



International Year One (IY1) Business



Programme Details

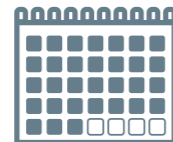


Who is this programme designed for?

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 2 semesters of approximately 13 weeks each. On average, you will undertake 22 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.

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.



Modules

Modules vary by **ONCAMPUS** centre as shown in the table below and may change depending on progression degree. The delivery pattern across the two semesters will vary for each centre.

	ONCAMPUS HULL	ONCAMPUS LONDON	ONCAMPUS LONDON SOUTH BANK	ONCAMPUS SUNDERLAND
Academic English Language Development	✓	✓	✓	✓
Business Environment	✓	✓		✓
Organisational Behaviour	✓			✓
Economics for Business			✓	
Financial Accounting		✓	✓	
Principles of Management	✓		✓	
Management Accounting	✓			✓
Marketing and Advertising	✓	✓	✓	✓
Quantitative Methods for Business Decision Making		✓	✓	
Research and Digital Literacy Skills		✓		✓
Personal Development for Employability		✓		✓

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.



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

Business Environment

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 on 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 their work.

This module will cover a range of topics which will allow you to understand 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 a real-life business situations. You will also look at the global factors and explain how these factors shape business activities.



Learning Objectives

01

Explore the different types of organisations and their purpose.

AC1.1

Describe the different types of organisations

AC1.2

Compare the legal structure and purpose of different organisations

02

Examine the impact of globalisation on the business environment.

AC2.1

Explore the role of MNCs in the globalisation process

AC2.2

Discuss the impact of globalisation on business operations and strategy

03

Assess the impact of market forces on business decision making.

AC3.1

Explain how market structures determine the supply of different commodities in the market

AC3.2

Apply analytical tools and techniques to understand a business's environment

AC3.3

Explore strategies as a response to business environment analysis

04

Understand the types of economic systems and the impact on international business.

AC4.1

Describe the key factors composing the macro environment

AC4.2

Explore the features of different economic systems and the impact on international business

Organisational Behaviour

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 on 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 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.



Learning Objectives

01

Understand how organisational structure and culture can influence behaviour.

AC1.1

Explain the theory and key features of organisational behaviour

AC1.2

Recognise the impact structure has on the management of employees

AC1.3

Discuss the nature, types and main features of organisational culture

AC1.4

Explore the link between organisational culture and performance

02

Examine major theories of motivation and how work behaviour is impacted by motivation and job satisfaction.

AC2.1

Recognise the nature of motives and motivation processes as influences on behaviour

AC2.2

Assess the different ways in which managers and leaders can influence and motivate employees

03

Assess the meaning and importance of group dynamics and the influence on individual behaviour.

AC3.1

Explain characteristics and theories of groups/teams in the workplace

AC3.2

Identify influence on the performance of groups and teamworking in the workplace

AC3.3

Explore the different directions in which individuals' behaviour can be modified by a group

04

Explore the key challenges influencing organisational behaviour in a complex, diverse and changing environment.

AC4.1

Analyse the nature and resolution of organisational conflict

AC4.2

Explore the nature of organisational change and the impact on work behaviour

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

Financial Accounting

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 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.



Learning Objectives

01

Explore the purpose and context of financial accounting for external reporting.

AC1.1

Define and discuss the purpose of financial accounting

AC1.2

Analyse the different types of business entity and their legal differences; sole trader, partnership and a limited liability company

AC1.3

Identify the users of financial statements and differentiate between their information needs

AC1.4

Describe the purpose of each of the financial statements

02

Understand the key principles, concepts and regulatory framework of financial accounting.

AC2.1

Explain the key principles and concepts of accounting

AC2.2

Define and apply the qualitative characteristics of useful financial information

AC2.3

Explain the purpose and the role of the regulatory framework in place for the preparation of financial statements

03

Prepare financial statements from initial entry to profit and loss and statement of financial position.

AC3.1

Explain and apply the accounting equation

AC3.2

Recognise how financial data is initially recorded in the accounting system through the double entry principles

AC3.3

Prepare financial statements from initial entry to profit and loss and statement of financial position

04

Recognise the importance and purpose of financial statement analysis.

