

OXFORD BROOKES BUSINESS SCHOOL

Undergraduate Degrees 2019







Good decision making is key to **success in business...**

get it right from the start!

innovative and inspirational teaching

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



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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 2019. 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?



PREPARING YOU FOR YOUR CAREER

At the Business School we are fully committed to preparing you for your future.



In your second year you will practise specific and transferable skills relevant to career success. You will work on a professional and targeted CV, develop your understanding of the career landscape and graduate labour market, and reflect on aspects of your personal development.

This will be carried out in conjunction with our Careers Service and links with professional bodies.

LIVING IN OXFORD

A big factor that will shape your experience of being a student is the city you study in. Oxford is one of the most famous student cities in the world and for good reason. One in five people here is a student so there is a unique, vibrant atmosphere. It is a bustling and stunning cosmopolitan city with excellent shopping, restaurants, cafés, pubs and clubs and, what's more, it's only an hour away from London.

Oxford Brookes Business School is a place of inspiration and transformation.

Our courses are designed with you and your career in mind. You will be taught by staff who have close connections with the business world, and who support you throughout your student journey.

STUDENT LIFE

We are friendly and community-minded. At Brookes you will meet a wide range of people from different backgrounds and make amazing friends for life. You are able to tailor your course to match your interests and give yourself the best foundation for a rewarding career. You will find a warm welcome at Oxford Brookes and all the support you need to achieve your goals.

QUALITY OF OUR COURSES

The high standard of our courses is recognised and accredited by leading international and professional bodies who offer our students credit towards their qualifications. Oxford Brookes Business School is ranked in the top 30 UK based Business Schools by global ranking and rating agency, ww. 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 courses. 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.



FIRST-CLASS FACILITIES

It is an exciting time to join our Business School as we have recently moved to new premises at our Headington Campus. The university has invested £30m to provide a new home for the Business School, including a lecture theatre, teaching rooms, social learning space and a café. This gives you first-class learning spaces close to university facilities, student halls and the city centre.



PARTNER IN LEARNING

Think Ahead

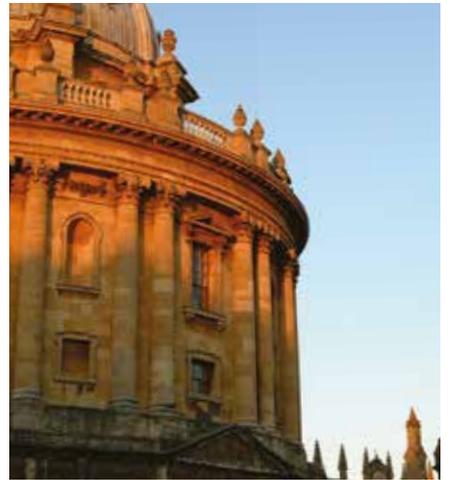


The lecturers apply real life scenarios to theory. You develop a good balance between theoretical knowledge and practical transferable skills.

THARISHINI RAJANNAN

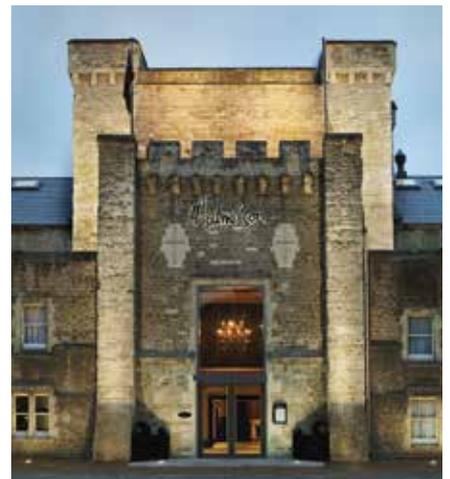
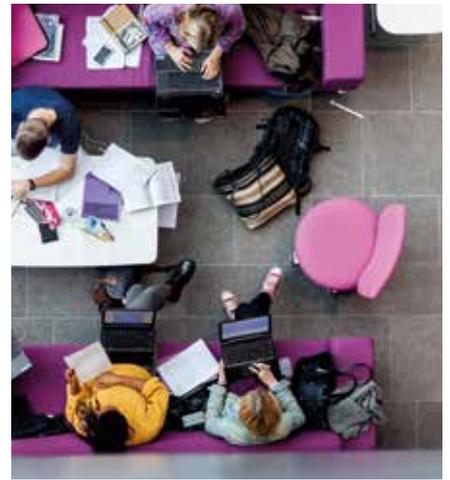
BSc (Hons) Accounting and Finance graduate,
Finance Analyst, APAC Business Development
at Netflix





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#brookesbusiness





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 LIFE

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, 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-til-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.

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



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.



