your family or friends to look round the city of Oxford and to get a feel of what it is like to study here.

For up-to-date open day information visit: brookes.ac.uk/business/undergraduate/open-days.

APPLICANT DAYS
Once you have been made an offer you may be invited to an Applicant Day. This is an opportunity for you and your family or friends to look round the university and talk to staff and students. The Applicant Day is a great way to find out more about the Business School and our courses, before deciding which university to select as your first choice.

You can watch videos about the Business School at: brookes.ac.uk/business/ugvideos

BELLA LE BLANC,
BA (Hons) Business and Marketing Management graduate, Client Executive, Kantar Worldpanel

I was won over by the lecturers on Open Day; they are really kind, warm and passionate about what they do and what they teach us.

CAMPUS TOURS
If you can't get to an Open Day or an Applicant Day, student guiders are available throughout the year to show you around and tell you about life at Oxford Brookes University.

To book a guided campus tour please visit: brookes.ac.uk/studying-at-brookes.
YOUR DEGREE STRUCTURE

Studying at Oxford Brookes Business School means joining one of the most innovative undergraduate programmes in the UK. The modular structure of the courses incorporates an international approach to the study of your degree subject and offers flexibility of choice within each course.

YOUR DEGREE STRUCTURE

Each course is made up of a number of modules, which are self-contained units of study, taught and assessed independently. Full-time students normally study eight modules per year (four in each semester) and each module is taught using a combination of lectures, seminars and workshops.

In the first year, depending on the course you study and whether you have previously studied Business A-level, you will typically take six compulsory modules and choose two further modules from a range of electives, including the opportunity to study a language. In the second year, you will typically study four compulsory (advanced) modules and choose four further modules from a range of electives.

In the final year, you will choose from a range of honours modules, including a dissertation, synoptic or independent study module.

This way you study the core topics within your chosen degree subject, but also choose to study areas that are of particular interest to you or that fit with your career aspirations. Help and advice in making your choices is provided by your Academic Advisor and Course Tutors. Typical course structures are illustrated by the charts on the individual course pages that follow.

SINGLE AND COMBINED HONOURS

A single honours course is the study of one subject in depth. A combined honours course allows you to combine two subjects. You can take either a joint approach or major in one of the two subjects. If you take the joint approach, your workload is balanced between your two subjects; if you choose to major in one subject, your accompanying minor subject accounts for between a quarter and a third of your overall work.

Combining Business Management with another subject can improve your employability prospects and help you develop an existing passion into a rewarding career (see page 34).

WORK PLACEMENTS

A key feature of all our undergraduate courses is the work placement scheme, which lays the foundations for a successful career. On Business School courses the work placement year is optional, though strongly recommended, and takes place in the third year of a four-year course. See page 12 for more details.

SUMMER INTERNSHIPS

After your first and second years you have the opportunity to gain further work experience and apply your knowledge through a summer internship with a company. Our Work and Voluntary Experience Services office is able to assist you with finding an internship, as well as voluntary work throughout your course. This will significantly enhance your CV and give you an advantage when applying for graduate positions.

INTERNATIONAL EXCHANGE

You are encouraged to take advantage of the opportunity of an international exchange in the second semester of your second year at one of our partner institutions in Europe, USA, Asia or Australia.

Studying overseas provides the chance to broaden your horizons through living and working in another culture, an experience that could prove invaluable in today’s global business environment. During an exchange you will continue to earn credit towards your degree.
The Department of Business and Management will help you become a well-informed business decision maker, who is able to draw on the latest research to gain insight into complex business problems in a range of international contexts.

The department brings together expertise from a range of academic areas. Within our programmes students have the opportunity, via a range of elective module options, to specialise in the following areas:

- Business Analysis
- Enterprise and Entrepreneurship
- Ethics and Sustainability in Business
- Operations and Logistics
- Management and Leadership
- Marketing
- Business Finance

The Department is known for its expertise and excellence in research, learning and teaching and includes National Teaching Fellows and Professors in Diversity Management, Organisation Studies and Coaching Psychology. Research in the department is focused around two main clusters of expertise: Work and Organisation; Management and Entrepreneurship Education.

The Work and Organisation cluster investigates the changing nature of work and organisations in both profit and not-for-profit organisations across the globe.

The Management and Entrepreneurship Education cluster focuses on responsible management and entrepreneurship education in a globalised world.

Staff in the department are also active in the Centre for Diversity Policy Research and Practice and the International Centre for Coaching and Mentoring Studies.

Members of the department routinely publish their research in international journals, present at international conferences, collaborate with UK and international partners and undertake consultancy, commercial training, coaching and mentoring.

During your studies you will be taught by experienced academic staff and have the opportunity to interact with senior managers from high profile companies. In previous years managers from Siemens, Land Securities, Ernst & Young and IBM, have helped our students apply their learning to workplace situations.

You will also be able to see how businesses operate by going on site visits to a range of commercial and not-for-profit organisations.

The department has developed strong links with a wide range of industries and international partner institutions. These links enable us to embed employability within our courses and maintain a strong commitment to self-development through work placements in organisations, employment related events throughout the course and practitioner expertise used in teaching and mentoring.

Our international connections provide exciting opportunities for you to actively engage with issues and debates relating to global citizenship and to study abroad for a semester if you wish.

A business degree prepares you for a wide variety of careers in functions such as Operations, HR, Sales and Marketing, Purchasing and Logistics. Graduates from the department often go on to graduate training schemes and many of our graduates secure jobs abroad.
On this course you will develop the skills and understanding you need to succeed in a wide range of business careers. After your first year you can switch to one of three other courses: Human Resource Management, International Business Management, or Business, Enterprise and Entrepreneurship*, offering you maximum flexibility.

* To switch to Business, Enterprise and Entrepreneurship at the end of your first year you need to have completed The Entrepreneur module as a first year elective.

**THE COURSE**
This is an interactive course involving seminars, workshops, business simulations, discussions and group work activities.

You will explore business issues and problems in realistic contexts, allowing theory to be examined through interesting and challenging scenarios.

The programme aims to develop responsible, critical thinkers who have a grounding in contemporary business and management and who are therefore highly employable.

A key theme of this course is for you to develop your own perspectives, critical awareness and sensitivity to diverse global perspectives and values.

In **Year 1** you will be introduced to contemporary business and management issues with a focus on the international environment.

In **Year 2** you can specialise in an area of business related to your interests or career aspirations, for example: Business Analysis, Enterprise and Entrepreneurship, Ethics and Sustainability in Business, Management and Leadership, Operations and Logistics, Marketing or Business Finance.

Your experience will be dynamic and practice-based, developing the organisational competences and business awareness needed for a successful career.

You also have the opportunity of spending **Year 3** on a work placement.

In your **final year** you will be expected to integrate, extend and critique the knowledge you have gained, working independently and with peers to practically apply your learning.

**WORK PLACEMENTS**
You have the option to go on a work placement, which is a great opportunity to enhance your CV, preparing you for future employment. You will gain commercial and practical experience and many students are offered graduate positions by their placement employer. Students have enjoyed inspiring and challenging positions at IBM, Aldi, BMW, Dyson, Ernst & Young, Nestlé GlaxoSmithKline and PayPal.

**CAREERS**
This course will enable you to secure positions in a range of national or international settings, including multinational businesses, major charities, education, healthcare or government. Many of our students go on to graduate training schemes in international companies such as Aldi, Nielsen, IBM, Virgin Mobile, Intel, O2 and Dell.

**COURSE LENGTH**
Three years’ full-time study, or four years if an optional work placement year is included. Part-time: up to eight years.

**SPECIFIC ENTRY REQUIREMENTS**
GCSE Mathematics (grade B preferred) and English (grade C or above). If English is not your first language, please see English language requirements on page 18.

**TYPICAL OFFERS**
120 UCAS points, BBB or equivalent at A-level; AS-levels will be recognised in place of a maximum of 1 A-level (may include 12-unit vocational A-level); International Baccalaureate: 31 points. BTEC: DDM.

Key skills are not required but would be a positive feature of an application, as would free-standing AS-levels such as Critical Thinking.

We welcome applications from applicants with non-standard qualifications.

**WEBSITE**
brookes.ac.uk/busman

**ASK A QUESTION**
brookes.ac.uk/askaquestion or +44 (0) 1865 484848
JACK SHEPPARD
BA (Hons) Business and Management

The flexibility to gear the course towards either assignments or exams is one of the best things about my degree. I also completed a placement year, which helped build my confidence when coming back to Brookes for my final year.

BUSINESS AND MANAGEMENT DEGREE STRUCTURE

First Year - Study 8 module credits

- Exploring International Business and Management (2 module credits)
- Accounting and Financial Information
- Digital Technology and Maths for Business
- Business in Society
- Choose 3 modules from List A

Second Year - Study 8 module credits

- Organisational Behaviour and Management
- Evaluating Strategy
- Applied Financial Skills
- Choose 1 module from List B
- Choose 4 modules from List C

Third Year

- Optional Work Placement Year (includes a Skills for Placement Search module in your second year)

Fourth Year (Third Year if not undertaking a Work Placement) - Study 8 module credits

- Critical Enquiry Research Project (2 honours module credits)
- Managing Careers
- Strategic Management
- Choose 2 honours module credits from List D
- Choose 2 module credits from Lists C or D

Elective modules List A
- Foundations of Marketing
- Global Business Communications
- Planning a Successful Event
- The Entrepreneur
- The Evolution of Global Business
- Work, Employment and Globalisation
- Or choose any 1st year modules from across the university, for example introductory modules in Law, Psychology, IT or languages including French, Spanish, Mandarin Chinese, Japanese or Italian.

Elective modules List B
- Critical Perspectives on Business and Management
- Environmentally Sustainable Business
- Ethics in Business
- Managing Non-Profit Organisations

Elective modules List C
- Buying, Merchandising and Store Design
- Corporate and Business Law
- Creating and Delivering the Retail Brand
- Creativity and Innovation
- Customer Experience Management
- Customer Relationship Management
- Developing Business Value
- Developing Human Resource Strategies
eBusiness
- Enterprise and Entrepreneurship
- Environmentally Sustainable Business
- Ethics in Business
- Evaluating Options for Entrepreneurial Organisations
- Financial Markets and Institutions
- Independent Study (Community Engagement)
- Independent Study in Business
- International Finance
- International Markets and Competition
- Introduction to People Management
- Management Information Systems
- Managing Business Operations
- Managing Business Projects
- Managing Knowledge for Competitive Advantage
- Managing Non-Profit Organisations
- Mathematics for Decision Making
- Purchasing and Supply Chain Management
- Work and the Japanese
- Plus language options

Honours modules List D
- Business Intelligence and Decision Making
- Consultancy Project (2 module credits)
- Contemporary Issues in Finance
- Contemporary Issues in Enterprise and Entrepreneurship
- Dynamics of Employment Relations
- Entrepreneurial Business Management (2 module credits)
- International Business Case Studies (2 module credits)
- Independent Study
- International Human Resource Management
- International Marketing
- Leading and Managing Change
- Perspectives on International Management
- The Developing Business

MODULE KEY
- COMPULSORY
- ELECTIVE
- WORK PLACEMENT
- HONOURS
This course is for those considering a career in international organisations operating in different cultures. You will investigate how businesses operate internationally and the challenges managers face in an increasingly global world, giving you the confidence to work in a culturally diverse environment.

