



## International Year One (IY1) Business



# Programme Details

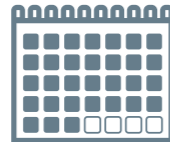


## Who is this programme designed for?

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 in the UK, 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 in the UK.

## How long will I study for?



This programme lasts one academic year (nine months). The year is divided into three terms of approximately 10 weeks. On average, you will undertake between 17 and (up to) 23 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 up to six hours of your timetable, is compulsory for students who are below the required level for progression, and will be integrated into the teaching of academic subjects as well as being taught separately if you need additional support.

Students who are at or above the required English level for progression are likely to follow a reduced timetable.

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

## What will I study?

You will study English plus six core Business modules (two per term) which are relevant to your chosen progression degree, such as:

Business Environment, Principles of Management, Academic & Professional Skills for Business, Marketing and Advertising, Quantitative Methods for Business Decision Making, Financial Accounting, Management Accounting, Economics for Business, Management Accounting, Organisational Behaviour.

## 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 term. Assessment methodologies are aligned to those that are experienced in a university environment, and include project work, essays, presentations and unseen examinations.



# Modules

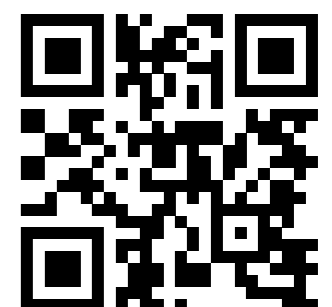
Modules vary by **ONCAMPUS** centre as shown in the table below and may change depending on progression degree. All students will have English incorporated into their study plan.



	<b>ONCAMPUS HULL</b>	<b>ONCAMPUS LONDON</b>	<b>ONCAMPUS LONDON SOUTH BANK</b>	<b>ONCAMPUS SUNDERLAND</b>
Business Environment	✓	✓		✓
Principles of Management	✓	✓	✓	✓
Academic & Professional Skills for Business	✓ *	✓		✓ *
Marketing and Advertising	✓	✓ *	✓	✓
Quantitative Methods for Business Decision Making	✓	✓	✓	
Financial Accounting	✓	✓	✓	✓ *
Economics for Business			✓	
Management Accounting	✓	✓ *	✓	✓
Organisational Behaviour				✓

The Business IY1 programme at **ONCAMPUS** Aston includes a range of academic modules specific to the progression degree at Aston University. The structure, delivery and hours studied at **ONCAMPUS** Aston is also different. Full details can be provided on request.

The full module list and the corresponding pathways can be seen on the **ONCAMPUS** Aston webpage by scanning the QR code.



\* Modules studied will be dependant on progression degree requirements.

# Business Environment Module

The purpose of this module is to explore and explain how the contexts in which businesses operate affects their behaviour and performance. You will gain an understanding of the different types of organisations and their purpose as well as how their external and internal factors can impact their decisions.

This module encourages you to develop skills for learning as well as skills for work. It supports the development of analytical and critical thinking skills while encouraging you to develop your problem-solving skills. This module is also designed to encourage you to apply a real-life context to your work.

This module will cover a range of topics that will allow you to have an understanding of a business environment. Topics such as understanding the different types of organisations and their purpose. The different types of policies used in the national environment and how businesses operate using these policies. You will complete analysis to illustrate the way market forces shape decisions using real-life business situations. You will also look at the global factors and explain how these factors shape business activities.



## Key Topics

### 01

#### Types of organisations and their purpose

1. Tutor will introduce to module and assessment, the aim and learning objectives of the module
2. Library tours and offline resources support
3. Identify different types of organisations and their purpose

### 02

#### Globalisation

1. Interpret differing impacts of globalisation, national environments including developed and developing countries
2. Discuss MNE's and internationalisation

### 03

#### Internationalisation

1. Explain the different theories of globalisation
2. Discuss the impact of globalisation in the international environment
3. Theories of foreign direct investment and the global economy: Hymer; Dunning (eclectic paradigm); product life cycle theory