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

CAMPUS LIFE



A STATE-OF-THE-ART CAMPUS

As a business student, you'll be among the first to benefit from the university's 10-year estates investment plan which will include first-class learning spaces close to university facilities, student halls and the city centre.

Headington Campus is also home to our award-winning John Henry Brookes Building, which extends over six floors, providing a stimulating space in which you can study and research. There are a wide range of facilities including a library, teaching rooms and lecture theatres. There is also a social area to meet your fellow students for coffee, work and a catch-up. It is open round-the-clock during revision times with a help zone, roving advisors and assisted learning facilities. There is a purpose-built Students' Union and the support and health services are brought together in a convenient one-stop shop – Student Central.

Our dedicated Careers Centre is based in the John Henry Brookes Building, providing support and guidance when researching and applying for graduate positions.



SPORT

We have an excellent sports centre at Headington, offering something for everyone, whether you want to use the fitness suite or heavy weights room, or join one of the many university sports teams. Facilities include badminton courts, squash courts, basketball courts, football, hockey and rugby pitches and a climbing wall.



ACCOMMODATION FOR FULL-TIME STUDENTS

We currently offer over 4,000 self-catered, single study-bedrooms and over 130 studio apartments in our student halls. 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](https://www.youtube.com/channel/UCv8v8v8v8v8v8v8v8v8v8v8)

Find out more on Facebook

 [fb.com/BrookesUnion](https://www.facebook.com/BrookesUnion)

WORK PLACEMENTS

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.

Placements at a glance

- Paid full-time work in your third year
- A dedicated service to guide your placement search
- Tailored placement skills development module
- Continual support from the Business School
- Enhanced fourth year learning through industry experience
- Improved graduate employability

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.

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/business/undergraduate/tuition-fees.

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.

The skills developed in this module, along with the experience you will gain from interviews and assessments during your work placement search, will prove to be highly beneficial when you begin looking for graduate employment.

Through our links with industry and highly regarded work placement scheme, you will receive the best preparation for life after university.

EXAMPLES OF RECENT STUDENT WORK 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



AIMEE CROSS, BA (Hons) Business and Management graduate,
Trading Director, 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 became an area manager and am now a Trading Director.



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. In your second year you will take a module which enables you to develop the skills and competencies you need for your career development, including the transition into graduate employment. 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



LOUISE DIXON
Senior Management Accountant at
Science and Technology Facilities
Council (STFC)

The students that we have had from Brookes to date, have been very mature in their approach to the work we have given them. They've also shown that they are intelligent, motivated and very eager to learn. They have used their initiative and that in itself has been a benefit to us.

MENTORING SCHEME

The Business School is committed to enhancing the employment prospects of its graduates. Through Brookes Connections you have the opportunity to connect with experienced alumni in a professional job. As your mentor they can provide career advice and encouragement, assistance in setting clear career goals, strategies for dealing with academic issues, and overall support you in preparing you for your chosen career.



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.

RESEARCH

Research at the Business School influences national and international policy, enhances societal and individual wellbeing, and creates new knowledge from which your course is taught.

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

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.

RESEARCH LEADS TO DISCOVERY

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



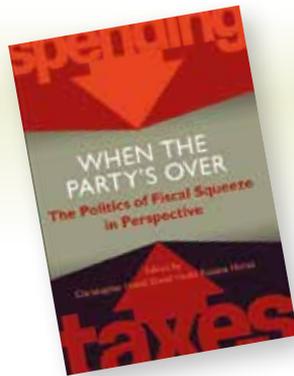
APPLIED ECONOMETRICS

Dimitrios Asteriou – Programme Lead for Economics
Professor Stephen G. Hall – University of Leicester



ECONOMY, CULTURE AND HUMAN RIGHTS: Turbulence In Punjab, India And Beyond

Professor Pritam Singh – Professor of Economics



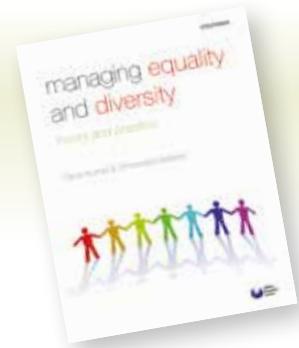
WHEN THE PARTY'S OVER: The Politics Of Fiscal Squeeze In Perspective

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



ACCOUNTING: A Smart Approach

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



MANAGING EQUALITY AND DIVERSITY, THEORY AND PRACTICE

Professor Simonetta Manfredi – Associate Dean Research and Knowledge Exchange
Dr Savita Kumra – Brunel University
Professor Lucy Vickers – School of Law



ESSENTIALS OF MARKETING

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 will benefit from our outstanding academic reputation, teaching quality and the excellent personal and academic support to ensure success in your future career.



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.