* To switch to Business, Enterprise and Entrepreneurship at the end of your first year you need to have completed The Entrepreneur module as a first year elective.

**THE COURSE**

This course shares first year modules with three other courses: Human Resource Management, Business and Management, and Business, Enterprise and Entrepreneurship. It is possible to transfer to one of these courses at the end of your first year.*

In **Year 1**, you will learn about the fundamentals of business and management within an international business context. Your first year compulsory modules will teach you about the influence of the external environment, particularly the influence the economy has on businesses. You will develop an understanding of management theory in practice and build the academic and digital skills necessary to support you through your later learning.

In **Year 2** and the **final year**, you will learn about international management, critical thinking and international strategic enquiry. You will explore how decisions are made in culturally diverse organisations, how resources are allocated to ensure success, and the challenges of long-term economic and environmental sustainability. You will also have the opportunity to study one of a range of languages. You can spend **Year 3** on an international work placement.

The course culminates in the International Business Consultancy module which involves online international projects using virtual platforms to work with teams of students from East Asia, and the opportunity, at an additional cost, to complete a project outside the UK with students from European institutions.

Please visit our website for further details.

You are also encouraged to undertake an exchange for one semester at a partner institution in Europe, United States, Asia or Australia. During an exchange you experience at first hand living and learning in a different culture and earn credit towards your degree course.

**WORK PLACEMENTS**

If you choose to do a work placement it is a great opportunity to gain commercial and practical experience. Many students are offered graduate positions by their placement employer. Students have enjoyed exciting and challenging positions at Danone, EDF Energy, IBM, Europanel, Samsung, Kantar Worldpanel, Nestlé, PayPal and other global organisations.

**CAREERS**

This degree will prepare you for working across different cultures, enhancing your opportunities for an international career. Recent graduates have secured employment with major international companies including HSBC, Deloitte LLP, Accenture and BMW.
ADAM LEWIS  
BA (Hons) International Business Management graduate,  
Associate Consultant, CSC  

My course was very internationally focused, which was important because even the smallest of organisations are working internationally. Oxford Brookes is flexible in comparison to other universities. You can control what you want to learn by tailoring your degree based on your interests.

INTERNATIONAL BUSINESS MANAGEMENT DEGREE STRUCTURE

**First Year** - Study 8 module credits
- Exploring International Business and Management (2 module credits)
- Accounting and Financial Information
- Digital Technology and Maths for Business
- Choose 3 modules from List A

**Second Year** - Study 8 module credits
- Organisational Behaviour and Management
- Evaluating Strategy
- Applied Financial Skills
- International Business
- Choose 4 modules from List B

**Third Year**
Optional Work Placement Year (includes a Skills for Placement Search module in your second year)

**Fourth Year** (Third Year if not undertaking a Work Placement) - Study 8 module credits
- International Business Consultancy (2 honours module credits)
- Leading and Managing Change
- Perspectives on International Management
- Choose 2 honours module credits from List C
- Choose 2 module credits from Lists B or C

**Elective modules List A**
- Foundations of Marketing
- Planning a Successful Event
- The Entrepreneur
- The Evolution of Global Business
- Work, Employment and Globalisation
- Or choose any 1st year modules from across the university, for example introductory modules in Law, Psychology, IT or languages including French, Spanish, Mandarin Chinese, Japanese or German.

**Elective modules List B**
- Buying, Merchandising and Store Design
- Corporate and Business Law
- Creating and Delivering the Retail Brand
- Creativity and Innovation
- Customer Relationship Management
- Developing Business Value
- Developing Human Resource Strategies
- eBusiness
- Enterprise and Entrepreneurship
- Environmentally Sustainable Business
- Ethics in Business
- Evaluating Options for Entrepreneurial Organisations
- Financial Markets and Institutions
- Independent Study (Community Engagement)
- Independent Study in Business
- International Finance
- International Markets and Competition
- Introduction to People Management
- Management Information Systems
- Managing Business Operations
- Managing Business Projects
- Managing Knowledge for Competitive Advantage
- Managing Non-Profit Organisations
- Mathematics for Decision Making
- Purchasing and Supply Chain Management
- Research Methods
- Work and the Japanese
- Plus language options

**Honours modules List C**
- Contemporary Issues in Finance
- Contemporary Issues in Enterprise and Entrepreneurship
- Dissertation in Business Management
- Dynamics of Employment Relations
- Entrepreneurial Business Management (2 module credits)
- International Business Case Studies (2 module credits)
- Independent Study
- International Human Resource Management
- International Marketing
- Managing Careers
- The Developing Business

**MODULE KEY**
- **COMPULSORY**
- **ELECTIVE**
- **WORK PLACEMENT**
- **HONOURS**
BA (Hons) HUMAN RESOURCE MANAGEMENT

This is a wide-ranging and flexible degree which prepares you for a successful career in Human Resource Management in a range of organisations. You will learn how organisations manage, motivate, reward and empower their employees.

* To switch to Business, Enterprise and Entrepreneurship at the end of your first year you need to have completed The Entrepreneur module as a first year elective.

UCAS CODE 3WD1

THE COURSE
This course shares first year modules with three other courses: Business and Management, International Business Management, and Business, Enterprise and Entrepreneurship. It is possible to transfer to one of these courses at the end of your first year.*

On this course you will develop an understanding of the significance of human resource management to the success of organisations. Through seminars and group work you will practise making decisions in different scenarios, and become familiar with the complexities of organisations and businesses. There will also be a focus on your personal development.

In Year 1 you will study modules on international business and management, and a module to support your ability to use data. You can also choose from a variety of modules depending on your interests or career aspirations, including creating entrepreneurial organisations and planning a successful event.

In Year 2 the modules include people management, business research and finance, strategic human resource management and organisational behaviour. You have the option of spending Year 3 on a work placement.

In your final year you will explore international HR, the dynamics of employee relations and consider alternative perspectives on management, as well as choosing additional modules.

WORK PLACEMENTS
Spending Year 3 on a work placement is a great opportunity to gain commercial and practical experience. Many students are offered graduate positions by their placement employer. In the past, students have enjoyed inspiring and challenging positions at IBM, Aldi, BMW, Dyson, Ernst & Young, GlaxoSmithKline, Nestlé and PayPal.

CAREERS
This course will prepare you for positions in a range of organisations, including businesses, major charities, education, healthcare or government, nationally and internationally. Many graduates go on to graduate traineeships in international companies such as Nielsen, IBM, Virgin Mobile, Intel, Aldi, O2 and Dell.

COURSE LENGTH
Three years’ full-time study, or four years if an optional work placement year is included. Part-time: up to eight years.

SPECIFIC ENTRY REQUIREMENTS
GCSE Mathematics (grade B preferred) and English (grade C or above). If English is not your first language, please see English language requirements on page 18.

TYPICAL OFFERS
120 UCAS points, BBB or equivalent at A-level; AS-levels will be recognised in place of a maximum of 1 A-level (may include 12-unit vocational A-level); International Baccalaureate: 31 points. BTEC: DDM.

Key skills are not required but would be a positive feature of an application, as would free-standing AS-levels such as Critical Thinking.

WEBSITE
brookes.ac.uk/hm

ASK A QUESTION
brookes.ac.uk/askaquestion
or +44 (0) 1865 484848
CHARLOTTE LEE  
BA (Hons) Human Resource Management  
Most of the tutors running my modules are also working in industry. This is good because it means they are able to draw upon their own knowledge and experience and give real-life examples when explaining things.

**HUMAN RESOURCE MANAGEMENT DEGREE STRUCTURE**

**First Year** - Study 8 module credits

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exploring International Business and Management</td>
<td>2</td>
</tr>
<tr>
<td>Business in Society</td>
<td></td>
</tr>
<tr>
<td>Choose 3 modules from List A</td>
<td></td>
</tr>
<tr>
<td>Accounting and Financial Information</td>
<td></td>
</tr>
<tr>
<td>Digital Technology and Maths for Business</td>
<td></td>
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<tr>
<td>Organisational Behaviour and Management</td>
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<tr>
<td>Evaluating Strategy</td>
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<tr>
<td>Applied Financial Skills</td>
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<tr>
<td>Introduction to People Management</td>
<td></td>
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<tr>
<td>Developing Human Resource Strategies</td>
<td></td>
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<tr>
<td>Critical Perspectives on Business and Management</td>
<td></td>
</tr>
<tr>
<td>Choose 2 modules from List B</td>
<td></td>
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</tbody>
</table>

**Second Year** - Study 8 module credits

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choose 2 modules from Lists B or C</td>
<td></td>
</tr>
<tr>
<td>Third Year</td>
<td></td>
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<tr>
<td>Optional Work Placement Year (includes a Skills for Placement Search module in your second year)</td>
<td></td>
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</tbody>
</table>

**Fourth Year** (Third Year if not undertaking a Work Placement) - Study 8 module credits

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>International Human Resource Management</td>
<td></td>
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<tr>
<td>Dynamics of Employment Relations</td>
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</tr>
<tr>
<td>International Business Case Studies</td>
<td>2</td>
</tr>
<tr>
<td>Managing Careers</td>
<td></td>
</tr>
<tr>
<td>Choose 1 honours module from List C</td>
<td></td>
</tr>
<tr>
<td>Elective modules List B</td>
<td></td>
</tr>
<tr>
<td>Customer Experience Management</td>
<td></td>
</tr>
<tr>
<td>Corporate and Business Law</td>
<td></td>
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<tr>
<td>Creativity and Innovation</td>
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<tr>
<td>eBusiness</td>
<td></td>
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<tr>
<td>Enterprise and Entrepreneurship</td>
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<tr>
<td>Environmentally Sustainable Business</td>
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<tr>
<td>Ethics in Business</td>
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<tr>
<td>Independent Study (Community Engagement)</td>
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<tr>
<td>Independent Study in Business</td>
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<tr>
<td>International Finance</td>
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<tr>
<td>Management Information Systems</td>
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<tr>
<td>Managing Business Operations</td>
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<tr>
<td>Managing Knowledge for Competitive Advantage</td>
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<tr>
<td>Managing Non-Profit Organisations</td>
<td></td>
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<tr>
<td>Elective modules List A</td>
<td></td>
</tr>
<tr>
<td>Foundations of Marketing</td>
<td></td>
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<tr>
<td>Planning a Successful Event</td>
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<tr>
<td>The Entrepreneur</td>
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<tr>
<td>The Evolution of Global Business</td>
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<tr>
<td>Work, Employment and Globalisation</td>
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</tr>
<tr>
<td>Or choose any 1st year modules from across the university, for example introductory modules in Law, Psychology, IT or languages including French, Spanish, Mandarin Chinese, Japanese or German.</td>
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</tbody>
</table>

**Honours modules List C**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contemporary Issues in Enterprise and Entrepreneurship</td>
<td></td>
</tr>
<tr>
<td>Contemporary Issues in Finance</td>
<td></td>
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<tr>
<td>Independent Study</td>
<td></td>
</tr>
<tr>
<td>International Marketing</td>
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<tr>
<td>Leading and Managing Change</td>
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<tr>
<td>Perspectives on International Management</td>
<td></td>
</tr>
<tr>
<td>The Developing Business</td>
<td></td>
</tr>
</tbody>
</table>

**MODULE KEY**

- COMPULSORY
- ELECTIVE
- WORK PLACEMENT
- HONOURS
You will develop the business and enterprise skills to work effectively in small and early-stage business ventures, to create self-employment opportunities and employment for others. You can transfer to one of these other courses at the end of your first year: Business and Management, Human Resource Management or International Business Management, offering you maximum flexibility.