### 04

#### Business Environment

1. Economic environment; Political environment; Legal environment; Financial environment; international monetary fund (IMF); world bank; Cultural and social environment; technological environment; ecological environment; climate change panel

### 05

#### Macro-economic and macro environment

1. Define the major concepts to analyse the macroeconomic environment
2. Identify the distinguishing features of different economic systems and how they impact on international business

### 06

#### Business tools & decisions - PESTLE analysis

1. Illustrate the way in which market forces shape organisational responses using a range of examples
2. PESTLE
3. PORTERS
4. SWOT

# Principles of Management Module

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 of management, organisational structure and culture, corporate strategy, marketing and customer relationship management, corporate social responsibility, corporate governance, motivation and leadership, cross-cultural issues and diversity, supply chain management, and human resource management.



## Key Topics

### 01

#### Models of management

1. Management vs leadership
2. Describe different models of management
3. Choose the most appropriate model of management in a given business case
4. Identify characteristics of a leader
5. Debate whether leaders are born or bred
6. Distinguish between the roles of a manager and a leader
7. Critically analyse at least two leadership theories

### 02

#### Motivation

1. Define motivation
2. Identify the difference between intrinsic and extrinsic motivation
3. Give examples of methods of motivation
4. Critically evaluate at least two theories of motivation
5. Debate how motivation affects individuals and the possible implications on an organisation

### 03

#### Communication & teams

1. Define marketing reidentify types of team
2. Discuss and compare three theories of teamwork
3. Critically analyse the advantages to individuals working within a team
4. Debate how teams communicate and why communication is vital when managing individuals
5. Give examples of failures in communication and the implications this can have on a business

### 04

#### Organisational structure & culture

1. Identify different types of organisational structure
2. Analyse how jobs are grouped into functions and divisions, matrices, teams and networks
3. Compare theories of organisational culture
4. Recognise the relationship between structure and culture
5. Demonstrate an ability to use appropriate language for discussion in an academic context

# 05

## HRM and diversity & equality

1. Define HRM
2. Distinguish between different methods of recruitment
3. Demonstrate an understanding of the purpose of a seminar
4. Demonstrate an ability to use appropriate language for discussion in an academic context

# 06

## Corporate social responsibility

1. Explain the four core principles of CSR
2. Debate and critically evaluate ethical decisions made by real-world organisations
3. Demonstrate an ability to use the language for debate in an academic seminar

# 07

## Marketing and CRM

1. Describe the elements of CRM
2. Explain the role of suppliers and customers within supply chain management
3. Analyse the competitive environment using a PESTEL and Porter's Five Forces analysis
4. Demonstrate an ability to use appropriate language for discussion in an academic context

# 08

## Corporate governance

1. Explain the function of corporate governance
2. Identify and distinguish between stakeholders and their objectives
3. Analyse the elements considered in the development of corporate strategy



# Academic & Professional Skills for Business Module

This is a broad-based module that focuses on the application of business concepts in a practical context. This unit focuses on the development of academic study and communication skills which will enable you to prepare effectively for degree-level business courses and future careers in a business environment.

In addition to understanding business terminology, you will develop the ability to read and evaluate business texts critically in addition to applying analytical tools, thus putting knowledge gained in other modules into practice. You will be able to synthesise your ideas in your writing, using an appropriate academic style. You will develop a knowledge of team working and its importance for future working and presentation skills and you will also learn how to reflect on your learning and appraise your achievements.

The unit will include several key components: academic writing; academic reading; listening and note-taking; presentation skills; academic vocabulary development; grammar for academic and business purposes; independent learning. Materials used in the unit will provide you with support in skills for the other units in the course and the content will largely be drawn from the use of business case studies and other business-related material.