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](https://www.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](https://www.brookes.ac.uk/students/isat/visas)

SUPPORT WHEN YOU NEED IT

We support on academic and welfare issues throughout your time at the Business School. All students are allocated an Academic Advisor. In addition, the university's 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 BROOKESbus 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](https://www.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](https://www.brookes.ac.uk/students/isat/work-options)



SHEILA KOGO-MALINGA, Kenya, BA (Hons) Business and Marketing Management graduate, Sales and Marketing Manager, Great Lakes Safaris

I was very happy at Brookes. I was out of my comfort zone at first and had to learn to accept different things – from academic and 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 were lots of people from around the world, we were all inexperienced culturally, so we were all learning together.

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.

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](https://www.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](https://www.brookes.ac.uk/business/ugvideos)



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/contact-and-meet-us/book-a-campus-tour](https://www.brookes.ac.uk/studying-at-brookes/contact-and-meet-us/book-a-campus-tour)



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.





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 or five compulsory (advanced) modules and choose three or four further modules from a range of electives.

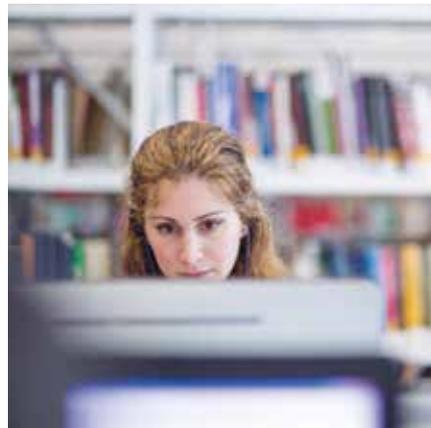
In the final year, you will choose from a range of honours modules, including a dissertation, synoptic or independent study module.

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.

NEW COURSES FOR 2019

BSc (Hons) Business and Finance

BSc (Hons) Business and Hospitality Management

BA (Hons) Marketing Communications Management

BA (Hons) Marketing and Events Management

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.



BUSINESS AND MANAGEMENT

OUR BUSINESS AND MANAGEMENT DEGREES

BA (Hons) Business and Management	Page 26	UCAS CODE N200
BA (Hons) International Business Management	Page 28	UCAS CODE N120
BA (Hons) Business and Human Resource Management	Page 30	UCAS CODE N600
BA (Hons) Business, Enterprise and Entrepreneurship	Page 32	UCAS CODE N100
BSc/BA (Hons) Business Management combined honours	Page 34	UCAS CODE <small>(see our website)</small>

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.

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: Business and Human Resource Management, International Business Management, or Business, Enterprise and Entrepreneurship, offering you maximum flexibility.

UCAS CODE N200

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. In **Year 2** you will also take a module to enhance your employability skills as you progress through your course in support of graduate employment opportunities.

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 **C/4** or above), and **English** (grade **C/4** 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.

We welcome applications from applicants with non-standard qualifications.

For full course information please go to brookes.ac.uk/busman

ASK A QUESTION

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



JACK SHEPPARD

BA (Hons) Business and Management graduate, **HR Assistant, Areva RMC**

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



Second Year - Study 8 module credits



Third Year



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



Elective modules List A
 Foundations of Marketing
 Global Business Communications
 Planning a Successful Event
 Raising Individual Financial Awareness
 The Evolution of Global Business
 Work, Employment and Globalisation
 Or choose 1st year modules from across the university, for example introductory modules in languages.

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

Elective modules List C
 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 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
 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
 Social Innovation and Social Enterprise
 The Developing Business

MODULE KEY



BA (Hons) **INTERNATIONAL BUSINESS MANAGEMENT**

SINGLE 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. After your first year you can switch to one of three other courses: **Business and Management, Business and Human Resource Management, or Business, Enterprise and Entrepreneurship, offering you maximum flexibility.**



UCAS CODE N120

THE COURSE

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. In **Year 2** you will also take a module to enhance your employability skills as you progress through your course in support of graduate employment opportunities. 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**.

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/4** or above), and **English** (grade **C/4** 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.

For full course information please go to brookes.ac.uk/ibm

ASK A QUESTION

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



ADAM LEWIS

BA (Hons) International Business Management graduate, **Consultant, Strategy and Operations, Deloitte**

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



Second Year - Study 8 module credits



Third Year



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



Elective modules List A
 Foundations of Marketing
 Planning a Successful Event
 The Evolution of Global Business
 Work, Employment and Globalisation
 Or choose 1st year modules from across the university, for example introductory modules in languages.

Elective modules List B
 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 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
 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
 Social Innovation and Social Enterprise
 The Developing Business

MODULE KEY



BA (Hons) **BUSINESS AND HUMAN RESOURCE MANAGEMENT**

SINGLE HONOURS

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. After your first year you can switch to one of three other courses: Business and Management, International Business Management, or Business, Enterprise and Entrepreneurship, offering you maximum flexibility.