UCAS CODE N100

THE COURSE
On this course you will address the challenges of innovation and value generation in a fast-paced and uncertain world. You will develop an entrepreneurial mind set and enterprise awareness, enabling you to compete in an ever changing job market.

You can begin work on your business start-up before you have reached the end of your degree. Under close supervision by our department you may be able to transfer onto a Work Based Learning suite of modules which will allow you to complete your degree whilst engaging in a business venture.

In Year 1 you will learn about business and management, focusing on the international environment and the application of theory to practice. You will examine contemporary business issues, focusing on competing in an uncertain environment and innovating for success. Development of your core management capabilities begins in the first year and includes problem solving, communication and IT skills.

In Year 2 and the final year you will study from a wide range of core compulsory modules covering subject areas including creativity, evaluating options and risk management. This will build on the knowledge you gained in the first year and prepare you for honours level (final year) study. You select optional modules in consultation with your adviser.

You can spend Year 3 on a work placement, which is a great opportunity to develop your innovation and entrepreneurship skills, build your networks and enhance your CV.

WORK PLACEMENTS
If you choose to do a work placement you will gain commercial and practical experience, and many students are offered graduate positions by their placement employer. Students have enjoyed inspiring and intellectually challenging positions at IBM, Aldi, BMW, Dyson, Ernst & Young, Nestlé GlaxoSmithKline, and PayPal and your tutors can work with you to find positions in start-up organisations as well.

CAREERS
Primarily we will support you with establishing your own venture in developing the business and enterprise skills you need to work effectively, to create self-employment opportunities and employment for others.

This course will also enable you to secure positions in a range of settings, such as a multinational business which supports intrapreneurship, social enterprises, education, SMEs, healthcare or government, nationally or internationally.

Those who choose graduate training schemes do so in major international companies such as Aldi, Nielsen, IBM, Virgin Mobile, Intel, Yell Ltd, O2 and Dell.

COURSE LENGTH
Three years' full-time study, or four years if an optional work placement year is included. Part-time: up to eight years.

SPECIFIC ENTRY REQUIREMENTS
GCSE Mathematics (grade B preferred) and English (grade C or above). If English is not your first language, please see English language requirements on page 18.

TYPICAL OFFERS
120 UCAS points, BBB or equivalent at A-level; AS-levels will be recognised in place of a maximum of 1 A-level (may include 12-unit vocational A-level); International Baccalaureate: 31 points. BTEC: DDM.

Key skills are not required but would be a positive feature of an application, as would free-standing AS-levels such as Critical Thinking.

WEBSITE
brookes.ac.uk/bee

ASK A QUESTION
brookes.ac.uk/askaquestion or +44 (0) 1865 484848
BEN BREARY
BA (Hons) Business, Enterprise and Entrepreneurship

This course will provide me with some vital skills needed to help me run my own business in the future and to build on and drive my entrepreneurial spirit.

The teaching on this course is superb, I find the lecturers really inspiring.

BUSINESS, ENTERPRISE AND ENTREPRENEURSHIP DEGREE STRUCTURE

First Year - Study 8 module credits

- Exploring International Business and Management (2 module credits)
- The Entrepreneur
- Business in Society
- Accounting and Financial Information
- Digital Technology and Maths for Business
- Choose 2 modules from List A
- Choose 3 modules from List B

Second Year - Study 8 module credits

- Enterprise and Entrepreneurship
- Evaluating Strategy
- Creativity and Innovation
- Evaluating Options for Entrepreneurial Organisations
- Choose 2 modules from List A
- Choose 3 modules from List B

Third Year

Optional Work Placement Year (includes a Skills for Placement Search module in your second year)

Fourth Year (Third Year if not undertaking a Work Placement) - Study 8 module credits

- Entrepreneurial Business Management or Enterprise and Entrepreneurship Project (2 honours module credits)
- Contemporary Issues in Enterprise and Entrepreneurship
- Strategic Management
- Choose 2 honours module credits from List C
- Choose 2 module credits from Lists B or C
- OR
- Work Based Learning Contemporary Issues in Enterprise and Entrepreneurship (2 honours module credits)
- Work Based Learning Enterprise and Entrepreneurship Project (2 honours module credits)
- Choose 1 module from Lists B or C
- Choose 1 module from Lists B or C

Elective modules List A
- Foundations of Marketing
- Planning a Successful Event
- The Evolution of Global Business
- Work, Employment and Globalisation
- Or choose any 1st year modules from across the university, for example introductory modules in Law, Psychology, IT or languages including French, Spanish, Mandarin Chinese, Japanese or German.

Elective modules List B
- Corporate and Business Law
- Creating and Delivering the Retail Brand
- Customer Relationship Management
- Developing Human Resource Strategies
- eBusiness
- Environmentally Sustainable Business
- Ethics in Business
- Financial Markets and Institutions
- Independent Study (Community Engagement)
- Independent Study in Business
- International Finance
- International Markets and Competition
- Introduction to People Management
- Management Information Systems
- Managing Knowledge for Competitive Advantage
- Managing Non-Profit Organisations
- Mathematics for Decision Making
- Organisational Behaviour
- Purchasing and Supply Chain Management
- Work and the Japanese
- Plus language options

Honours modules List C
- Business Intelligence and Decision Making
- Consultancy Project (2 module credits)
- Contemporary Issues in Finance
- Dynamics of Employment Relations
- International Business Case Studies
- Independent Study
- International Human Resource Management
- International Marketing
- Leading and Managing Change
- Perspectives on International Management

MODULE KEY
- COMPULSORY
- ELECTIVE
- WORK PLACEMENT
- HONOURS
BSc/BA (Hons) BUSINESS MANAGEMENT

This Business Management combined honours course gives you the opportunity to link the study of business with another subject and turn an existing passion into a rewarding career. You will develop the skills and knowledge of business and management to add value to an organisation and learn innovative active learning techniques and problem-solving methods.

UCAS CODE (Please visit brookes.ac.uk/busmancomb for a complete list of UCAS codes for combined honours degrees)

THE COURSE
You will develop the practical skills and insights necessary to make decisions in the complex and unpredictable context of business today. After graduation you will have a broad knowledge of business and management which will enable you to add value to an organisation straight away.

Throughout the course, professionals from a wide range of organisations give guest lectures, providing you with an insight into today’s dynamic global business world.

In Year 1 you will explore the influence of the business environment on business decisions. You will study the effects of the economy, learning about key management theories and introductory accounting.

In Year 2 you will gain a broad-based knowledge of business strategy and organisational behaviour. You can choose to study areas such as marketing, finance, human resource management, enterprise and entrepreneurship, or ethics and sustainability.

You can spend Year 3 on a work placement, which is a great opportunity to enhance your CV.

In your final year you choose from a broad range of modules, as well as focusing on a business and management synoptic module, which includes a focus on key employability skills.

WORK PLACEMENTS
If you choose to do a placement you will gain commercial and practical experience. Our students have enjoyed exciting and challenging positions at Microsoft, IBM, Aldi, BMW, Dyson, Ernst & Young, GlaxoSmithKline, Nestlé, PayPal and a host of other global organisations.

Many students are offered graduate positions by their placement employer. We also encourage you to experience another culture by studying abroad for a semester. You can find out more about these opportunities on our website.

CAREERS
Taking a combined honours degree prepares you for a wide variety of careers. By utilising the knowledge you gain and the skills you develop from the business management element and your other chosen degree subject, you will be well equipped for your future career.

For a list of subjects you can combine with Business Management, please visit: brookes.ac.uk/busmancomb.

COURSE LENGTH
Three years’ full-time study, or four years if an optional work placement year is included. Part-time: up to eight years.

SPECIFIC ENTRY REQUIREMENTS
GCSE Mathematics (grade B preferred) and English (grade C or above). If English is not your first language, please see English language requirements on page 18.

TYPICAL OFFERS
112 UCAS points, BBC or equivalent at A-level; for combined honours, normally the offer will lie between the offers quoted for each subject. AS-levels will be recognised in place of a maximum of 1 A-level (may include 12-unit vocational A-level); International Baccalaureate: 30 points. BTEC: DMM.

Key skills are not required but would be a positive feature of an application, as would free-standing AS-levels such as Critical Thinking.

WEBSITE
brookes.ac.uk/busmancomb

ASK A QUESTION
brookes.ac.uk/askaquestion or +44 (0) 1865 484848
ZARA ASHER  
BA (Hons) Business Management combined with Publishing Media  
The combined honours suits me because I have many varied interests and this allowed me to find what I enjoy the most and what I’m good at. Brookes is a diverse university and it’s a great chance to network with people from all over the globe.

**BUSINESS MANAGEMENT DEGREE STRUCTURE**

**First Year** - Study 8 module credits

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Business and Management</td>
<td>2</td>
<td>(2 module credits)</td>
</tr>
<tr>
<td>Accounting and Financial Information</td>
<td></td>
<td>Module from List A or 2nd subject</td>
</tr>
</tbody>
</table>

Choose 3 modules from your 2nd subject

**Second Year** - Study 8 module credits

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organisational Behaviour and Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Strategy for Competitive Advantage</td>
<td></td>
<td>Module from List B or 2nd subject</td>
</tr>
</tbody>
</table>

Choose 2 modules from 2nd subject

**Third Year**

Optional Work Placement Year (includes a Skills for Placement Search module in your second year)

**Fourth Year** (Third Year if not undertaking a Work Placement) - Study 8 module credits

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business and Management Synoptic</td>
<td></td>
<td>(2 honours module credits)</td>
</tr>
</tbody>
</table>

Choose 2 honours module credits from 2nd subject

Choose 2 modules from Lists B or C or 2nd subject

**Elective modules List A**
- Digital Technology and Maths for Business
- Foundations of Marketing
- Global Business Communications
- Planning a Successful Event
- The Entrepreneur
- The Evolution of Global Business
- Work, Employment and Globalisation
- Or choose any 1st year modules from across the university, for example introductory modules in Law, Psychology, IT or languages including French, Spanish, Mandarin Chinese, Japanese and German.