## Key Topics

### 01

#### Introduction to the course

1. Assess the importance of communication and teamwork in a business context
2. Identify the different stages in group development and their typical characteristics
3. Distinguish between the various team roles according to Belbin's theory
4. Evaluate their own preferred team role and assess in relation to individual skills

### 02

#### Business idea and market plan

1. Evaluate elements of a successful business pitch
2. Recognise language of persuasion in a business pitch
3. Select a target market through the process of market segmentation
4. Develop presentation skills
5. Identify the elements of a SWOT analysis
6. Apply a SWOT analysis to a 'real' business situation

### 03

#### Porters Five-Forces analysis

1. Identify the factors to be considered in a Porter's Five Forces analysis
2. Analyse the micro-environment through the use of the Porter's Five Forces tool
3. Generate a marketing plan through the use of the marketing mix tool
4. Apply the learning to the development of their presentation

### 04

#### Case study analysis - report writing

1. Suggest alternative solutions to the problems identified in the case study
2. Evaluate the possible consequences of solutions use appropriate grammatical and lexical structures to express possibility & probability
3. Select optimal solutions
4. Outline short and long-term recommendations based on the analysis
5. Recognise and apply the process of case study analysis
6. Identify and evaluate the problems in a business case
7. Describe cause and effect relationships using appropriate grammatical and lexical structures
8. Suggest alternative solutions to the problems identified in the case study
9. Evaluate the possible consequences of solutions
10. Use appropriate grammatical and lexical structures to express possibility & probability

### 05

#### Final presentations

1. Participate in the delivery of a business pitch
2. Produce effective visuals in the delivery of a business presentation
3. Use language of persuasion in a business presentation reflect on their own performance in the task

# Marketing and Advertising Module

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 that will be covered in this module include the concepts of marketing and communication objectives and the 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 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.



## Key Topics

# 01

### Introduction to the course, assignments and Marketing concepts

1. Define marketing and outline the steps in the marketing process

# 02

### Marketing concepts and product life cycle

1. Explain the importance of understanding customers and the marketplace
2. Identify the key elements of a customer driven marketing strategy

# 03

### Marketing mix

1. Evaluate the individual elements of the extended marketing mix
2. Discuss the major decisions involved in developing an advertising program

# 04

### Segmentation marketing

1. Discuss targeting and positioning and the importance of these to a business
2. List and discuss the major bases for segmenting consumer and business markets
3. Explain how companies identify attractive market segments

# 05

### Market positioning

1. Choose a marketing targeting strategy
2. Identify and discuss the stages in the buyer behaviour process

# 06

### Online marketing

1. Discuss how online marketing has developed over the past 10 years

# 07

### Marketing environment

1. Describe the environmental forces what affect the company's ability to serve its customers
2. Explain the key changes in the political and cultural environments
3. Discuss how companies can react to the marketing environment

# 08

### Social responsibility

1. Identify the major social criticism of marketing
2. Explain the roles of ethics in marketing



# Organisational Behaviour Module

The aim of this module is to introduce you to the concepts of organisational behaviour. Organisations are complex; they have a diverse range of individuals who contribute to the success of the organisation. These individuals may have different priorities and aims, it is important that you are aware of the impact as this can impact the management of people and the organisation.

This module will develop your knowledge and understanding of the changing nature of organisations. Leadership and management will be studied in a real-life context including how management and leadership can affect motivation. You will learn about organisational structure and culture by applying theories and real-life business scenarios. You will learn about group dynamics and how individual's different perspectives can lead to conflict and the implications of this on the individuals and to the organisation.

You will be able to analyse facts and look at real-life situations and determine the cause of the problem and identify appropriate solutions. The module develops conceptual and critical thinking, analysis, synthesis and evaluation. The module also develops people management, including communication and teamwork.



## Key Topics

### 01

#### Organisational context

1. Explain the importance of understanding organisational behaviour & introduce assignments

### 02

#### Culture

1. Distinguish between the different types of organisational culture.
2. Assess the link between organisational culture and organisational performance

### 03

#### Culture and structure

1. Explain how organisational structure affects human behaviour in organisations
2. Identify how structure can impact on the management of employees and how culture can influence this

### 04

#### Management and leadership

1. Explain the difference between the concepts of leadership and management

### 05

#### Conflict

1. Distinguish between functional and dysfunctional conflict.
2. Explain the conditions in which conflict is resolved and stimulated in organisations

### 06

#### Motivation

1. Discuss different motivational theories
2. Understand the nature of motives and motivation processes as influences on behaviour

### 07

#### Group dynamics

1. Distinguish between formal and informal groups
2. Distinguish the different directions in which individuals' behaviour can be modified by a group

# Management Accounting Module

The aim of this module is to introduce you to basic management accounting concepts to enable you to appraise the financial performance of companies. It will also improve your analytical and critical compatibility skills in identifying, evaluating and applying investment opportunities, available sources of finance to companies and outcomes arising from investment decisions.