UCAS CODE N600

THE COURSE

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.

In **Year 2** the modules include people management, business research and finance, strategic human resource management and organisational behaviour. You can focus more on acquiring the subject knowledge and developing your ability to learn autonomously. The core compulsory modules build on the knowledge you gained in the first year and prepare you for honours-level (final-year) study. You will select optional modules in consultation with your adviser. In **Year 2** you will also take a module to enhance your employability skills as you progress through your course in support of graduate employment opportunities.

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 **C/4** or above), and **English** (grade **C/4** 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**.

For full course information please go to brookes.ac.uk/hrm

ASK A QUESTION

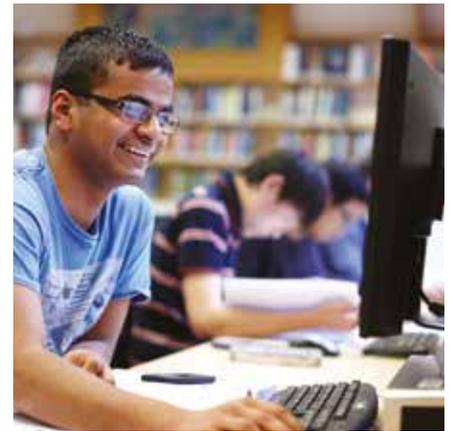
brookes.ac.uk/askaquestion or +44 (0) 1865 484848



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.



BUSINESS AND HUMAN RESOURCE MANAGEMENT DEGREE STRUCTURE

First Year - Study 8 module credits



Second Year - Study 8 module credits



Third Year



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



Elective modules List A
 Foundations of Marketing
 Planning a Successful Event
 The Evolution of Global Business
 Work, Employment and Globalisation
 Or choose 1st year modules from across the university, for example introductory modules in languages.

Elective modules List B
 Customer Experience Management
 Corporate and Business Law
 Creativity and Innovation
 eBusiness
 Enterprise and Entrepreneurship
 Environmentally Sustainable Business
 Ethics in Business
 Independent Study in Business
 International Finance
 Management Information Systems
 Managing Business Operations
 Managing Knowledge for Competitive Advantage
 Managing Non-Profit Organisations

Honours modules List C
 Contemporary Issues in Finance
 Independent Study
 International Marketing
 Leading and Managing Change
 Perspectives on International Management
 Social Innovation and Social Enterprise
 The Developing Business

MODULE KEY



BA (Hons) **BUSINESS, ENTERPRISE AND ENTREPRENEURSHIP**

SINGLE 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. After your first year you can switch to one of three other courses: Business and Management, International Business Management, or Business and Human Resource 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. In **Year 2** you will also take a module to enhance your employability skills as you progress through your course in support of graduate employment opportunities.

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 **C/4** or above), and **English** (grade **C/4** 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**.

For full course information please go to 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



Second Year - Study 8 module credits



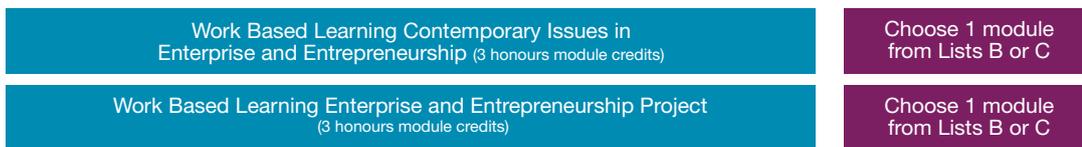
Third Year

Optional Work Placement Year (includes a Placement Search and Preparation module in your second year)

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



OR



Elective modules List A
 Foundations of Marketing
 Planning a Successful Event
 The Evolution of Global Business
 Work, Employment and Globalisation
 Or choose 1st year modules from across the university, for example introductory modules in languages.

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 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 (2 module credits)
 Independent Study
 International Human Resource Management
 International Marketing
 Leading and Managing Change
 Perspectives on International Management

MODULE KEY



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. In **Year 2** you will also take a module to enhance your employability skills as you progress through your course in support of graduate employment opportunities.

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 **C/4** or above), and **English** (grade **C/4** 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.