**Elective modules List B**
- Corporate and Business Law
- Developing Business Value from Information Systems
- eBusiness
- Independent Study in Business
- Management Information Systems
- Mathematics for Decision Making
- Independent Study (Community Engagement)
- Managing Knowledge for Competitive Advantage
- Creativity and Innovation
- Enterprise and Entrepreneurship
- Evaluating Options for Entrepreneurial Organisations
- Environmentally Sustainable Business
- Ethics in Business
- Managing Non-Profit Organisations
- Critical Perspectives on Business and Management
- Critical Management
- Developing Human Resource Strategies
- Introduction to People Management
- Managing Business Operations
- Managing Business Projects
- Purchasing and Supply Chain Management
- Buying, Merchandising and Store Design
- Creating and Delivering the Retail Brand
- Customer Experience Management
- Customer Relationship Management
- Applied Financial Skills
- Financial Markets and Institutions
- International Finance
- International Markets and Competition
- Research Methods

**Honours modules List C**
- Consultancy Project (2 module credits)
- Contemporary Issues in Finance
- Contemporary Issues in Enterprise and Entrepreneurship
- Dissertation in Business and Management (2 module credits)
- Dynamics of Employment Relations
- Entrepreneurial Business Management (2 module credits)
- Independent Study
- Interdisciplinary Dissertation in Business Management
- International Human Resource Management
- International Marketing
- Leading and Managing Change
- Managing the International Retail Business
- Perspectives on International Management
- The Developing Business

**MODULE KEY**
- COMPULSORY
- ELECTIVE
- WORK PLACEMENT
- HONOURS
- SECOND SUBJECT
The Department of Marketing emphasises an academic experience for our students that is firmly rooted in professional practice and academic rigour. Our staff are all committed to high quality teaching as well as to research. Our wide-ranging links with marketing and events management practitioners, and continuing experience in consultancy, makes us well placed to develop our students’ learning and their essential skills for employability.

Our links with industry enable us to provide a ‘real world’ perspective for our students. As a result, our graduates are highly sought after by employers. Many major organisations, including Aldi, Microsoft, Disney and Harley-Davidson, as well as leading marketing communications and events agencies and smaller cutting-edge agencies, come to talk to our students about career opportunities.

Our teaching programme is designed to ensure that our students learn about current business, marketing and events issues as well as gain a sound grounding in theory. Bringing these together is crucial to employability and future career development. All teaching staff are active researchers and/or have recent professional or consultancy experience.

We maintain close links with professional bodies, such as the Chartered Institute of Marketing (CIM), Institute of Direct and Digital Marketing (IDM) and Meeting Professionals International (MPI).

Our relationships with businesses provide many and varied opportunities for students to become involved in live case study work and to hear from visiting speakers. Recent examples include Fat Face, The Anthony Nolan Trust, Branded Content Marketing Association, Oxfordshire RFU and Pampeano. This helps students gain an in-depth understanding of the contemporary challenges faced by organisations.

Our students are encouraged to undertake a paid work placement year in industry and are well-supported in securing one. These roles are usually in marketing and/or events management.

We host one major research cluster within the Marketing and Events arena: ‘Marketing, Society & Technology’. Areas covered include sustainability, ethics, and responsibility in marketing and consumption, political marketing, customer engagement, experiential consumption, cross-cultural behaviour, digital marketing strategies, digital economy and social media, branded content, co-creation, tourism marketing and behaviours, big data analytics, and neuromarketing.

Our courses and our consultancy work are informed by this research.

Staff in the department write some of the leading marketing textbooks, routinely publish their research in international journals and present keynote speeches at high profile corporate events and conferences.

We collaborate closely with a number of overseas universities for research, for staff and student exchange, and to provide training and development to international businesses, most recently with Red Bull.

Students have the option to study for one semester overseas (most courses are provided in English) and we encourage our marketing and events students to gain this valuable experience. This provides opportunities for students to actively engage with debates relating to global issues. Support is provided to students studying overseas and there is a flexible system of module credit exchange.
Marketing is at the heart of any successful organisation, providing the vital link between the marketplace and strategic decision making. On this course you will acquire an in-depth understanding of marketing in an international business context, enabling you to respond to the differing needs of a diverse range of organisations.

**UCAS CODE** NN15

### THE COURSE

This degree shares a common first year with Marketing Management. You can switch between these courses at the end of your first year.

In **Year 1** you will gain a comprehensive insight into essential areas of business and marketing management.

During **Year 2** and your **final year**, you can elect to follow an individually tailored business and marketing course exploring additional areas of marketing and/or wider business interests, providing a wide range of career choices.

Alternatively, you can choose to specialise in **retailing** or **marketing communications**.

Within the **marketing communications specialism** you learn to plan, implement and evaluate promotional tools, including advertising and PR, using both traditional and digital tools. This specialism prepares you for a career in marketing communications, whether working in a marketing services agency or within a marketing department.

Within the **retail specialism** you learn to create and deliver a successful service experience within an international retail context, from producer to end consumer. This prepares you for a career in the retail sector or within those organisations which supply it with goods and services.

You can spend **Year 3** on a work placement, which is a great opportunity to enhance your CV, preparing you for future employment.

### WORK PLACEMENTS

Many students are offered graduate positions by their placement employer. Students have enjoyed challenging positions at Aldi, Disney, BMW, GlaxoSmithKline, Harley-Davidson, TNT and Xerox.

### CAREERS

This course prepares you for a managerial career in business, marketing, retail, marketing communications and logistics in a range of organisations. Many go on to graduate traineeships in companies such as Marks & Spencer, Vodafone, O2, Microsoft and Procter & Gamble.

### PROFESSIONAL BODIES

The Marketing Communications specialism has been accredited by the Institute of Direct and Digital Marketing (IDM). Students who follow this specialism can choose to register with the IDM and sit the IDM's own externally set examination (additional registration and examination fees are payable to the IDM) in order to gain the IDM Certificate in Direct and Digital Marketing.

Oxford Brookes University has joined forces with The Chartered Institute of Marketing (CIM) to give you the opportunity to gain professional qualifications through CIM Graduate Gateway. CIM qualifications are highly sought after by employers, and map alongside our own degrees ensuring you have the best opportunities for a successful marketing career. If you choose to take up the exemptions, after graduation, this will be an additional cost.

### COURSE LENGTH

Three years' full-time study, or **four years** if an optional work placement year is included. Part-time: up to eight years.

### SPECIFIC ENTRY REQUIREMENTS

GCSE Mathematics (grade B preferred) and English (grade C or above). If English is not your first language, please see English language requirements on page 18.

### TYPICAL OFFERS

120 UCAS points, BBB or equivalent at **A-level**; AS-levels will be recognised in place of a maximum of 1 A-level (may include 12-unit vocational A-level);

International Baccalaureate: 31 points. BTEC: DDM.

Key skills are not required but would be a positive feature of an application, as would free-standing AS-levels such as Critical Thinking.

### WEBSITE

brookes.ac.uk/busmark

ASK A QUESTION

brookes.ac.uk/askaquestion or +44 (0) 1865 484848
RICHARD BRANN  
BA (Hons) Business and Marketing Management  
In your first year you share a common set of modules meaning you experience all types of business disciplines. The environment at the Business School is suited to the course, the teaching is first-class; and the facilities available to students in terms of both learning and socialising are second to none.

**BUSINESS AND MARKETING MANAGEMENT DEGREE STRUCTURE**

**First Year** - Study 8 module credits

<table>
<thead>
<tr>
<th>Marketing Research</th>
<th>Accounting and Financial Information</th>
<th>Foundations for Academic Success (2 module credits)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing in Context (2 module credits)</td>
<td>Foundations of Business (if without Business A-level)</td>
<td>Choose 2 modules from List A (1 if without Business A-level)</td>
</tr>
</tbody>
</table>

**Second Year** - Study 8 module credits

<table>
<thead>
<tr>
<th>Business Strategy for Competitive Advantage</th>
<th>Applied Financial Skills</th>
<th>Principles of Marketing Management (2 module credits)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Research</td>
<td>Accounting and Financial Information</td>
<td>Foundations for Academic Success (2 module credits)</td>
</tr>
<tr>
<td>Marketing in Context (2 module credits)</td>
<td>Foundations of Business (if without Business A-level)</td>
<td>Choose 2 modules from List A (1 if without Business A-level)</td>
</tr>
<tr>
<td>Choose 4 modules from List B</td>
<td>Choose 2 honours module credits from List C</td>
<td>Choose 2 modules from Lists B or C</td>
</tr>
</tbody>
</table>

**Third Year**

Optional Work Placement Year (includes a Skills for Placement Search module in your second year)

**Fourth Year** (Third Year if not undertaking a Work Placement) - Study 8 module credits

<table>
<thead>
<tr>
<th>Strategic Marketing Management (2 honours module credits)</th>
<th>Choose 2 honours module credits from List C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choose 2 honours module credits from List C</td>
<td>Choose 2 modules from Lists B or C</td>
</tr>
</tbody>
</table>

**Elective modules List A**

- Business Economics and Financial Markets
- Developing and Planning Events
- Digital Technology and Maths for Business
- Raising Individual Financial Awareness
- Or choose any 1st year modules from across the university, for example introductory modules in Law, Psychology, IT or languages including French, Spanish, Mandarin Chinese, Japanese or Italian.

**Elective modules List B**

- Applied Consumer Behaviour
- Buying, Merchandising and Store Design
- Corporate and Business Law
- Creating and Delivering the Retail Brand
- Creativity and Innovation
- Customer Experience Management
- Customer Relationship Management
- Digital Marketing Communications
- eBusiness
- Enterprise and Entrepreneurship
- Environmentally Sustainable Business
- Essentials of Marketing Communications
- Ethics in Business
- Independent Study (Community Engagement)
- Independent Study in Business
- International Business
- Managing Business Operations
- Managing Business Projects
- Mathematics for Decision Making
- Product and Brand Management
- Purchasing and Supply Chain Management

**Honours modules List C**

- Campaign Management and Development (2 module credits)
- Consultancy Project (2 module credits)
- Contemporary Issues in Marketing Management
- Dissertation in Business and Marketing Management (2 module credits)
- Entrepreneurial Business Management (2 module credits)
- Independent Study
- International Business Case Studies (2 module credits)
- International Marketing
- Managing the International Retail Business
- Marketing Analytics
- Professional Practice

**MODULE KEY**

- **COMPULSORY**
- **ELECTIVE**
- **WORK PLACEMENT**
- **HONOURS**
Marketing is a dynamic and essential business function, providing the vital link between the marketplace and strategic decision making. This course reflects current academic and practitioner thinking within this field, providing you with the necessary marketing knowledge and skills to fit into any kind of organisation or marketing role.

**UCAS CODE** N501

**THE COURSE**

This course shares a common first year with Business and Marketing Management. You can switch between these related degrees at the end of your first year.

In **Year 1**, you will gain a comprehensive insight into the fundamental concepts of marketing in the context of the organisation, and an introduction to applied marketing research.

The Foundations for Academic Success (FAS) module supports you in making the transition to university-level study. It is closely linked with the Marketing in Context module, in which the skills developed in FAS are practised and assessed in a subject specific context.

During **Year 2** and your final year, you continue to develop your understanding of how marketing is planned, implemented and controlled. This is supported by compulsory modules in marketing management, marketing communications, consumer behaviour and marketing analytics. You can spend **Year 3** on a work placement.

**WORK PLACEMENTS**

If you do a work placement, it is a great opportunity to enhance your CV, preparing you for future employment.

Recent marketing students have had work placements at **Aldi**, **Disney**, **Xerox**, **GlaxoSmithKline**, **Harley-Davidson**, **BMW**, **Nissan**, **MMR**, **Research Worldwide**, **TNT** and **Warner Bros**.

**CAREERS**

You might use the degree initially to take on a general marketing role or graduate traineeship in a large organisation, or to focus on a more specialised role in digital marketing, marketing communications, retail management or brand management.