By exploring the scope of basic management accounting techniques such as the costing of a single product through including cost-volume profit analysis, absorption costing and budgeting you will gain a greater understanding of the topic.

The module also aims to introduce you to elements of personal finance that can be linked to the concepts of management accounting.



## Key Learning Objectives

### 01

1. Understand fundamental management accounting and finance concepts, tools and techniques
2. To be able to define and explain concepts of management accounting and personal finance

### 02

1. Identify scope and significance of cost management and budgeting and apply such concepts in simple business context
2. Working capital management;
3. Cost behaviour
4. Cost  
Volume  
Profit Analysis  
Absorption costing  
Budgeting

### 03

1. Develop analytical abilities to evaluate relevant information in appraising capital investment decisions and working capital management.
2. Capital investment appraisal (CIA) decisions
3. Financing decisions

### 04

1. Distinguish between functional and dysfunctional conflict
2. Explain the conditions in which conflict is resolved and stimulated in organisations

### 05

1. Evaluate financial statements and other indicators to interpret and assess financial performance of business organisations
2. Measuring financial performance;
3. Analysing and interpreting financial statements

# Financial Accounting Module

This module will introduce you to the fundamentals of the regulatory framework of accounting together with the qualitative characteristics of useful accounting information.

It will also develop your knowledge and understanding of the underlying principles and methods used in the recording of financial data and preparation and presentation of financial statements along with its implications for financial management and personal finance fundamentals.

This module aims to build up your knowledge and understanding of the principles and concepts relating to financial accounting and, in so doing, to develop your technical proficiency in the preparation and interpretation of financial statements. The module also aims to develop and link your understanding of accounting concepts to those of financial management and personal finance.



## Key Learning Objectives

### 01

1. Identify the users of financial accounts and their needs of financial accounts
2. To be able to describe the requirements of the users of financial accounts and discuss the extent to which the main accounting statements meet these needs

### 02

1. Explain the main accounting terms and concepts
2. Explain accounting terminology, concepts and regulatory framework underlying financial accounts
3. Understand the significance of ethics within the accountancy profession
4. Explain accounting terminology, concepts and regulatory framework underlying financial accounts

5. Concept of expenses and the use of budgeting as a tool for managing expenses. Specific expenses to be covered being insurance and various insurance products, such as, general, health and life insurance. The concept of pensions, various pension products and their taxation

6. Business, Personal and household income, different sources of income and inequality in distribution of income
7. Savings and investments, concept of risk and return and various types of savings and investment products

8. Types of various debt products, the process of lending and the types of various financial institutions providing lending services

9. Housing market and mortgage finance, risks and benefits of mortgage finance and different types of mortgage products

### 03

1. Financial statements
2. Prepare financial statements for sole trader from initial entry to Profit and Loss, Statement of Financial standing
3. Prepare financial statements Limited Liability Company from initial entry to Profit and Loss, Statement of Financial Standing

### 04

1. Financial ratios
2. Calculate and interpret a range of financial ratios including liquidity, gearing ratios and profitability ratios including Cash flow forecast and the Time value of money discounted cash flow
3. To be able to write a report of recommendation based on an analysis of a range of ratios

# Economics for Business Module

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 of the module 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 macroeconomy 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.