For full course information please go to 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 graduate, **Reference Data Quality Control Executive, Neilsens**

The combined honours suits me as I have varied interests and this allowed me to find what I enjoy 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



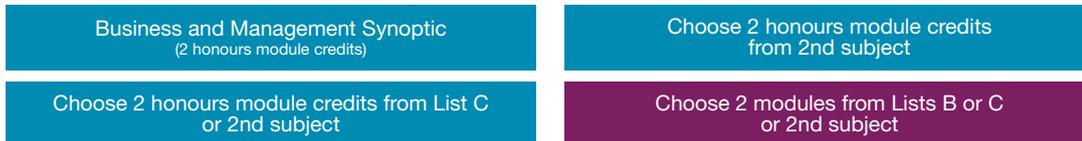
Second Year - Study 8 module credits



Third Year

Optional Work Placement Year (includes a Placement Search and Preparation module in your second year)

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

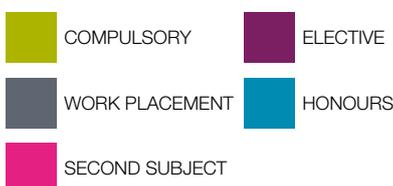


Elective modules List A
 Digital Technology and Maths for Business
 Foundations of Marketing
 Global Business Communications
 Planning a Successful Event
 The Entrepreneur
 The Evolution of Global Business
 Work, Employment and Globalisation
 Or choose 1st year modules from across the university, for example introductory modules in languages.

Elective modules List B
 Corporate and Business Law
 Developing Business Value from Information Systems
 eBusiness
 Independent Study in Business
 Mathematics for Decision Making
 Independent Study
 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
 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
 Business Accountability and Responsibility
 Consultancy Project (2 module credits)
 Contemporary Issues in Finance
 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
 Social Innovation and Social Enterprise

MODULE KEY





MARKETING

OUR MARKETING DEGREES

BA (Hons) Business and Marketing Management	Page 38	UCAS CODE NN15
BA (Hons) Marketing Management	Page 40	UCAS CODE N501
BA (Hons) Events Management	Page 42	UCAS CODE N820

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), British Arts Festival Association (BAFA) 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 **The Anthony Nolan Trust, Branded Content Marketing Association, Fat Face, Oxfordshire RFU** and **The Body Shop**.

This helps students gain an in-depth understanding of the contemporary challenges faced by organisations. Additionally, we support students in the development of their employability within the curriculum throughout all the years of study. Our students are also 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.

BA (Hons) BUSINESS AND MARKETING MANAGEMENT

SINGLE HONOURS

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

UCAS CODE NN15



THE COURSE

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. In **Year 2** you will also take a module to enhance your employability skills.

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, Warner Bros, TNT** and **Xerox**, among many others.

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 **C/4** or above), and **English** (grade **C/4** 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**.

For full course information please go to brookes.ac.uk/busmark

ASK A QUESTION

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



MARTA VERCESI

BA (Hons) Business and Marketing Management

Oxford Brookes is such a friendly place. I have gained so many skills while studying here. I am much more confident talking to individuals and contributing to discussions.

It's a practical course which prepares you for future employment opportunities.



BUSINESS AND MARKETING MANAGEMENT DEGREE STRUCTURE

First Year - Study 8 module credits



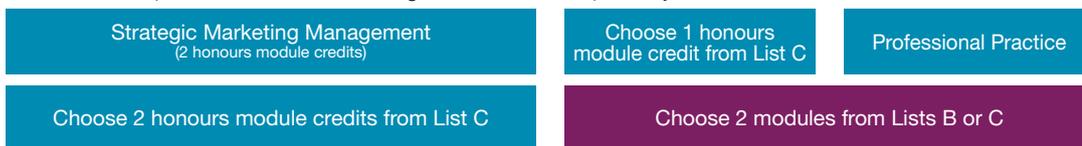
Second Year - Study 8 module credits



Third Year



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



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 1st year modules from across the university, for example introductory modules in languages.

Elective modules List B
 Corporate and Business Law
 Creating and Delivering the Retail Brand
 Creativity and Innovation
 Customer Experience Management
 Customer Relationship Management
 Digital Marketing
 eBusiness
 Enterprise and Entrepreneurship
 Environmentally Sustainable Business
 Ethics in Business
 Evaluating Options for Entrepreneurial Organisations
 Independent Study in Business
 Integrated Marketing Communications
 International Business
 Introduction to People Management
 Managing Business Operations
 Managing Business Projects
 Managing Non-Profit Organisations
 Mathematics for Decision Making
 Organisational Behaviour and Management
 Product and Brand Management
 Purchasing and Supply Chain Management
 Research Methods

Honours modules List C
 Campaign Management and Development (2 module credits)
 Consultancy Project (2 module credits)
 Contemporary Consumer Behaviour
 Contemporary Issues in Marketing Management
 Developing the Contemporary Retail Experience
 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
 Marketing Analytics

MODULE KEY



BA (Hons) **MARKETING MANAGEMENT**

SINGLE 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. In **Year 2** you will also take a module to enhance your employability skills in support of graduate employment opportunities. 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**, among many others.

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 **C/4** or above), and **English** (grade **C/4** 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**.

For full course information please go to brookes.ac.uk/marketing

ASK A QUESTION

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



RICHARD PALLISTER

BA (Hons) Marketing Management graduate,
Senior Brand Strategy and Development Manager, NOW TV

The lecturers were great, really engaging and enthusiastic and helped you get the most out of your course.