**PROFESSIONAL BODIES**

This degree has been accredited by the Institute of Direct and Digital Marketing (IDM). Students can therefore choose to register with the IDM and sit the IDM’s own externally set examination (additional registration and examination fees are payable to the IDM) in order to gain the IDM Certificate in Direct and Digital Marketing.

Oxford Brookes University has joined forces with the Chartered Institute of Marketing (CIM) to give you the opportunity to gain professional qualifications through CIM Graduate Gateway. CIM qualifications are highly sought after by employers, and map alongside our own degrees ensuring you have the best opportunities for a successful marketing career. If you choose to take up the exemptions, after graduation, this will be an additional cost.

**COURSE LENGTH**

Three years’ full-time study, or four years if an optional work placement year is included. Part-time: up to eight years.

**SPECIFIC ENTRY REQUIREMENTS**

GCSE Mathematics (grade B preferred) and English (grade C or above). If English is not your first language, please see English language requirements on page 18.

**TYPICAL OFFERS**

120 UCAS points, BBB or equivalent at A-level; AS-levels will be recognised in place of a maximum of 1 A-level (may include 12-unit vocational A-level);

International Baccalaureate: 31 points. BTEC: DDM.

Key skills are not required but would be a positive feature of an application, as would free-standing AS-levels such as Critical Thinking.

**WEBSITE**

brookes.ac.uk/marketing

**ASK A QUESTION**

brookes.ac.uk/askaquestion or +44 (0) 1865 484848
MARKETING MANAGEMENT DEGREE STRUCTURE

First Year - Study 8 module credits

- Marketing in Context (2 module credits)
- Foundations for Academic Success (2 module credits)
- Marketing Research
- Foundations of Business (1 without Business A-level)
- Accounting and Financial Information
- Choose 2 modules from List A (1 if without Business A-level)

Second Year - Study 8 module credits

- Principles of Marketing Management (2 module credits)
- Essentials of Marketing Communication
- Applied Financial Skills
- Business Strategy for Competitive Advantage
- Choose 1 module from List B

Third Year

Optional Work Placement Year (includes a Skills for Placement Search module in your second year)

Fourth Year (Third Year if not undertaking a Work Placement) - Study 8 module credits

- Strategic Marketing Management (2 honours module credits)
- Marketing Analytics
- Contemporary Issues in Marketing Management
- Choose 2 honours module credits from List C
- Choose 2 modules from Lists B or C

Elective modules List A
- Business Economics and Financial Markets
- Developing and Planning Events
- Digital Technology and Maths for Business
- Raising Individual Financial Awareness

Or choose any 1st year modules from across the university, for example introductory modules in Law, Psychology, IT or languages including French, Spanish, Mandarin Chinese or Japanese.

Elective modules List B
- Buying, Merchandising and Store Design
- Creating and Delivering the Retail Brand
- Creativity and Innovation
- Customer Experience Management
- Customer Relationship Management
- Environmentally Sustainable Business
- Independent Study (Community Engagement)
- Independent Study in Business
- Managing Business Projects
- Managing Non-Profit Organisations
- Mathematics for Decision Making
- Product and Brand Management
- Purchasing and Supply Chain Management
- Research Methods
- Plus language options

Honours modules List C
- Campaign Management and Development (2 module credits)
- Consultancy Project (2 module credits)
- Dissertation in Business and Marketing Management (2 module credits)
- Entrepreneurial Business Management (2 module credits)
- Independent Study
- International Marketing
- Managing the International Retail Business
- Professional Practice

MODULE KEY
- COMPULSORY
- ELECTIVE
- WORK PLACEMENT
- HONOURS
The events industry is vibrant and fast moving, and its contribution to the economy is growing rapidly. This course reflects the diversity of the events industry by covering, for example, sporting events, music concerts, festivals, consumer fairs/shows and organisational events, such as conferences, trade shows and product launches.

**UCAS CODE** N820

### THE COURSE

Growth in the events industry has seen a high demand for individuals with knowledge and expertise in the planning and management of international corporate and cultural events. Success in this field requires a variety of skills and competencies which you will gain on this course.

You will develop the strategic thinking required to be a confident and effective events professional, within the context of a broader business and management education.

The programme is underpinned by the Principles of Responsible Management Education. Throughout the course you will be encouraged to consider the impact of events on the wider community.

In Year 1 you will focus on the development of fundamental personal, professional and academic skills, and business understanding. You will gain a comprehensive insight into the business environment relevant to events management. In addition, you will be supported in making the transition to university-level study.

In Year 2 and your final year you will focus on the industry in more detail and explore wider business and events management issues. During the course, you will have opportunities to develop your practical events management skills, and to deliver events.

There is a strong marketing orientation to the course and a focus on the essential project and operational management skills necessary to deliver successful events. We have strong links with many employers in the events sector and you have the option of spending Year 3 on a work placement, which is a great opportunity to enhance your CV.

### WORK PLACEMENTS

The Business School has strong links with many events employers. Students have taken events placements with companies such as Airbus, Intercontinental Hotel Group, GSMA and Sipsmith.

If you choose to do a work placement you will gain commercial and practical experience and many of our students are offered graduate positions by their placement employer.

### CAREERS

This course prepares you for job roles across the events management industry, including conference and exhibition centres, events and marketing agencies, charities, corporations, sports organisations and venues such as hotels and visitor attractions.

### UCAS CODE

N820

### COURSE LENGTH

Three years' full-time study, or four years if an optional work placement year is included. Part-time: up to eight years.

### SPECIFIC ENTRY REQUIREMENTS

GCSE Mathematics (grade C or above) and English (grade C or above). If English is not your first language, please see English language requirements on page 18.

### TYPICAL OFFERS

120 UCAS points, BBB or equivalent at A-level. AS-levels will be recognised in place of a maximum of 1 A-level (may include 12-unit vocational A-level);

International Baccalaureate: 31 points. BTEC: DDM.

Key skills are not required but would be a positive feature of an application, as would free-standing AS-levels such as Critical Thinking.

### WEBSITE

brookes.ac.uk/evman

### ASK A QUESTION

brookes.ac.uk/askaquestion

or +44 (0) 1865 484848
**Choose 1 module from List A**  
- Context of Global Hospitality, Tourism and Events  
- Management in International Hospitality and Tourism  
- Foundations of Marketing  
- Accounting and Financial Information  
- Developing and Planning Events  
- Academic and Personal Development in Events Management *(2 module credits)*  
- Choose 1 module from List A

**Second Year** - Study 8 module credits  
- People Management in Hospitality and Tourism  
- Festival and Cultural Events Management  
- Principles of Event Marketing  
- Methods of Enquiry for Hospitality and Tourism  
- Sustainable Event Project, Risk and Performance Management *(2 module credits)*  
- Choose 2 modules from Lists B

**Third Year**  
Optional Work Placement Year (includes a Skills for Placement Search module in your second year)

**Fourth Year** (Third Year if not undertaking a Work Placement) - Study 8 module credits  
- Event Management in Practice *(2 module credits)*  
- Choose 1 module from List C *(2 honours module credits)*  
- Contemporary Issues in Responsible Leadership  
- Professional Practice  
- Choose 1 module from List B or D

**Elective modules List A**  
Any 1st year module from across the university, for example, Work, Employment and Globalisation or The Entrepreneur or languages including French, Spanish, Mandarin Chinese, Japanese or Italian.

**Elective modules List B**  
- Applied Financial Skills  
- Business Strategy for Competitive Advantage  
- Creativity and Innovation  
- Customer Experience Management  
- Environmentally Sustainable Business  
- Food, Drink and Culture  
- Plus language options

**Honours modules List C**  
- Dissertation in Events Management *(2 module credits)*  
- Research Project *(2 module credits)*

**Honours elective modules List D**  
- Dynamics of Employment Relations  
- eMarketing for Service Industries  
- Independent Study  
- International Marketing in Hospitality and Tourism

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**EVENTS MANAGEMENT DEGREE STRUCTURE**

**First Year** - Study 8 module credits

**Second Year** - Study 8 module credits

**Third Year**

Optional Work Placement Year (includes a Skills for Placement Search module in your second year)

**Fourth Year** (Third Year if not undertaking a Work Placement) - Study 8 module credits

**MODULE KEY**

- **COMPULSORY**
- **ELECTIVE**
- **WORK PLACEMENT**
- **HONOURS**
ACCOUNTING, FINANCE AND ECONOMICS

OUR ACCOUNTING, FINANCE AND ECONOMICS DEGREES

BSc (Hons) Accounting and Finance

Page 46

UCAS CODE NN43

BSc (Hons) Accounting and Economics

Page 48

UCAS CODE NL41

BSc (Hons) Economics

Page 50

UCAS CODE L100

BSc (Hons) Economics, Finance and International Business

Page 52

UCAS CODE LN13

BA (Hons) Economics, Politics and International Relations

Page 54

UCAS CODE LL21

The Department of Accounting, Finance and Economics focuses on providing an excellent, all-round academic experience with an international perspective, making our graduates highly sought after in accounting and economics disciplines.

Teaching at undergraduate level is undertaken by our international team of staff who are active researchers and/or have a professional background. This means you learn about current issues as well as gaining a sound theoretical grounding. Our courses can offer exemptions from professional examinations.

Our staff maintain close links with relevant professional bodies and leading practitioners. Employers and professional bodies such as ICAEW (The Institute of Chartered Accountants in England and Wales), ACCA (Association of Chartered Certified Accountants), Grant Thornton, PwC, Critchleys, The Financial Times and the Department of Transport also come and speak to our students.

Students are encouraged to undertake a work placement year and are provided with support in securing one.

Through the Accountants in Mentoring Scheme, our final year students are mentored by managers from companies including KPMG, PwC, Grant Thornton and Unipart. For further information see page 15.

The Applied Economics and Finance cluster combines macroeconomic and microeconomic approaches to improve the understanding of a range of economic issues such as international trade and growth, economic reform and development practices, agriculture and food policies, irrigation, poverty, fair trade, consumer behaviour and investor behaviour within financial markets and institutions.

Exploring these issues from the perspective of finance theory, behavioural economics, labour economics, environmental economics and international trade, the Applied Economics and Finance cluster explores policy implications and mitigating strategies of key issues such as climate change and carbon emissions, agriculture and food security.

Critical Perspectives on Accounting, Social Responsibility and Governance research cluster questions how financial, environmental and social accountability is achieved. Exploring solutions to accounting and accountability issues fit for the challenges of the modern environment, this cluster explores alternative theoretical and practical perspectives. The research cluster is interested in the impact across a range of stakeholder groups and for a range of organisations beyond the corporate sector, including charities and not for profit organisations in the third sector.

This is building on the Accounting for Community: Engaging Students (ACES) project, established by the Accounting and Finance course, in which student volunteers are trained by a local accountancy firm to assist local organisations with basic accounting.

Our Accounting courses offer exemptions from the Association of Chartered Certified Accountants (ACCA), the Institute of Chartered Accountants in England and Wales (ICAEW) and the Chartered Institute of Management Accountants (CIMA).
BSc (Hons) ACCOUNTING AND FINANCE

On this course you will develop excellent team-working, problem-solving, communication and analytical skills plus the commercial awareness to prepare you for your future career. Our long-standing strategic alliance with the Association of Chartered Certified Accountants (ACCA), demonstrates the status and quality of this degree. We are also a Partner in Learning with the Institute of Chartered Accountants in England and Wales (ICEAW).

