



# International Year One (IY1) Business



# Programme Details

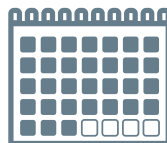


## Who is this programme designed for?

This programme is designed for international students who do not quite have the academic grades and/or English level to start the first year of an undergraduate degree, but have a stronger profile than a Undergraduate Foundation Programme student.

All students who successfully complete the IY1 are guaranteed progression to Year 2 of a business-related undergraduate degree. This programme is set at level 4, and is equivalent to the first year of an undergraduate business degree.

## How long will I study for?



This programme lasts one academic year (nine months). The year is divided into 2 semesters of approximately 13 weeks each. On average, you will undertake 25 hours of classroom-based study per week.

Please note: Minimum and maximum hours are estimated, hours may vary depending on the student's academic and English level and may be adjusted throughout their course.

English Language forms six hours of your timetable as part of the Academic English Language Development module and is compulsory for all students. English will also be integrated into the teaching of academic subjects.

Students will also study a French for Beginners module which will consist of three hours per week.

You will be expected to timetable self-study hours in addition to the classroom-based hours.

## How will I be assessed?

You will be assessed at regular intervals throughout the programme to ensure you are making the progress required to successfully complete the programme.

Final assessments for each module will be spread across the relevant semester. Assessment methodologies are aligned to those that are experienced in a university environment, and include project work, essays, presentations and unseen examinations.



# Academic English Language Development

The module builds your language skills across the four main areas of listening, reading, writing, and speaking. Grammar and vocabulary are an integral part of all skills and are therefore developed equally and appropriately across the four skills, rather than being treated as separate topics. The module's language content is drawn from a corpus of Business English, enabling a focus on the most valuable vocabulary and language structures for your studies and careers



# Learning Objectives

## 01

**Follow and identify the main points from lectures, classes, workshops, and interactions with peer group**

**AC1.1**

Note facts, figures and other salient points from a class, lecture or workshop

**AC1.2**

Predict the likely content of a class or lecture based on pre-reading activities

**AC1.3**

Infer the speaker's viewpoint in a business setting

**AC1.4**

Respond appropriately to other students in academic discussions, debates and negotiations

**AC1.5**

Respond appropriately to tutor's questions

## 02

**Comprehend complex texts related to academic module content and area(s) of research interest**

**AC2.1**

Read a text for gist and summarise the theme

**AC2.2**

Scan a text for specific required information, conclusions, or research findings

**AC2.3**

Infer author's stance and rationale for softening/distancing techniques

**AC2.4**

Take relevant notes and synthesise views of different authors, citing and referencing accurately.

## 03

**Produce detailed written academic texts, showing awareness of the discipline and genre**

**AC3.1**

Analyse a question or instruction and produce an appropriate writing plan

**AC3.2**

Develop a balanced argument using examples

**AC3.3**

Signpost written text using a combination of simple and complex cohesive devices

**AC3.4**

Use a range of grammatical structures and lexis to communicate finer shades of meaning

## 04

**Express ideas fluently and participate actively in academic discussions and in a team environment**

**AC4.1**

Prepare and deliver a short talk on a topic of personal interest

**AC4.2**

Sustain a classroom-based discussion with minimal additional prompting

**AC4.3**

Use appropriate spoken language to agree, disagree, and challenge viewpoints in an academic environment (e.g. seminar)

**AC4.4**

Summarise a short talk or presentation

## 05

**Produce a level of grammatical and lexical accuracy and sophistication appropriate to a minimum of CEFR B2+ or IELTS 6.0**

**AC5.1**

Combine clauses and simple sentences to form complex structures

**AC5.2**

Produce new language in relevant contexts, showing awareness of word form, collocation, and register

**AC5.3**

Review and edit language to adjust suitability for intended audience

# Economics for Business

This module will introduce a range of essential economic concepts and methods and show how these can be applied to understand the world around us. The emphasis is upon the business applications of economics in facilitating the decisions of managers, entrepreneurs in a variety of situations including pricing, advertising, financing, market entry, and product developments. The module will also consider the implications of the macro economy on the operations of modern firms.

The module aims to develop your understanding of the context in which modern business operates. Thus, enabling you to appreciate and apply simple economic concepts to facilitate business decision making in an increasingly dynamic and resource constrained global business environment.