The staff were always approachable and happy to help you.



MARKETING MANAGEMENT DEGREE STRUCTURE

First Year - Study 8 module credits



Second Year - Study 8 module credits



Third Year

Optional Work Placement Year (includes a Placement Search and Preparation module in your second year)

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



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 1st year modules from across the university, for example introductory modules in languages.

Elective modules List B
 Creating and Delivering the Retail Brand
 Creativity and Innovation
 Customer Experience Management
 Customer Relationship Management
 eBusiness
 Environmentally Sustainable Business
 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)
 Developing the Contemporary Retail Experience
 Dissertation in Business and Marketing Management (2 module credits)
 Entrepreneurial Business Management
 (2 module credits)
 Independent Study
 International Marketing

MODULE KEY



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, arts 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; therefore ensuring you are supported in making the transition to university-level study. You will also gain a comprehensive insight into the business environment relevant to events management.

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.

In **Year 2** you will also take a module to enhance your employability skills in support of graduate employment opportunities.

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.

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/4** or above), and **English** (grade **C/4** 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**.

For full course information please go to brookes.ac.uk/evman

ASK A QUESTION

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



BEN GORDON

BA (Hons) Events Management

I really enjoy how broad my course is. The modules are so diverse that you aren't confined to one career path.

I was also surprised by how international Oxford Brookes is. You become a global citizen by studying here.



EVENTS MANAGEMENT DEGREE STRUCTURE

First Year - Study 8 module credits

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)		Enhancing Employability in Events Management	Choose 1 module from List B

Third Year

Optional Work Placement Year (includes a Placement Search and Preparation 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 2 modules from List B or D	

Elective modules List A
Choose 1st year modules from across the university, for example introductory modules in languages.

Elective modules List B
Applied Financial Skills
Business Strategy for Competitive Advantage
Creativity and Innovation
Customer Experience Management
Customer Relationship 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

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.

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).

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 (ICAEW).

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 the **Accounting and Information Management pathway**, which focuses on the growing impact information systems have within organisations. If you choose this pathway your degree title will be Accounting and Information Management. In **Year 2** you will also take a module which will enable you to develop the skills and competencies you will need for your career development.

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 pathway 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/4** or above), and **English** (grade **C/4** 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.

For full course information please go to brookes.ac.uk/accfin

ASK A QUESTION

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

Think Ahead



ACCOUNTING AND FINANCE DEGREE STRUCTURE

First Year - Study 8 module credits



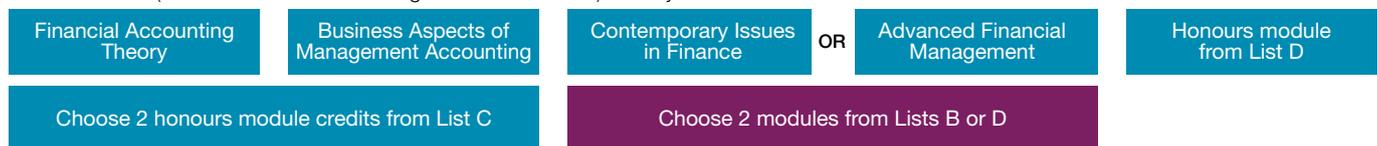
Second Year - Study 8 module credits



Third Year



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



BSc (Hons) ACCOUNTING AND INFORMATION MANAGEMENT

Second Year - Study 8 module credits



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



Elective modules List A

Foundations of Marketing
Global Business Communications
Mathematics for Economics and Finance I
Or choose 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
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

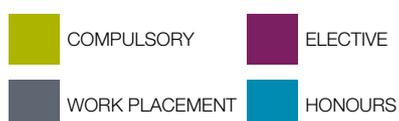
Honours modules List C

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

MODULE KEY



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 2** you will also take a module which will enable you to develop the skills and competencies you will need for your career development, including the transition into graduate employment.

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/5** or above), and **English** (grade **C/4** 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.**

For full course information please go to brookes.ac.uk/accec

ASK A QUESTION

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



ACCOUNTING AND ECONOMICS DEGREE STRUCTURE

First Year - Study 8 module credits



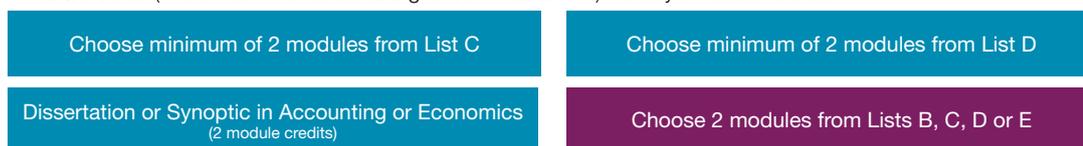
Second Year - Study 8 module credits



Third Year

Optional Work Placement Year (includes a Placement Search and Preparation module in your second year)

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



Economics is about more than money – it is a people-focused subject and affects us all in our daily lives. Many of the central issues shaping the world today, such as migration, climate change, inequality and globalisation, can only be understood through a knowledge of economic concepts and how they illuminate society.

