

Hertfordshire Higher Education Consortium

# Business Management

- Foundation Degree





## Foundation Degree

### What is a Foundation Degree?

Foundation Degrees are university level degree courses that offer an exciting work-based alternative to the traditional university route. They are:

- A stand-alone recognised qualification.
- Equivalent to studying the first two years of an honours degree programme.
- Highly valued by employers.

### How does this work?

Foundation Degrees in Hertfordshire are accessible through your local college, as part of the Hertfordshire Higher Education Consortium\*. On graduation you will be awarded a University of Hertfordshire validated degree, and depending on your chosen course you even get letters after your name... FdA, FdSc.

### Benefits to studying a Foundation Degree

- **real-life projects** which enable you to gain valuable work experience whilst allowing you to apply your skills and knowledge.
- **support** that's available throughout your course from tutors and advisors in College and mentors in your place of work.
- **affordable** because you can choose from one of four colleges to study at you will never be far from home, saving you money on living costs.
- **funding** through student tuition fee loans will cover the cost of your programme – so there's nothing to pay up front.

### Who can study a Foundation Degree?

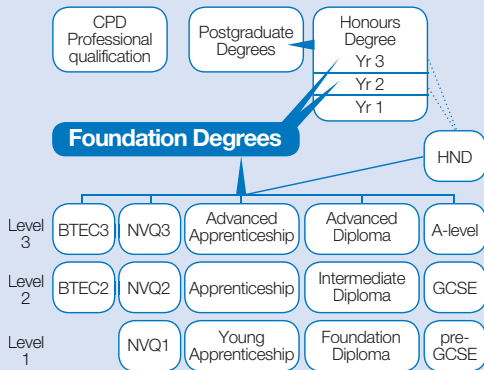
Foundation Degrees are suitable for all kinds of candidates including:

- Those with Level 3 qualifications (eg A Levels, Advanced Apprenticeships, BTECs, Access to Higher Education or City & Guilds).
- Those looking for a change in career.
- Those already employed but wanting to gain a Higher Education qualification either to progress their career or other aspirations.

### What can I do with my Foundation Degree?

That really is up to you! Your degree will ensure that you are well equipped to start your career path and research shows that those with a Higher Education qualification earn 25% more than those without! However, if you have a taste for learning you can 'top-up' your Foundation Degree to a BA or BSc honours degree.

### How do Foundation Degrees fit with other qualifications?



### Hertfordshire Higher Education Consortium\*

The Hertfordshire Higher Education Consortium is a partnership between the University of Hertfordshire, Hertford Regional College, North Hertfordshire College, Oaklands College and West Herts College.

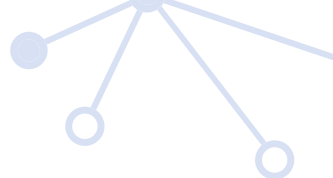
The consortium provides innovative, high quality courses that support vocational higher education. Students get the best of both worlds – the benefits and support of studying at college, and access to University facilities including the libraries (LRCs), athletic and student unions all social activities, careers support and much, much more.



The table shows the structure of the Foundation Degree in Business Management.

Year One	Semester A	<ul style="list-style-type: none"> <li>Principles of Marketing (15 credits)</li> <li>Accounting for Managers (15 credits)</li> <li>Developing the Business Professional (15 credits)</li> <li>Methods and Systems for Business Decisions (15 credits)</li> </ul>	
	Semester B	<ul style="list-style-type: none"> <li>Economics for Business (15 credits)</li> <li>Introduction to Human Resource Management (15 credits)</li> <li>Introduction to Research Methods (15 credits)</li> <li>Business Law (15 credits)</li> </ul>	
Year Two	Semester A	Work Based Learning Project Exploring Business Ethics (30 credits)	<ul style="list-style-type: none"> <li>Exploring Business Ethics (15 credits)</li> <li>Specialist pathway module 1 (15 credits)</li> <li>Specialist pathway module 2 (15 credits)</li> </ul>
	Semester B	<i>*For awards other than FdA Business Management, the Work Based Learning Project must be in the same subject area as the named award.</i>	<ul style="list-style-type: none"> <li>Enterprise (15 credits)</li> <li>Global Business (15 credits)</li> <li>Specialist pathway module 3 (15 credits)</li> </ul>





## What will I study in my first year?

In the first year you will study modules that give you a good grounding in business management. These modules are common to all students regardless of what pathway you have chosen.

### Year 1 modules - core modules:

#### Accounting for Managers (15 credits)

The module provides an introduction to accounting from the manager's viewpoint. Areas covered include the collection and reporting of accounting information to both internal and external users, as well as the use and interpretation of publicly available accounting information. The role of accounting in supporting the management functions of planning, control and decision-making is also covered.

#### Business Law (15 credits)

This module is designed to introduce you to key aspects of business law. It introduces you to the structure of the English legal system, the sources of English law and methods of dispute resolution. It also covers contract law and the law of negligence, both important to business. It recognises the importance of international influences including European law on English law.

#### Developing the Business Professional (15 credits)

The module will provide you with an understanding of key topics relevant to business management, such as business culture, functions, operations and the attributes of business professionals.