UCAS CODE NN43

THE COURSE
On this course you will be involved in group presentations, role plays, computer-based simulations, online discussion groups, diagnostic assessments and workshops.

In Year 1 you will be equipped with key skills including primary research, sourcing and evaluating secondary data and manipulation and critical evaluation of numerical data.

In Year 2 and your final year you can continue with the Accounting and Finance degree or choose either: the Accounting and Information Management pathway, which focuses on the growing impact information systems have within organisations; or the Accounting and Business pathway, which enables you to take an analytical approach to business decision making. If you choose either of these pathways your degree title will be the name of that pathway.

You can choose to spend Year 3 on a work placement, which is a great opportunity to enhance your CV preparing you for future employment.

PROFESSIONAL EXEMPTIONS
This course and its pathways allow exemptions from professional qualification exams with the Association of Chartered Certified Accountants (ACCA), the Institute of Chartered Accountants in England and Wales (ICAEW) and the Chartered Institute of Management Accountants (CIMA).

WORK PLACEMENTS
If you choose to do a work placement you will gain commercial and practical experience and many students are offered graduate positions by their placement employer. Students have enjoyed exciting and challenging positions at Aldi, BMW, Lloyds Banking Group, the NHS, Microsoft, IBM, KPMG, Hewlett Packard, Ernst & Young, Grant Thornton, Harley Davidson and a host of other global organisations.

CAREERS
This course will equip you with the skills for a career in accounting and finance. It will also prepare you to join a general graduate training scheme, set up your own business or study at postgraduate level.

Many of our graduates have gone on to work in large organisations including KPMG, PricewaterhouseCoopers, Grant Thornton, Haines Watts, the Treasury and the Foreign and Commonwealth Office.

COURSE LENGTH
Three years’ full-time study, or four years if an optional work placement year is included. Part-time: up to eight years.

SPECIFIC ENTRY REQUIREMENTS
GCSE Mathematics (grade C or above) and English (grade C or above). If English is not your first language, please see English language requirements on page 18.

TYPICAL OFFERS
120 UCAS points, BBB or equivalent at A-level; AS-levels will be recognised in place of a maximum of 1 A-level (may include 12-unit vocational A-level); International Baccalaureate: 31 points; BTEC: DDM.
Association of Accounting Technician (AAT) students with Level 3 Diploma, who also have or are taking one or more A-levels or equivalent, will be considered for admission to Year 1.

Key skills are not required but would be a positive feature of an application, as would free-standing AS-levels such as Critical Thinking.

WEBSITE
brookes.ac.uk/accfin
ASK A QUESTION
brookes.ac.uk/askaquestion
or +44 (0) 1865 484848

Think Ahead ACCA
Chartered Institute of Management Accountants
PARTNER IN LEARNING

CIMA
## ACCOUNTING AND FINANCE DEGREE STRUCTURE

### First Year - Study 8 module credits

<table>
<thead>
<tr>
<th>COMPULSORY</th>
<th>ELECTIVE</th>
<th>WORK PLACEMENT</th>
<th>HONOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Accounting I (2 module credits)</td>
<td>Foundations of Business (if without Business A-level)</td>
<td>Essential Information Skills</td>
<td>Choose 2 modules from List A (1 if without Business A-level)</td>
</tr>
</tbody>
</table>

### Second Year - Study 8 module credits

<table>
<thead>
<tr>
<th>COMPULSORY</th>
<th>ELECTIVE</th>
<th>WORK PLACEMENT</th>
<th>HONOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management Accounting</td>
<td>Corporate Finance</td>
<td>Financial Accounting and Reporting (2 module credits)</td>
<td>Choose 3 modules from List B</td>
</tr>
<tr>
<td>Research in Accounting</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Third Year

Optional Work Placement Year (includes a Skills for Placement Search module in your second year)

### Fourth Year (Third Year if not undertaking a Work Placement) - Study 8 module credits

<table>
<thead>
<tr>
<th>COMPULSORY</th>
<th>ELECTIVE</th>
<th>WORK PLACEMENT</th>
<th>HONOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Accounting Theory</td>
<td>Business Aspects of Management Accounting</td>
<td>Contemporary Issues in Finance</td>
<td>Choose 2 honours module credits from List C</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Advanced Financial Management</td>
<td>Choose 2 modules from Lists B or D</td>
</tr>
</tbody>
</table>

### BSc (Hons) ACCOUNTING AND INFORMATION MANAGEMENT

Second Year - Study 8 module credits

<table>
<thead>
<tr>
<th>COMPULSORY</th>
<th>ELECTIVE</th>
<th>WORK PLACEMENT</th>
<th>HONOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management Accounting</td>
<td>Corporate Finance</td>
<td>Financial Accounting and Reporting (2 module credits)</td>
<td>Choose 2 modules from List C</td>
</tr>
<tr>
<td>Management Information Systems</td>
<td>Accounting Information Systems</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Fourth Year (Third Year if not undertaking a Work Placement) - Study 8 module credits

<table>
<thead>
<tr>
<th>COMPULSORY</th>
<th>ELECTIVE</th>
<th>WORK PLACEMENT</th>
<th>HONOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Accounting Theory</td>
<td>Business Aspects of Management Accounting</td>
<td>Information Systems Strategy</td>
<td>Business Intelligence and Decision Making</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 honours module credits from List C</td>
<td></td>
<td>Choose 2 modules from Lists B or D</td>
<td></td>
</tr>
</tbody>
</table>

### BSc (Hons) ACCOUNTING AND BUSINESS

Second Year - Study 8 module credits

<table>
<thead>
<tr>
<th>COMPULSORY</th>
<th>ELECTIVE</th>
<th>WORK PLACEMENT</th>
<th>HONOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management Accounting</td>
<td>Corporate Finance</td>
<td>Financial Accounting and Reporting (2 module credits)</td>
<td>Choose 2 modules from List C</td>
</tr>
<tr>
<td>International Markets and Competition</td>
<td>Business Strategy for Competitive Advantage</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Fourth Year (Third Year if not undertaking a Work Placement) - Study 8 module credits

<table>
<thead>
<tr>
<th>COMPULSORY</th>
<th>ELECTIVE</th>
<th>WORK PLACEMENT</th>
<th>HONOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Accounting Theory</td>
<td>Business Aspects of Management Accounting</td>
<td>Leading and Managing Change</td>
<td>Strategic Management</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 honours module credits from List C</td>
<td></td>
<td>Choose 2 modules from Lists B or D</td>
<td></td>
</tr>
</tbody>
</table>

### MODULE KEY

- **COMPULSORY**
- **ELECTIVE**
- **WORK PLACEMENT**
- **HONOURS**

### Elective modules List A
- Foundations of Marketing
- Global Business Communications
- Mathematics for Economics and Finance I

Or choose any 1st year modules from across the university, including languages.

### Elective modules List B
- Accounting Information Systems
- Advanced Taxation
- Auditing Practice
- Auditing Theory
- Business Strategy for Competitive Advantage
- Corporate and Business Law
- Delivering Business Value from Information Systems
- eBusiness
- Enterprise and Entrepreneurship
- Environmentally Sustainable Business
- Ethics in Business
- Financial Markets and Institutions
- Independent Study (Community Engagement)
- International Business
- International Finance
- International Markets and Competition
- Introduction to Econometrics
- Management Information Systems
- Managing Business Operations
- Managing Business Projects
- Managing Non-Profit Organisations
- Mathematics for Decision Making
- Personal Taxation
- Revenue Management and Pricing
- Plus language options

### Honours modules List C
- Accounting Synoptic (2 module credits)
- Dissertation (2 module credits)

### Honours modules List D
- Advanced Financial Management
- Business Intelligence and Decision Making
- Contemporary Issues in Finance
- Contexts of Accounting
- Econometrics
- Finance and Development
- Independent Study
- Information Systems Strategy
- Leading and Managing Change
- Strategic Futures Insight & Design (2 module credits)
- Strategic Management
- The Developing Business
BSc (Hons) **ACCOUNTING AND ECONOMICS**  

On this course you will develop a solid grounding in accounting and economics and will be well placed to enter careers in accountancy or economic policy, or to study at master's level.

**UCAS CODE** NL41

**THE COURSE**
On this course you will develop a broad range of valuable skills and attributes.

In **Year 1** you will be introduced to micro-economic and macro-economic theory as well as the fundamentals of accounting.

In **Year 2** you will continue with intermediate level macroeconomics (eg fiscal and monetary policy) and macroeconomics (eg firms’ behaviour in different competitive markets) as well as a statistics module that will introduce you to the world of data analysis.

In **Year 3** you have the option of going on a work placement.

In your **final year** you will study either a synoptic module or you can choose to write a dissertation.

You will also choose from a selection of modules in accounting and economics, including areas such as finance, law, tax and auditing.

**PROFESSIONAL ACCREDITATION**
The status and quality of business degrees at Oxford Brookes are illustrated by our long-standing strategic alliance with the Association of Chartered Certified Accountants (ACCA), the global body for professional accountants. You will benefit from our close links with leading practitioners and employers, which ensure that your learning experience is practical, relevant and up to date.

Graduates can apply for exemptions from professional accountancy examinations depending on the elective modules taken and passed.

**WORK PLACEMENTS**
You can spend **Year 3** on a work placement, which is a great opportunity to enhance your CV. You will gain commercial and practical experience, and many students are offered graduate positions by their placement employer.

Students from the department have enjoyed exciting and intellectually challenging positions at Aldi, BMW, Lloyds Banking Group, the NHS, Microsoft, IBM, KPMG, Hewlett Packard, Ernst & Young, Grant Thornton, Harley-Davidson and a host of other global organisations.

**CAREERS**
This course will prepare you for a career in accounting or economics, and will also prepare you to join a general graduate training scheme, set up your own business or study at postgraduate level.

**COURSE LENGTH**
Three years’ full-time study, or **four years** if an optional work placement year is included. Part-time: up to eight years.

**SPECIFIC ENTRY REQUIREMENTS**
GCSE Mathematics (grade B or above) and English (grade C or above). If English is not your first language, please see English language requirements on page 18.

**TYPICAL OFFERS**
112 UCAS points, BBC or equivalent at A-level; AS-levels will be recognised in place of a maximum of 1 A-level (may include 12-unit vocational A-level);

International Baccalaureate: 30 points. BTEC: DMM.

Key skills are not required but would be a positive feature of an application, as would free-standing AS-levels such as Critical Thinking.