UCAS CODE L100

THE COURSE

This course enables 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 take modules in microeconomics, macroeconomics, mathematics for economics and the application of economics to recent social developments. The remainder of the first year course consists of a wide range of optional modules drawn from with the school of the wider university.

In **Year 2** you take five compulsory modules. These cover intermediate macroeconomics, microeconomics, econometrics (the application of statistical methods to the testing of economic theories), research methods and the use of economic skills in the workplace. In addition you will take optional modules dealing with a wide range of topics such as international trade, financial markets, labour economics, game theory and the history of economic thought.

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

In your **final year** you can either write a dissertation on a topic of your choice or take a synoptic module which draws on all elements of the course and uses them to analyse important contemporary economic problems. There is also a wide range of optional modules covering areas such as applied econometrics, economic

growth, economic policy, environmental economics and industrial organisation. 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, the Office for National Statistics, 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, public sector organisations and NGOs as well as for a range of positions in the financial sector including roles in financial institutions, such as banks and work in financial markets. Your transferable skills will prepare you for many other business careers.

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/5** or above), and **English** (grade **C/4** 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.**

For full course information please go to brookes.ac.uk/economics

ASK A QUESTION

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



ELIFNAZ DOGME

BSc (Hons) Economics

I like the fact that the course focuses 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.



ECONOMICS DEGREE STRUCTURE

First Year - Study 8 module credits



Second Year - Study 8 module credits



Third Year



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



Elective modules List A
 Essential Information Skills
 Foundations of Marketing
 Global Business Communications
 Planning a Successful Event
 Raising Individual Financial Awareness
 The Entrepreneur
 The Evolution of Global Business
 Or choose 1st year modules from across the university, for example introductory modules in languages.

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



BSc (Hons) **ECONOMICS, FINANCE AND INTERNATIONAL BUSINESS**

SINGLE HONOURS

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. An understanding of economic and financial ideas is crucial in developing such advice.

In **Year 1** you will be introduced to the fundamental concepts that underpin economics and finance in an international business setting.

The first year covers an introduction to economic theory as well as modules involving quantitative techniques, accounting, business and the application of economics to a range of recent social developments.

In **Year 2** you continue studying economic theory and will also take a statistics module and a module looking at the use of economic skills in the workplace. A central element of this year is the study of a range of modules with a distinctly international focus which analyse the main markets within which global organisations operate.

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

In your **final year** you take modules in which you apply the knowledge and skills gained in the first and second year to important contemporary problems in both economics and finance.

The synoptic module which concludes the course builds on this by analysing complex business issues and showing how economic and financial ideas can illuminate them.

Throughout the three years of the course you will have the opportunity to take a range of optional courses covering many economic, financial and business issues, such as environmentally sustainable business, economic growth, industrial organisation, financial markets, economic policy, financial management and the role of finance in 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**, the **Office for National Statistics**, **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/5** or above), and **English** (grade **C/4** 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**.

For full course information please go to brookes.ac.uk/efib

ASK A QUESTION

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



EVANGELINA AMMA-AMPONG

BSc (Hons) Economics, Finance and International Business

Oxford Brookes has so much to offer. You can choose your pathway and tailor the course, within reason, to how you would like it to be.

Having done a work placement meant that my final year is less stressful as you feel prepared for graduate level jobs. There is not that fear of the unknown.



ECONOMICS, FINANCE AND INTERNATIONAL BUSINESS DEGREE STRUCTURE

First Year - Study 8 module credits

Economics and Society in Context	Microeconomics I	Macroeconomics I	Mathematics for Economics and Finance
Accounting and Financial Information	Foundations of Business (if without Business A-level)	Choose 3 modules from List A (2 if without Business A-level)	

Second Year - Study 8 module credits

Microeconomics II	Macroeconomics II	Statistics for Economics and Finance	Skills and Knowledge for Graduate Economists
Choose 3 modules from List B			Module from List B or C

Third Year

Optional Work Placement Year (includes a Placement Search and Preparation module in your second year)

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

Contemporary Issues in Economics	Contemporary Issues in Finance	Economics, Finance and International Business Synoptic (2 honours module credits)
Choose 2 honours modules from List D		Choose 2 modules from Lists C or D

Elective modules List A

- Essential Information Skills
- Foundations of Marketing
- Global Business Communications
- Planning a Successful Event
- Raising Individual Financial Awareness
- The Entrepreneur
- The Evolution of Global Business

Or choose 1st year modules from across the university, for example introductory modules in languages.