## Learning Objectives

# 01

**Understand the concept of the market and the economic approach to the analysis of markets.**

### AC1.1

Explain the concepts of scarcity and opportunity cost and how they relate to the definition of economics

### AC1.2

Apply the basic theory of supply and demand and the determination of price and output

### AC1.3

Analyse the different economic market structures

### AC1.4

Explain market efficiency and related factors that impact it

# 02

**Explore the economic theories of consumer behaviour, business organisation and industrial organisation.**

### AC2.1

Compare the different economic systems controlling the allocation of resources

### AC2.2

Apply economic concepts and models in understanding influences on business decision-making

# 03

**Investigate the impact of public policy on business organisations.**

### AC3.1

Assess the importance of markets, efficiency and public interest

# 04

**Assess the complex macroeconomic environment in which a modern organisation operates.**

### AC4.1

Examine how key macroeconomic concepts such as economic growth, inflation and unemployment impact on businesses and the environment they operate in

### AC4.2

Explain fiscal and monetary policy and the impact on businesses

### AC4.3

Analyse the impact of demand and supply side policies on SMEs and start-ups

### AC4.4

Examine the role of international economics including the balance of payments and exchange rates

# Principles of Management

This is a broad-based module whose aim is to provide a comprehensive introduction to management theory and practice. You will understand the key themes and functions of management, within the clear process framework of planning; organising; leading; controlling. Topics covered in this unit include: models and theory of management, organisational structure, corporate strategy, management and motivation, corporate social responsibility, corporate governance. The overarching aim of the module is for you to gain a solid understanding of the role of management within organisations and the connections between different management functions.





## Learning Objectives

# 01

**Understand the role and nature of management theory and practice.**

**AC1.1**

Examine the functions of management

**AC1.2**

Analyse the main features of different approaches to management

**AC1.3**

Explore the relationships between management theory and practice

# 02

**Assess the meaning, nature and underlying concept of motivation.**

**AC2.1**

Explain the meaning and underlying concept of motivation

**AC2.2**

Examine the main theories of motivation and relevance to work situations

**AC2.3**

Assess the relationship between management style and work performance

# 03

**Explore the importance of strategy and structure for effective management of organisations.**

**AC3.1**

Explain the importance of strategy and strategic management in achieving organisational goals

**AC3.2**

Apply business planning tools to support strategic decision making

**AC3.3**

Assess the importance of organisational structure for the effective management of goals and objectives

# 04

**Recognise the importance of corporate social responsibilities and business ethics for the management of work organisation.**

**AC4.1**

Explain concepts of corporate social responsibilities and organisational stakeholders

**AC4.2**

Explore the impact of implementing social and environmental strategies on decision makers and stakeholders

# Management Accounting

The aim of this module is provide you with a general understanding of cost and management accounting concepts to enable you to appraise the financial performance of businesses. You will be introduced to the nature, source and purpose of management accounting followed by exploring the different techniques and methods used to examine the data. The syllabus then looks at the use of budgets and standard costing and variance analysis as key planning tools for business activity. You will then learn the key appraisal techniques for measuring the performance of a business and potential recommendations.



## Learning Objectives

# 01

**Explore the purpose and scope of management accounting information.**

### AC1.1

Describe the purpose and role of cost and management accounting information in the effective management of a business

### AC1.2

Compare and contrast management accounting with financial accounting

### AC1.3

Recognise the significance of data sources and cost classification for decision-making

# 02

**Understand different techniques of cost accounting and cost management.**

### AC2.1

Apply cost accounting techniques for material, labour and overheads

### AC2.2

Explain and apply the principles of absorption and marginal costing

### AC2.3

Apply different cost accounting methods (job, batch, process, ABC) to given business situations

### AC2.4

Assess cost behaviour and the use of cost-volume-profit analysis as a short-term strategy tool for decision-making

# 03

**Explore the use of budgeting as a management tool for short-term planning and control.**

### AC3.1

Describe the purpose and main features of budgeting and budgetary control

### AC3.2

Prepare functional and cash budgets for planning, decision-making and control

### AC3.3

Calculate and interpret budget variances

# 04

**Apply investment appraisal techniques for appraising business investment.**

### AC4.1

Describe the purpose and types of the main investment appraisal techniques

### AC4.2

Undertake calculations for capital investment proposals using NPV, IRR, payback, discounted payback, ARR and profitability

### AC4.3

Assess the financial performance of businesses and make recommendations for improvement

# Marketing and Advertising

This module is designed to provide you with the opportunity to investigate the principles which underpin the marketing process and how they apply to business. It covers a broad range of topics to provide a general overview of marketing and gives you a foundation for further study and introduces marketing as a possible career option.

Topics which will be covered in this module include the concepts of marketing and communication objectives and process of marketing, this includes the key elements of customer driven marketing strategy and the product life cycle. Segmentation, targeting and positioning will be studied, this includes segmenting consumer and business markets, marketing target strategy, buyer behaviour and advertising for an international market.

The extended marketing mix and different methods of online marketing will also be covered. Effective promotional and advertising tools and planning will also be covered.

You will explore real life situations which will help you to develop your professional practical skills such as self-analysis and awareness of diversity in terms of people and cultures. You will develop your conceptual and critical thinking and evaluation skills using case studies and reading academic theories. You will also have the opportunity to work collaboratively in teams developing your communication and team building skills which will help you build your skills for future careers in Marketing.