**WEBSITE**
brookes.ac.uk/accec

**ASK A QUESTION**
brookes.ac.uk/askaquestion  
or +44 (0) 1865 484848

48
# ACCOUNTING AND ECONOMICS DEGREE STRUCTURE

## First Year - Study 8 module credits

- **Macroeconomics I**
- **Microeconomics I**
- **Mathematics for Economics and Finance**
- **Introduction to Accounting II**
- **Choose 2 Level 4 modules from List A**

## Second Year - Study 8 module credits

- **Macroeconomics II**
- **Microeconomics II**
- **Statistics for Economics and Finance**
- **Management Accounting**
- **Research Methods in Economics OR Research in Accounting**
- **Module from List B**

## Third Year

- **Optional Work Placement Year (includes a Skills for Placement Search module in your second year)**

## Fourth Year (Third Year if not undertaking a Work Placement) - Study 8 module credits

- **Choose minimum of 2 modules from List C**
- **Choose minimum of 2 modules from List D**
- **Choose 2 modules from Lists B, C, D or E**
- **Dissertation or Synoptic in Accounting or Economics (2 module credits)**

### Elective modules List A
- Economics and Society in Context
- Evolution of Global Business
- Essential Information Skills
- Foundation of Business

### Elective modules List B
- Accounting Information Systems
- Advanced Taxation
- Applied Game Theory
- Auditing Practice
- Auditing Theory
- Corporate and Business Law
- Corporate Finance
- Financial Markets and Institutions
- History of Economic Thought
- Independent Study
- International Finance
- International Labour Markets
- International Markets and Competition
- International Trade
- Introduction to Econometrics
- Mathematics for Decision Making
- Personal Taxation
- Revenue Management and Pricing

### Economics Honours modules List C
- Applied Econometrics
- Contemporary Issues In Economics
- Econometrics
- Economic Growth
- Economic Policy
- Environmental Economics
- Industrial Organisation

### Accounting Honours modules List D
- Business Aspects of Management Accounting
- Contexts of Accounting
- Financial Accounting Theory

### Other Honours modules List E
- Advanced Financial Management
- Contemporary Issues in Finance
- Finance and Development
- Independent Study
- The Developing Business

### MODULE KEY

- **Compulsory**
- **Elective**
- **Work Placement**
- **Honours**
If you follow the news and are interested in business and finance, then an economics degree could be the course for you. Economics is about more than money – it is a people-focused subject and affects us all in our daily lives.

UCAS CODE L100

THE COURSE

This course explains and teaches you to apply theories and principles to various real-world situations, such as international trade, interest rates and the housing market.

In Year 1 you will be introduced to the fundamental concepts that underpin economics and finance in an international business setting. In addition, an introduction to communication and team-working skills and the development of quantitative skills will take place in the compulsory Year 1 modules. You can then choose two optional modules from within the school or across the university.

In Year 2 you will obtain intermediate modules in both micro and macroeconomics. You will enhance your quantitative knowledge through learning statistics for economics and finance. These will be supplemented by a set of additional intermediate level compulsory and optional modules, such as labour markets, international trade and international finance.

In your final year you will have study modules that will develop your fluency in economics in a variety of areas, such as environmental issues, economic development, finance and economic growth.

You will continue to enhance your data analysis skills in the econometrics module. You will also take a synoptic (or capstone) module, which brings together the various aspects of the course. This module includes a reflective assignment dealing with preparation for your career or further study, which is supplemented by activities with the university careers service, visiting speakers, employers and alumni.

WORK PLACEMENTS

If you choose to go on placement it is a great opportunity to gain commercial and practical experience, and enhance your CV.

Our students have enjoyed work placements with companies including Oxford Economics, the Government Economic Service, IBM and JP Morgan. Many students are offered graduate positions by their placement employer.

CAREERS

This course will prepare you to be an economist in government and public sector organisations as well as a range of positions in the accounting, banking and finance sectors. Your transferable skills will prepare you for other business careers including marketing and general management.

COURSE LENGTH

Three years’ full-time study, or four years if an optional work placement year is included. Part-time: up to eight years.

SPECIFIC ENTRY REQUIREMENTS

GCSE Mathematics (grade B or above) and English (grade C or above). If English is not your first language, please see English language requirements on page 18.

TYPICAL OFFERS

120 UCAS points, BBB or equivalent at A-level; AS-levels will be recognised in place of a maximum of 1 A-level (may include 12-unit vocational A-level); International Baccalaureate: 31 points. BTEC: DDM.

Key skills are not required but would be a positive feature of an application, as would free-standing AS-levels such as Critical Thinking.

WEBSITE

brookes.ac.uk/economics

ASK A QUESTION

brookes.ac.uk/askaquestion

or +44 (0) 1865 484848
ECONOMICS DEGREE STRUCTURE

First Year - Study 8 module credits

- Microeconomics I
- Macroeconomics I
- Economics and Society in Context
- Mathematics for Economics and Finance

Choose 4 modules from List A

Second Year - Study 8 module credits

- Microeconomics II
- Macroeconomics II
- Introduction to Econometrics
- Research Methods in Economics

Choose 4 modules from List B

Third Year

Optional Work Placement Year (includes a Skills for Placement Search module in your second year)

Fourth Year (Third Year if not undertaking a Work Placement) - Study 8 module credits

- Economics Dissertation or Synoptic for Economics
- Choose 2 modules from Lists B or C

Choose 4 honours modules from List C

Elective modules List A
- Creating Entrepreneurial Organisations
- Essential Information Skills
- Foundations of Marketing
- Global Business Communications
- Planning a Successful Event
- Raising Individual Financial Awareness
- The Evolution of Global Business

Or choose any 1st year modules from across the university, for example introductory modules in Law, Psychology, IT or languages including French, Spanish, Mandarin Chinese, German or Italian.

Elective modules List B
- Applied Game Theory
- Corporate Finance
- Financial Markets and Institutions
- History of Economic Thought
- International Finance
- International Trade
- International Labour Markets
- Statistics for Economics and Finance
- Plus language modules and mathematics modules
- Introductory Mathematics and Algebra & Calculus

Honours modules List C
- Advanced Financial Management
- Applied Econometrics
- Contemporary Issues in Economics
- Contemporary Issues in Finance
- Econometrics
- Economic Growth
- Economic Policy
- Economics Dissertation (2 module credits)
- Environmental Economics
- Finance and Development
- Independent Study
- Industrial Organisation
- Synoptic for Economics (2 module credits)

MODULE KEY
- COMPULSORY
- ELECTIVE
- WORK PLACEMENT
- HONOURS

ELIFNAZ DOGME
BSc (Hons) Economics

I like the fact that the course does focus on a lot of different aspects of business not just economics. It covers other areas such as business management as well giving me more commercial awareness.
BSc (Hons) ECONOMICS, FINANCE AND INTERNATIONAL BUSINESS

On this course you will develop a broad knowledge of business from an international perspective and gain specialist expertise in economic, financial and business analysis, preparing you for a career in business or government.

UCAS CODE LN13

THE COURSE
International businesses are always looking ahead to new opportunities and challenges, and they need the best people to help shape their strategies and provide informed advice.

In Year 1 you are introduced to the course through the week-long induction programme, including a social event for the group. You will be introduced to the fundamental concepts that underpin economics and finance in an international business setting.

In addition, an introduction to communication and team-working skills and the development of quantitative skills will take place in the compulsory Year 1 modules. You can then choose two optionals from within the school or across the university.

In Year 2 you will be introduced to the changes in approaching study required of second-year students compared to first-year work. These will be supplemented by a set of additional compulsory modules.

In Year 3 you have the opportunity to go on a work placement.

In your final year you will have the option of examining areas such as environmental issues, industrial organisation, economic growth, finance and economic development.

You will undertake a module in Economics, Finance and International Business which allows you to engage in independent project work. You have the option of examining areas such as environmental issues, industrial organisation, economic growth, finance, and economic development.

WORK PLACEMENTS
If you choose to go on a work placement year it is a great opportunity to gain commercial and practical experience. Many students are offered graduate positions by their placement employer. Our students have enjoyed exciting and intellectually challenging positions with companies including Microsoft, the Government Economic Service, IBM, Oxford Economic Forecasting, JP Morgan, Paypal, Hewlett-Packard and TripAdvisor.

CAREERS
This degree prepares you for a career working as an economist in the private, public or not-for-profit sector, in financial management, corporate finance, or investment banking, or as a business analyst.

COURSE LENGTH
Three years’ full-time study, or four years if an optional work placement year is included. Part-time: up to eight years.

SPECIFIC ENTRY REQUIREMENTS
GCSE Mathematics (grade B or above) and English (grade C or above). If English is not your first language, please see English language requirements on page 18.

TYPICAL OFFERS
112 UCAS points, BBC or equivalent at A-level; AS-levels will be recognised in place of a maximum of 1 A-level (may include 12-unit vocational A-level); International Baccalaureate: 30 points. BTEC: DMM.

Key skills are not required but would be a positive feature of an application, as would free-standing AS-levels such as Critical Thinking.

WEBSITE
brookes.ac.uk/efib

ASK A QUESTION
brookes.ac.uk/askaquestion
or +44 (0) 1865 484848
**DANIELA RAMIREZ LUNA**  
BSc (Hons) Economics, Finance and International Business graduate, Intern in Research and Finance, Oxford Brookes University.  
I wanted a course that was quite flexible but had a mix of economic theory and finance. What I have learnt on my course really helped me whilst on placement at MINI Plant Oxford, where I was responsible for financial tasks within the Quality and Launch department.

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**ECONOMICS, FINANCE AND INTERNATIONAL BUSINESS DEGREE STRUCTURE**

**First Year** - Study 8 module credits

<table>
<thead>
<tr>
<th><strong>Economics and Society in Context</strong></th>
<th><strong>Microeconomics I</strong></th>
<th><strong>Macroeconomics I</strong></th>
<th><strong>Mathematics for Economics and Finance</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Accounting and Financial Information</strong></td>
<td><strong>Foundations of Business</strong></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Choose 3 modules from List A</strong></td>
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<td><strong>(or if without Business A-level)</strong></td>
</tr>
</tbody>
</table>

**Second Year** - Study 8 module credits

<table>
<thead>
<tr>
<th><strong>Microeconomics II</strong></th>
<th><strong>Macroeconomics II</strong></th>
<th><strong>Statistics for Economics and Finance</strong></th>
<th><strong>Module from List B or C</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Module from List C</strong></td>
</tr>
<tr>
<td><strong>Choose 3 modules from List B</strong></td>
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</tr>
</tbody>
</table>

**Third Year**

**Optional Work Placement Year (includes a Skills for Placement Search module in your second year)**

**Fourth Year** (Third Year if not undertaking a Work Placement) - Study 8 module credits

**Elective modules List A**
- Creating Entrepreneurial Organisations
- Essential Information Skills
- Foundations of Marketing
- Global Business Communications
- Planning a Successful Event
- Raising Individual Financial Awareness
- The Evolution of Global Business
- Or choose any 1st year modules from across the university, for example introductory modules in Law, Psychology, IT or languages including French, Spanish, Mandarin Chinese, Japanese or Italian.