## Key Topics

### 01

#### Concept of the market

1. Scarcity and the concept of opportunity cost
2. Basic theory of supply and demand and the determination of price and output
3. Planned, market and mixed economies
4. Market structures: perfect and monopolistic competition, oligopoly
5. Markets, Efficiency and Public interest

### 02

#### Economic theories

1. Market structures: perfect and monopolistic competition, oligopoly, markets in action
2. Theory of the firm
3. The circular flow of income and the basic Keynesian model of the economy

### 03

#### Public policy

1. Fiscal and monetary policy
2. Key macroeconomic policy issues: Economic growth, inflation and unemployment. Interpretation of official data
3. Markets, Efficiency and Public interest

### 04

#### Macroeconomic environment

1. Appreciate and understand the complex macroeconomic environment in which the modern firm must operate
2. Demand and supply side economics-role of SMEs and business start-ups
3. International economics, the balance of payments and exchange rates

### 05

#### Entrepreneurship and Intrapreneurship

1. Understand the concepts of Entrepreneurship and Intrapreneurship and the significance of business start-ups and SMEs to the UK economy
2. Entrepreneurship and Intrapreneurship – the role of creativity and innovation in promoting growth
3. A review of the development of the economics of entrepreneurship and a critique of this perspective as a way of making sense of entrepreneurship

# Resources and reading list



## Business Environment

Cottrell, S. (2017) Critical thinking skills. 3rd ed. London: Palgrave Macmillan  
 Cottrell, S. (2013) The study skills handbook. 4th ed. Basingstoke: Palgrave Macmillan  
 Bailey, S., 2011. Academic writing for international students of business. London: Routledge  
 Boddy, D., and Paton, S., 2011. Management: An introduction. 5th ed. Harlow: Financial Times Prentice Hall

## Principles of Management

Boddy, D., and Paton, S. (2011) Management: An introduction. 5th ed. Harlow: Financial Times Prentice Hall  
 Cottrell, S. (2013) The study skills handbook. 4th ed. Basingstoke: Palgrave Macmillan  
 Bailey, S. (2011) Academic writing for international students of business. London: Routledge

## Academic & Professional Skills for Business

Cottrell, S. (2017) Critical thinking skills. 3rd ed. London: Palgrave Macmillan  
 Cottrell, S. (2013) The study skills handbook. 4th ed. Basingstoke: Palgrave Macmillan  
 Bailey, S., 2011. Academic writing for international students of business. London: Routledge  
 Boddy, D., and Paton, S., 2011. Management: An introduction. 5th ed. Harlow: Financial Times Prentice Hall

## Marketing and Advertising

Kotler, P., and Keller, K.L. (2016) Marketing Management. 15th ed. USA: Pearson Education

## Quantitative Methods for Business Decision Making

Curwin, J., Slater, R. & Eadson, D. (2013) Quantitative Methods For Business Decisions. 7th ed. Hampshire

## Financial Accounting

Weetman, P. (2015) Financial Accounting: An Introduction, 7/E, Pearson ISBN-10: 1292086696  
 Harrison, D. (2005), "Personal Financial Planning" – (FT Prentice Hall)

## Management Accounting

Weetman, P. (2013). Financial and Management Accounting (6th ed.). London: FT/Prentice Hall  
 Harrison, D. (2005), "Personal Financial Planning" – (FT Prentice Hall)  
 Atrill, P and McLeaney (2001) Accounting and Finance for Non-specialists. 7th ed. FT/ Prentice Hall

## Economics for Business

Begg, D. and Ward, D. (2012), Economics for Business (4th edition), Maidenhead McGraw-Hill Education – Europe

## Organisational Behaviour

Buchanan and D A Huczynski, (2013) Organisational Behaviour, 8th Edition, Prentice Hall  
 French, R, Rayner, C, Rees, G, Rumbles, S. (2015) Organisational Behaviour 3rd Edition

# 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	Principles of Management	Principles of Management	Lunch	Business Environment	Business Environment		
Tues		Business Environment	Business Environment	Lunch	English	English		
Wed		English	English	Lunch	Business Environment	Business Environment		Principles of Management
Thur		Principles of Management	Principles of Management	Lunch	English	English		Principles of Management
Fri	Business Environment	Business Environment		Lunch	Principles of Management	Principles of Management		

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