Elective modules List B

- International Business
- International Finance
- International Labour Markets
- International Trade

Elective modules List C

- 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
- Introduction to Econometrics
- Introduction to People Management
- Research Methods in Economics
- Plus language options

Honours modules List D

- Advanced Financial Management
- Applied Econometrics
- Econometrics
- Economic Growth
- Economic Policy
- Environmental Economics
- Finance and Development
- Independent Study
- Industrial Organisation

MODULE KEY

 COMPULSORY	 ELECTIVE
 WORK PLACEMENT	 HONOURS

BA (Hons) **ECONOMICS, POLITICS AND INTERNATIONAL RELATIONS**

SINGLE HONOURS

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 of 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 and a module looking at the use of economic skills in the workplace.

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**, **the Office for National Statistics**, **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/5** or above), and **English** (grade **C/4** 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**.

For full course information please go to brookes.ac.uk/epir

ASK A QUESTION

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



NASEERA ESAT

BA (Hons) Economics, Politics and International Relations

Combined subjects are good, because you learn different analytical skills and the modules compliment each other.

Once you understand politics you gain a perspective of how important economics is.



ECONOMICS, POLITICS AND INTERNATIONAL RELATIONS DEGREE

First Year - Study 8 module credits

Microeconomics I	Macroeconomics I	Mathematics for Economics and Finance	Economics and Society in Context
Introduction to Politics	Politics in Comparative Perspective	Introduction to International Relations I: Perspectives	Introduction to International Relations II: Themes and Issues

Second Year - Study 8 module credits

Microeconomics II	Macroeconomics II	Researching Politics and International Relations II: Methods	OR	Research Methods in Economics	Skills and Knowledge for Graduate Economists
Economics module from List B	2 Politics and International Relations modules from List A	Module from Lists A or B			

Third Year

Optional Work Placement Year (includes a Placement Search and Preparation module in your second year)

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

Economics, Politics and International Relations Interdisciplinary Dissertation (2 module credits)	Choose 2 honours modules from Economics List D	
Choose 2 honours modules from Politics and International Relations List C	Module from Lists A, B, C or D	Module from Lists A, B, C or D

- Politics and International Relations modules List A**
- American Politics and Society
 - Contemporary Security Studies
 - Democracy, Autocracy and Regime Change
 - Development and Social Change in Latin America
 - Global Governance and Civil Society
 - International Trade and Migration
 - 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

- Economics modules List B**
- Applied Game Theory
 - Financial Markets and Institutions
 - History of Economic Thought
 - Independent Study in Business
 - International Finance
 - International Labour Markets
 - International Trade
 - Introduction to Econometrics
 - Statistics for Economics and Finance

- Politics and International Relations Honours modules List C**
- Central Asia in Global Politics: Beyond Oil and Islam
 - Conflict and Peacebuilding
 - Counter Terrorism in Comparative Perspective
 - Freedom, Justice and Political Theory
 - Global Environmental Politics
 - Independent Study in International Relations
 - Independent Study in Politics
 - International Development
 - International Human Rights Law
 - International Law and Institutions
 - Law, Empires and Revolutions
 - Militarism and Society
 - 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
 - Violence, Resistance and Identity Politics

- Economics 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

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 AND MANAGEMENT PRACTICE

Designed in cooperation with and supported by employers, this work-based business and management practice course has a strong focus on employability skills appropriate to the workplace. The Business strand introduces you initially to the scope and functions of business and gradually develops your understanding of the internal and external environment in which businesses operate. The Management strand takes basic management concepts and theories to a contemporary and practical level and integrates organisational behaviour aspects with 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 Practice final year at either Abingdon & Witney College or Solihull College & University Centre, or to the BA (Hons) Business and Management at Oxford Brookes University.

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

UCAS code N20N

Solihull College & University Centre, West Midlands

UCAS code N2N2

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

ALUMNI

Over
40,000 members
in more than
160 countries



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

- Connect with a professional alumni mentor for a 10 week mentoring course while studying
- Take a work placement opportunity championed by an alumnus or their organisation
- Find out about the realities of working in jobs and industries that interest you
- Hear how different alumni landed their first graduate roles
- Compare experiences with international alumni.

HOW THE ALUMNI NETWORK AND ITS MEMBERS HELP BUSINESS SCHOOL GRADUATES

- Get a 10% discount off postgraduate programme tuition fees for you, your family and friends
- Use our Alumni network to search for jobs in the UK and across the globe
- Continue your professional development with our extensive programme of lectures and events
- Enjoy exclusive discounts at hotels, restaurants, clubs, theatres and much more
- Network, network, network – for job roles, new clients, potential employees, business partnerships.

Start your Alumni connections now: **LinkedIn** <http://linkd.in/brookesbs>



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Undergraduate Degrees 2019

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