The module will enable you to explore and understand the methods used for acquiring, sharing and maintaining knowledge in an organisation. You will also be able to develop skills in gathering, synthesising and managing business intelligence.

#### Economics for Business (15 credits)

The basic tools and approaches which economists use; demand and supply and industry analysis, among others; will be introduced to help understand the economic issues involved in modern business.

## Entry requirements

The normal entry requirements for the programme are:

- 48 points, including one GCE A Level or equivalent
- GCSE English language and maths at grade 4 or above (or equivalent)

## How to apply

Applications are to be made through UCAS – [www.UCAS.com](http://www.UCAS.com). Institutional Code: Herts H36

## How is the programme assessed?

Assessment of the programme will be a combination of coursework, practical and examination. However, the main focus of assessment will be on coursework in the form of written assignments. Coursework may be based on both individual work and group work.

## What will I learn?

The Programme has been designed to reflect the real life experience of working in a business context, developing you to work independently and in teams. Engagement with employers is a focal point in the programme.

## Specialist Pathways

There are six specialist pathways for you to choose from. All students will study the same modules in their first year before going on to specialise in their second year.

### Pathways:

- Business Management with Accounting
- Business Management with Event Management
- Business Management with Human Resource Management
- Business Management with Law
- Business Management with Marketing
- Business Management with Tourism

## Where will I study?

Please see the back cover to see which pathways are available at each of the Colleges.



Economics, of course, provides one of the key pillars of a solid education in business and this module represents some first steps in this direction as well as highlighting some of the major contemporary issues in our society such as the credit crunch and recession.

### **Introduction to Human Resource Management (15 credits)**

This module will explore the links between people management and business objectives. You will gain an understanding of the main activities of HRM, as well as the key principles of management, managing self, managing others and the expectations of a business professional. You will also explore the application of the principles and policies for effective HRM.

### **Methods and Systems for Business Decisions (15 credits)**

This module will introduce you to a variety of quantitative techniques commonly used in analysing and solving business and management problems. To do so, you will use of a variety of statistical and management science software. The module also explores project management, probability and normal distribution, basic optimisation methods, linear regression, introduction to forecasting, business software and databases.

### **Principles of Marketing (15 credits)**

This module will introduce you to some of the key ideas of marketing by examining the role of marketing within the organisation. You will explore different activities which are carried out under the umbrella term of 'marketing'. This includes segmentation; targeting and positioning; the product life cycle; the 4Ps and buyer behaviour.

### **Introduction to Research Methods (15 credits)**

This module will introduce you to a range of tools and techniques used for both qualitative and quantitative research. You will be given the opportunity to develop your research and enquiry skills through appropriate research methods.

The module will start by looking at the process of research before exploring research tools and techniques.

### **Year 2 modules - core modules:**

#### **Enterprise (15 credits)**

This module looks at the nature of enterprise and entrepreneurship, its importance to society and the individual personal opportunities that developing entrepreneurial skills provides. You will work in teams to identify new business opportunities, and then develop these further into an individual business plan.

#### **Exploring Business Ethics (15 credits)**

This module examines the ethical behaviour of organisations and employees. It discusses guidelines, laws and external pressures and the impact these have on the ethical behaviour of organisations. Content includes: ethical theorists, child labour, bribery, price fixing, working conditions, corporate social responsibility and whistleblowing.

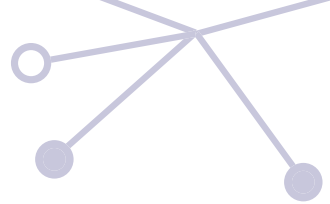
#### **Global Business (15 credits)**

As businesses become more international, a manager's skillset needs to change. Managers need to be aware of issues arising out of cultural difference, and be equipped to manage and operate in diversity. This module will explore the history of international trade, drivers of globalisation, concepts of culture and cultural differences, and corporate social responsibility.

### **Year 2 modules – specialist modules:**

#### **Work Based Learning Project (30 credits) – Pathway Specific Module**

This project will give you an opportunity to expand, develop and apply all that you have learnt on the course, with an employer in a work based situation. You will be expected to choose a project with content relevant to your specialist pathway. Employers will usually be SME (small to medium sized enterprises) and may include charitable and voluntary organisations.



## **Analysing Financial Information (15 credits) – Accounting Pathway**

This module focuses on the skills needed to extract useful information to understand and analyse the three key financial statements. You will develop an understanding of the role of the financial statements in meeting the needs of users.

## **Financial Management (15 credits) - Accounting Pathway**

This module introduces the main theory and practice of the financing of companies, the allocation and management of financial resources within a company and the rewarding of the providers of a company's financing. Topics include: the financial environment; capital budgeting; dividend policy; investment risk; valuation of assets, shares and companies; mergers and acquisitions.

## **Management Accounting for Business Decisions (15 credits) - Accounting Pathway**

This module will explore management accounts and enable prospective managers to understand the benefits and potential pitfalls of using this information when making managerial decisions.