## Learning Objectives

# 01

**Understand the principal theories underpinning the study of marketing.**

**AC1.1**

Explain marketing and the steps involved in the marketing process for delivering a customer driven marketing strategy

**AC1.2**

Compare the marketing management orientations that guide marketing strategy

# 02

**Apply appropriate models in the development of a marketing strategy.**

**AC2.1**

Review the potential stages in the buyer behaviour process

**AC2.2**

Apply appropriate marketing models to support the development of marketing strategy

**AC2.3**

Explore how segmentation, targeting and positioning supports a marketing strategy in a chosen market

# 03

**Explore how integrated advertising campaigns are conceived and developed.**

**AC3.1**

Examine the link between promotional activity and achieving marketing objectives

**AC3.2**

Apply the steps involved in developing effective marketing communications

# 04

**Investigate the changing structure of advertising with the impact of online marketing in a global context.**

**AC4.1**

Examine the evolution of digital marketing

**AC4.2**

Explore the social criticisms of marketing and the impact on consumers

**AC4.3**

Analyse the impact of ethics on businesses in developing a marketing strategy

# Quantitative Methods for Business Decision Making

This module introduces key numerical techniques used in business to help aid decision making. It provides grounding in practical aspects of quantitative analysis with an emphasis on analysis of data. Main areas covered are descriptive statistics, probability, probability and sampling distributions, confidence intervals, hypothesis testing, population, sampling and levels of measurement. You will use manual practical techniques and software (e.g. spreadsheets) for data analysis to interpret statistical results in order to generate information to help them make business decisions. The course flows from part 1: problem planning to part 2: data collection, then to part 3: data presentation (descriptive statistics) and finally to part 4: using statistics to draw conclusions (inferential statistics).

The aim of the module is to provide you with the knowledge, understanding and skills to be able to make decisions to solve business problems by knowing where to locate data to guide decision making, how to statistically analyse and evaluate the data and thus how to make an evidence-based decision about business problems.



## Learning Objectives

# 01

**Explore the use of statistical data and analysis for informing business decision**

**AC1.1**

Identify purpose and context relevant for using statistical data in a business situation

**AC1.2**

Explain the different approaches and methods for collecting primary and secondary data

**AC1.3**

Analyse the effectiveness of selected approaches and methods used in collecting statistical data

# 02

**Extract information from data sets using representative values.**

**AC2.1**

Undertake data collection appropriate to a business situation

**AC2.2**

Extract key information from data sets using representative values; measure of dispersion

**AC2.3**

Present data using appropriate visual and descriptive techniques

# 03

**Apply a range of quantitative techniques and statistical methods to analyse data.**

**AC3.1**

Apply relevant methods to effectively interpret extracted data

**AC3.2**

Test data using relevant statistical tests

**AC3.3**

Evaluate data results in the context of a business situation

# Resources and reading list

## Academic English Language Development

Bailey, S. (2018). *Academic writing: a handbook for international students. 5th edition*. London & New York: Routledge Taylor & Francis Group

Birkin, J. (2012). *Business Advantage. Intermediate. Student's book*. Cambridge: Cambridge University Press.

## Economics for Business

Begg, D. and Ward, D. (2020). *Economics for Business*. 6th edn. London: McGraw-Hill Education.

Slooman, J., et al. (2023). *Economics for Business*. 9th edn. Harlow: Pearson Education Limited.

## Principles of Management

Cole, G. A., & Kelly, P. (2020). *Management Theory and Practice*. 9th edn. Andover: Cengage Learning EMEA

Boddy, D. (2016). *Management: An Introduction*. 7th edn. Harlow: Pearson

## Management Accounting

Weetman, P. (2019). *Financial and Management Accounting: An Introduction*. 8th edn. Harlow: Pearson Education Limited.

Sangster, A. and Wood, F. (2015) *Business Accounting 1*. 13th edn. Harlow: Pearson Education Limited.

## Marketing and Advertising

Kotler, P., Armstrong, G. and Balasubramanian, S. (2023). *Principles of Marketing*. 19th edn. Harlow: Pearson Education Limited.

Armstrong, G., Kotler, P., et al., (2022). *Marketing: An Introduction*. 15th edn. Harlow: Pearson Education Limited.

## Quantitative Methods for Business Decision Making

Curwin, J., Slater, R. & Eadson, D. (2013). *Quantitative Methods for Business Decisions*. 7th edn. Hampshire: Thomson Learning

Berenson, M., Levine, D., Krehbiel, T., (2012). *Basic Business Statistics: Concepts and Application*. 12th edn. Prentice Hall: Harlow



# Example Timetable






Please note this is an example timetable and will vary for every student. Students should anticipate lessons starting earlier than 9am or later than 5pm. Students will be expected to allocate self study and revision hours within their timetable which will be given at the start of the academic term.

	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5
Mon	Personal Tutorial	AELD	AELD	Lunch			Principles of Management	Principles of Management
Tues	French for Beginners	Principles of Management	Principles of Management	Lunch		Management Accounting		AELD
Wed	Management Accounting	Management Accounting		Lunch		AELD	AELD	French for Beginners
Thur	AELD	French for Beginners		Lunch	Quantitative Methods for Business Decision Making	Quantitative Methods for Business Decision Making		Management Accounting
Fri	Principles of Management	Principles of Management		Lunch	Management Accounting	Management Accounting		Quantitative Methods for Business Decision Making

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