

Business Management BA (Hons)

UCAS Code: N200 | Duration: 3 years | Full-time | Hope Park | 2021/2022

Placement year opportunities available



Course Overview

The world of Business Management is fast-moving and dynamic. Business organisations are facing unprecedented change and complex challenges both within the UK and globally. This demands that students who enter the business sector understand the dynamics of the business environment and how organisations operate in increasingly uncertain situations. The Business Management degree examines small to medium-sized enterprises to global multi-national companies – public, private, not-for-profit with a focus on business principles, organisational dynamics and management processes.

Liverpool Hope Business School holds the prestigious AACSB accreditation and has an enviable reputation for developing students with sound theoretical principles, thorough understanding of contemporary business practices and informed by the latest research. The links we have with local and national businesses, plus links with professional bodies, ensure you are well prepared for the world of work.

This in-depth degree gives you the opportunity to understand how businesses operate and the ethical and social impact they have on communities. An experienced, student-focused team will develop your understanding of this business context and develop the critical business skills and transferable skills that future employers will demand.

Entry Requirements

The standard offer level is 112 UCAS tariff points.

This degree has been validated by the University, but may be subject to change or amendment.

Fees and Additional Costs

The tuition fees for 2021/2022 are £9,250 for full-time undergraduate courses.

As well as the cost of your tuition fees, you will need to consider the cost of your core textbooks which we estimate to be around £180. There is also a voluntary contribution cost of £5-£10 for the Young Enterprise venture.

You will also need to consider the cost of your accommodation each year whilst you study at university.

Visit our accommodation webpages for further details about our Halls of Residence:
www.hope.ac.uk/halls



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Business Management BA (Hons) Curriculum

Year One

You will be introduced to the underlying principles of Business Management that will lay the foundations for progression through your degree. You will study four component parts (4Cs) to understanding what a business is (the Company), how it interacts with its environment (the Context), how it serves its customers (the Customers) and how it manages its competition (the Competition).

Additionally, in your first year, you will gain an appreciation of fundamental business structures and functions and the management challenges posed by the contemporary and ever complex business environment.

You will be introduced to the underlying principles of Marketing and the relationship between Marketing and the global business context. Study of this relationship can help contextualise marketing theory and practice and further help you understand the dynamics of contemporary marketing management, as you explore concepts such as the marketing mix, segmentation, targeting and positioning, and consumer behaviour.

Topics typically studied in this year are:

- Introduction to Business Management Theory & Practice (Major and Single hons)
- Economics
- Analysing Business and Marketing environments
- Introduction to Organisational Behaviour
- The Marketing Mix: (7 Ps: Product, Price, Place, Promotion, People, Process, Physical Evidence)
- Understanding Buyer Behaviour*
- Customer segmentation
- Introduction to Quantitative Methods.

Year Two

In Year two you will be introduced to the dynamic relationship between a variety of business functions and management. This will allow you to consider the operational challenges facing contemporary organisations. You will be equipped with not only the understanding for enterprise, but also an appreciation of how the nature and scope of the internal and external operating

environment will impact on business and management decisions – both nationally and internationally.

Topics typically studied in your second year are:

- Enterprise
- Project Management*
- Decision Making using Quantitative Data*
- Operations Management
- Finance
- Human Resource Management
- Business Law*
- International Business*
- Research Methods.

Year Three

You will take on more strategic, global and contemporary perspectives. You will also undertake a research project/dissertation on an organisational issue of your choice. You will adopt a more strategic lens, through which to consider the nature and scope of business and management in an ever changing, increasingly global and dynamic context.

Both academic and professional competence will be refined in your final year. Critical evaluation is a key component at this level of study and this will lay the foundations for reflective thinkers and practitioners. The undertaking of an individual research project or dissertation will help you develop a proactive mind-set that will prepare you for the world of work or further study.

Topics typically studied include:

- Strategic Management
- Business Sustainability
- Ethics and CSR*
- Globalisation and Development*
- Social Entrepreneurship and Third Sector organisations*
- Contemporary Business Issues
- Final Year Research Project/*Final Year Dissertation.

* Topics marked with a * are studied by single honours students only

Liverpool Hope Business School is an accredited member of AACSB International - The Association to Advance Collegiate Schools of Business.

COURSE STRUCTURE

Teaching on this degree is structured into lectures, seminars and tutorials.

If you are studying Business Management as a Single Honours degree, in your first year there are approximately 12 teaching hours each week, which will decrease to approximately 10 teaching hours per week in your second and third years. If you are studying Business Management as a Combined Honours degree, in your first year there are approximately 6 teaching hours each week, which decreases to approximately 5 teaching hours in your second and third years.

On top of teaching hours, you are also expected to spend approximately 18 hours studying independently each week. This could include additional research and reading, attendance at guest lectures and industry related events, preparation or completion of set tasks for taught sessions, revision for exams, work for your assessments and participation in group work.

ASSESSMENT AND FEEDBACK

Exams are normally held at the end of each academic year and you are required to complete a series of assessment tasks during each year. These typically include business reports, essays, and a portfolio. In your final year, you are also required to complete a research project/dissertation.

You will be given feedback on your assessments, and you will have the opportunity to discuss this with your tutor in more detail.



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