**Elective modules List B**
- International Business
- International Finance
- International Labour Markets
- International Trade

**Elective modules List C**
- Advanced Financial Management
- Applied Game Theory
- Corporate and Business Law
- Corporate Finance
- eBusiness
- Environmentally Sustainable Business
- Ethics in Business
- Financial Markets and Institutions
- History of Economic Thought
- Independent Study (Community Engagement)
- Introduction to Econometrics
- Introduction to People Management
- Research Methods in Economics
- Plus language options

**Honours modules List D**
- Applied Economics
- Econometrics
- Economic Growth
- Economic Policy
- Environmental Economics
- Finance and Development
- Independent Study
- Industrial Organisation

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**MODULE KEY**

<table>
<thead>
<tr>
<th>COMPULSORY</th>
<th>ELECTIVE</th>
<th>WORK PLACEMENT</th>
<th>HONOURS</th>
</tr>
</thead>
</table>

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BA (Hons) ECONOMICS, POLITICS AND INTERNATIONAL RELATIONS

On this course you will discover how to look behind the headlines and understand the forces shaping the modern world. You will build up an understanding of how recent developments in the global economy are linked with political changes at national and international level, and this specialist expertise will prepare you for a range of challenging international roles.

UCAS CODE LL21

THE COURSE
Studying economics, politics and international relations means studying the real world, and developing the skills to make sense of that world. On this course you will be able to link theory and practice at each stage as you examine the issues which are central to the lives of the world’s population.

In Year 1 you will learn about the three disciplines of economics, politics and international relations.

In Year 2 you will develop your understanding of the central elements both economics and of politics and international relations, covering important theoretical developments and recent practical problems. You will take a Research Methods module to prepare you for your final year dissertation.

In Year 3 you have the opportunity to go on a work placement.

In your final year you take a range of specialist options and work on a dissertation, enabling you to pursue your own interests in depth. You will have the option of examining areas such as environmental economics and politics, economic policy, political thought, international human rights and the global political economy, and of looking at different countries and regions.

WORK PLACEMENTS
If you choose to go on a work placement it is a great opportunity to enhance your CV and gain commercial and practical experience. Recently, students have enjoyed exciting and intellectually challenging positions at Microsoft, the Government Economic Service, IBM, Oxford Economic Forecasting, JP Morgan, PayPal, Hewlett-Packard, TripAdvisor and a host of other organisations, many of which operate internationally. Many students are offered graduate positions by their placement employer.

CAREERS
This degree prepares you for a career as an economist in the public, private or not-for-profit sectors and a range of professions including the diplomatic service, management, teaching, publishing, journalism, local government, law, trade unions, NGOs and international organisations.

COURSE LENGTH
Three years’ full-time study, or four years if an optional work placement year is included. Part-time: up to eight years.

SPECIFIC ENTRY REQUIREMENTS
GCSE Mathematics (grade B or above) and English (grade C or above). If English is not your first language, please see English language requirements on page 18.

TYPICAL OFFERS
112 UCAS points, BBC or equivalent at A-level; AS-levels will be recognised in place of a maximum of 1 A-level (may include 12-unit vocational A-level); International Baccalaureate: 30 points. BTEC: DMM.

Key skills are not required but would be a positive feature of an application, as would free-standing AS-levels such as Critical Thinking.

WEBSITE
brookes.ac.uk/epir

ASK A QUESTION
brookes.ac.uk/askaquestion or +44 (0) 1865 484848
# ECONOMICS, POLITICS AND INTERNATIONAL RELATIONS DEGREE

## First Year - Study 8 module credits

<table>
<thead>
<tr>
<th>Module</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Microeconomics I</td>
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<tr>
<td>Macroeconomics I</td>
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<tr>
<td>Introduction to Politics</td>
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<tr>
<td>Politics in Comparative Perspective</td>
<td></td>
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<tr>
<td>Mathematics for Economics and Finance</td>
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</tr>
<tr>
<td>Economics and Society in Context</td>
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</tr>
<tr>
<td>Introduction to International Relations I: Perspectives</td>
<td></td>
</tr>
<tr>
<td>Introduction to International Relations II: Themes and Issues</td>
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</tbody>
</table>

## Second Year - Study 8 module credits

<table>
<thead>
<tr>
<th>Module</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microeconomics II</td>
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<tr>
<td>Macroeconomics II</td>
<td></td>
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<tr>
<td>Researching Politics and International Relations II: Methods</td>
<td>OR Research Methods in Economics</td>
</tr>
<tr>
<td>Economics module from List B</td>
<td></td>
</tr>
<tr>
<td>2 Politics and International Relations modules from List A</td>
<td></td>
</tr>
<tr>
<td>Module from Lists A or B</td>
<td>Module from Lists A or B</td>
</tr>
</tbody>
</table>

## Third Year

Optional Work Placement Year (includes a Skills for Placement Search module in your second year)

## Fourth Year (Third Year if not undertaking a Work Placement) - Study 8 module credits

<table>
<thead>
<tr>
<th>Module</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economics, Politics and International Relations Interdisciplinary Dissertation</td>
<td>(2 module credits)</td>
</tr>
<tr>
<td>Choose 2 honours modules from Economics List D</td>
<td></td>
</tr>
<tr>
<td>Module from Lists A, B, C or D</td>
<td>Module from Lists A, B, C or D</td>
</tr>
</tbody>
</table>

### Politics and International Relations modules List C

- American Politics and Society
- Contemporary Security Studies
- Development and Social Change in Latin America
- Global Governance and Civil Society
- Modern British Politics
- Nationalism, Identity and Ethnicity
- Political Thought 1
- Political Thought 2
- Researching Politics and IR 1: Analytical Mode
- Russia and Eastern Europe after Lenin
- Sex, Gender and Politics
- State and Society in Europe
- The Global Political Economy
- Understanding Europe: History, Culture and Political Economy
- Central Asia in Global Politics: Beyond Oil and Islam
- Conflict and Post-War Reconstruction
- Counter Terrorism in Comparative Perspective
- Freedom, Justice and Political Theory
- Global Environmental Politics
- Violence, Resistance and Identity Politics
- Independent Study in International Relations
- International Study in Politics
- International Human Rights Law
- International Law and Institutions
- Political Sociology of Crime and Disorder
- Postcolonial Perspectives on Western Culture and Politics
- Poverty, Inequality and the Politics of Welfare
- South African Politics: From Apartheid to Democracy
- State and Society in Contemporary Russia
- Theory and Practice of Human Rights

### Politics and International Relations Honours modules List D

- Applied Econometrics
- Contemporary Issues in Economics
- Econometrics
- Economic Growth
- Economic Policy
- Environmental Economics
- Finance and Development
- Independent Study in Economics
- Industrial Organisation

### Economics modules List B

- Applied Game Theory
- Financial Markets and Institutions
- History of Economic Thought
- Independent Study (Community Engagement)
- International Finance
- International Labour Markets
- International Trade
- Introduction to Econometrics
- Statistics in Economics and Finance

## MODULE KEY

- **COMPULSORY**
- **ELECTIVE**
- **WORK PLACEMENT**
- **HONOURS**
FOUNDATION DEGREES

Foundation degrees are two-year courses that enable you to work and study simultaneously. They are designed to give you specific subject knowledge and provide you with skills you will need for your chosen career.

WHAT IS A FOUNDATION DEGREE?
A foundation degree is designed jointly with employers to equip you with the technical knowledge you need in your working life. It is taught at our partner institutions and validated by Oxford Brookes University.

Successful completion of one of our foundation degree courses may allow you to progress to the final year of a related bachelor’s degree at Oxford Brookes Business School or at some of our partner institutions.

WHY STUDY FOR A FOUNDATION DEGREE?
These foundation degrees, run by our partner institutions, give you the knowledge and transferable skills to enhance your career and develop in the workplace. You can complete the course at your own pace – normally two to five years – through the flexibility of a modular course design. Many of our foundation degree students are in paid employment whilst they are studying.

APPLICATIONS
Applications for foundation degrees should be made through UCAS.

WEBSITE
brookes.ac.uk/business/undergraduate

ASK A QUESTION
brookes.ac.uk/askaquestion or +44 (0) 1865 484848

FOUNDATION DEGREE (ARTS) EVENTS MANAGEMENT
On this course you will develop the knowledge, skills and attributes for effective, ethical management and leadership roles in the event management industry. You will plan and deliver a wide variety of events and learn the key aspects of the planning process such as budgeting, legal frameworks and assessing risk. You will develop an understanding of the events management industry and the contribution of successful events to business, environmental, social, cultural and economic environments. The focus on research skills and developing your enquiry skills will prepare you for your final year modules (eg dissertation) should you wish to progress onto the BA (Hons) Events Management at Oxford Brookes University.

WHO IT’S FOR
As your work place provides the work-based element of this course, you will need to be in an appropriate role (paid or voluntary). The course will suit anyone wishing to pursue a career in events management. You will gain practical management and communication skills, transferable within a range of industries and sectors.

WHERE
Abingdon & Witney College, Oxfordshire

UCAS code NN82
FOUNDATION DEGREE (ARTS) BUSINESS, MANAGEMENT AND COMMUNICATIONS

On this work-based course you will develop the knowledge and skills for a career in business, management or communications. In the business element of the course you will be introduced to the scope and functions of a business, developing your understanding of the environments in which organisations operate. In the management element you will be taught about basic management concepts and theories, and how they apply to organisational behaviour and management decision making. In the communications element you will look at the interaction and communication between staff, internal and external customers, and stakeholders. You will develop your academic and research skills such as critical thinking, academic writing, and research and enquiry skills. These skills ensure you are prepared should you choose to progress to an honours degree in: BA (Hons) Business and Management at Oxford Brookes University; BA (Hons) Business and Management at Solihull College; or BA (Hons) Business, Management and Communications at Abingdon & Witney College.

WHO IT’S FOR

This course would suit anyone wishing to pursue a career in business. You will gain practical management and communication skills, transferable within a range of industries and sectors. As your work place provides the work-based element of this course, you need to be currently working in an appropriate role.

WHERE

Abingdon & Witney College, Oxfordshire  
Solihull College, West Midlands  
UCAS code NP1Y  
UCAS code NP1X

FOUNDATION DEGREE (ARTS) BUSINESS AND ENTERPRISE

On this work-based course you will develop your understanding of business and innovation principles. In the business element of this course you will explore the scope and functions of business, while developing your understanding of enterprise and its place within a range of business environments. In the enterprise element you will look at the concepts and theories of enterprise and entrepreneurship, while learning about organisational behaviour, the nature of creativity and the concepts of management and decision making. You will develop your academic and research skills such as critical thinking, academic writing, and research and enquiry skills. These skills ensure you are prepared should you choose to progress to an honours degree in BA (Hons) Business and Management at Oxford Brookes University or to a BA (Hons) Business and Enterprise at City Oxford College.

WHO IT’S FOR

As your work place provides the work-based element of this course, you need to be currently working in an appropriate role. The course will suit anyone wishing to pursue a career in business. You will gain practical management and communication skills, transferable within a range of industries and sectors.

WHERE

City of Oxford College, Oxford  
UCAS code N102
ALUMNI
YOUR NETWORK, YOUR FUTURE

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40,000 members
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Becoming an Oxford Brookes Business School alumnus may seem like a long way off when you’re still choosing your degree! The benefits of our Alumni network, however, start as soon as you arrive at Oxford Brookes – and continue for life.

HOW BUSINESS SCHOOL ALUMNI CONTRIBUTE TO YOUR UNDERGRADUATE EXPERIENCE

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- Take a work placement opportunity championed by an alumnus or their organisation
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- Hear how different alumni landed their first graduate roles
- Compare experiences with international alumni.

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- Get a 10% discount off postgraduate programme tuition fees for you, your family and friends
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