## **Event Planning, Design and Community Engagement (15 credits) – Event Management Pathway**

For this module you will work with a local organisation to organise an event for the community. You will work with other stakeholders and gain an understanding of a specific community's needs, fulfil these needs, and evaluate the effectiveness of the event design, after undertaking a comprehensive event research and planning process.

## **Exploring the Event Industry (15 credits) – Event Management Pathway**

This module will introduce you to the event industry, special event tourism and the processes of planning for such events. You will gain an understanding of the political, economic and environmental costs and benefits of local, national and international events.

## **Risk Management and Security of Events (15 credits) – Event Management Pathway**

The module looks at the effective management of risks in respect of health, safety, and security to ensure visitor safety at events. You will learn about crowd dynamics (management, behaviour, and control) and how these factors react together within an event.

## **Organisational Psychology (15 credits) – HRM Pathway**

This module explores the analysis of human behaviour, and how an understanding of this can influence personal performance and organisational effectiveness in the workplace. You will analyse factors influencing behaviour in the workplace, and the implications for managers and human resource management strategy.

## **Performance Management and Reward (15 credits) – HRM Pathway**

This module examines the role of reward management in achieving long term organisational and individual success and how reward management encourages commitment, engagement and performance of employees.

## **Resourcing and Talent Management (15 credits) – HRM Pathway**

You will examine the process and industry good practice of Recruitment, Selection and Induction, in order to procure the best talent. This includes the characteristics of effective advertisements to attract the right candidates; complying with legislation and considering diversity in an organisation.

## **Contract and Commercial Law (15 credits) – Law Pathway**

Contract and Commercial Law is a must have subject for any student considering a future in civil law. You will develop analytical skills, learn the whole spectrum of contract and commercial law from contract formation and what elements are needed to establish a contract and then develop practice based skills through breach of contract scenarios.



### **English and European Legal Systems and Procedures (15 credits) – Law Pathway**

The module introduces research skill concepts, aspects and the structure of the civil and criminal divisions of the English legal system and the professional ethics of the legal profession. The general principles of EU law are also examined, including the principles regarding the protection of fundamental rights.

### **Marketing Communication (15 credits) – Marketing Pathway**

This module introduces the methods of marketing communications concepts and demonstrates how they fit into the marketing mix. The module will cover the main areas of advertising, personal selling, sales promotions, public relations, sponsorships, direct marketing, product placement and electronic media.

### **Marketing Planning (15 credits) – Marketing Pathway**

Using a range of tools and techniques, you will explore the underlying philosophy of marketing planning and the significance of the planning phase in order to give an overall perspective of what planning aims to achieve.

### **Product Innovation (15 credits) – Marketing Pathway**

This module provides the tools for identifying key customer values and developing innovative products and services to delight them. Concepts will include the product life cycle strategies; product/service portfolio analysis; new product/service models; market and environmental analysis.

### **Destination Marketing Research (15 credits) – Tourism Pathway**

Destination marketing is often a public sector activity with many stakeholders. These can be at a national, regional or local government level. This module draws on foundation marketing modules and will develop your research skills by exploring theories and concepts invaluable to issues of consumer buyer behaviour.

### **Tourism and Development (15 credits) – Tourism Pathway**

This module uses a geographical perspective to analyse decision-making in tourism planning, development and management. You will explore the supply of tourism resources and demand-side issues such as travel trends and tourist flows.

### **Tourism Passenger Transport (15 credits) – Tourism Pathway**

You will be introduced to external pressures and industry responses as well as the importance of innovation, especially in facilities. The module will also cover changing consumer demand and expectation and the part this plays in the necessary maintenance of quality of passenger experience.

## Where will I study?

The Colleges and campuses where the Business Management pathways are taught at are show below.

	Oaklands College (Full time only)	North Herts College	West Herts College	Hertford Regional College
<b>Business Management</b>	WGC	Stevenage	Watford	Ware
<b>Accounting</b>	WGC	Stevenage	Watford	Ware
<b>Event Management</b>	WGC	Stevenage	Watford	Broxbourne
<b>HR</b>	n/a	Stevenage	Watford	Ware
<b>Law</b>	WGC	Stevenage	Watford	n/a
<b>Marketing</b>	WGC	Stevenage	Watford	Ware
<b>Tourism</b>	n/a	Stevenage	Watford	Broxbourne

## For further information

### Hertford Regional College

tel + 44 (0)1992 411411

info@hrc.ac.uk

[www.hrc.ac.uk](http://www.hrc.ac.uk)

### North Hertfordshire College

tel +44 (0)1462 424242

enquiries@nhc.ac.uk

[www.nhc.ac.uk](http://www.nhc.ac.uk)

### Oaklands College

tel +44 (0)1727 737000

info@oaklands.ac.uk

[www.oaklands.ac.uk](http://www.oaklands.ac.uk)

### West Herts College

tel +44 (0)1923 812345

admissions@westherts.ac.uk

[www.westherts.ac.uk](http://www.westherts.ac.uk)

### University of Hertfordshire

Admission Service

tel +44 (0)1707 284800

ask@herts.ac.uk

[go.herts.ac.uk](http://go.herts.ac.uk)