AC4.1

Explain how the interpretation and analysis of financial statements is used in business

AC4.2

Calculate and interpret key accounting ratios including liquidity, gearing and profitability ratios

AC4.3

Analyse and draw valid conclusions of the financial statements with regard to profitability, liquidity, efficient use of resources and financial position

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

Research and Digital Literacy Skills

The aim of the module is to build your research and study skills in the context of digital literacy. The module will support you in your completion of other modules on the programme by utilising a range of digital sources, platforms, and programs to reflect the digital demands of postgraduate studies. The module blends established research techniques and study skills with a range of tools for the digital age, enabling you to make principled decisions as to how digital technologies can be an aid to effective learning.

This module encourages you to become more aware of the benefits and constraints of different types of online resources. It is aimed to help you to work and study more efficiently. It should also help you to develop your skills in keeping bibliographical records as well as improve your research skills. An important aspect of the course is to develop skills in critically evaluating the relevance and reliability of online sources.



Learning Objectives

01

Review and expand digital practice for individual and collaborative study tasks.

AC1.1

Evaluate current use of digital tools for learning (e.g. software, websites, VLE)

AC1.2

Carry out a self-assessment of digital literacy skills and set individual development targets

AC1.3

Create a self-study timetable to include regular interaction with VLE and blended learning techniques.

02

Evaluate and select a range of digital sources and related techniques to run and refine literature searches on an agreed field of research interest.

AC2.1

Apply key word searches to a digital environment i.e. library databases and focussed web searches.

AC2.2

Refine database and web searches to inform literature reviews.

AC2.3

Design and apply quality criteria to literature search results.

03

Use software to participate in team activities and take an active role in appraisal of own work, peers, and a variety of digital media.

AC3.1

Reflect on the effectiveness of software to complete a collaborative task.

AC3.2

Review and edit a document using collaborative software.

AC3.3

Evaluate different methods of presenting ideas and data.

04

Reflect on a range of ethical considerations, including copyright, online behaviour/etiquette, and digital footprint.

AC4.1

Use citation software to maintain accurate records and academic integrity.

AC4.2

Examine the impact of intercultural competence on digital communication and wellbeing.

AC4.3

Produce a risk assessment to consider consequences of copyright infringements and long-term impacts of personal online posts.

Personal Development for Employability

This module aims to provide a grounding in preparing you for your future careers after progression from ONCAMPUS to your prospective degrees. You will be introduced to key skills for personal development including CV and portfolio preparation, differential interview techniques, targeted guidance on specific careers and the needs of employers in these areas, as well as providing signposting to university career services and associated resources.



Learning Objectives

01

Reflect on key academic knowledge and skills relating to their specific chosen industry.

AC1.1

Conduct research into the requirements for employability in their chosen career

AC1.2

Reflect on own competences and capabilities in relation to their chosen career

AC1.3

Devise an action plan for future acquisition/development of skills required in their chosen career.

02

Demonstrate engagement with external career professionals, including those at the partner university.

AC2.1

Research career services at the partner university and evaluate the use of such services in preparing for a future career

AC2.2

Identify useful resources for preparing for future employment including careers fairs, volunteering and intern opportunities, societies and clubs and insight days.

03

Demonstrate key employment related skills essential for future careers.

AC3.1

Produce an effective CV and tailored application letters suitable for the student's chosen career

AC3.2

Engage effectively in selection and assessment activities, including telephone interviews, face-to-face interviews, group assessments and candidate tests

AC3.3

Utilise social media to discover opportunities in future careers

04

Produce an effective plan for future employability and careers.

AC4.1

Produce a portfolio demonstrating research and reflection into a chosen career, utilising a range of resources and external expertise

AC4.2

Utilising the portfolio, produce a personal development plan for a future career

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.

Business Environment

Thompson, E., Worthington, I. and Britton, C. (2023). *The Business Environment: A Global Perspective.* 9th edn. Harlow: Pearson

Hamilton, L. and Webster, P. (2019). *The International Business Environment.* 4th edn. Oxford: Oxford University Press

Organisational Behaviour

Buchanan, D. A. and Huczynski, A. A. (2019). *Organizational Behaviour.* 10th edn. Harlow: Pearson

Mullins, L. J. and Christy, G. (2016). *Management and Organizational Behaviour.* 10th edn. India: Pearson

Economics for Business

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

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

Financial Accounting

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

Wood, F., Sangster, A. and Gordon, L. (2021). *Business Accounting: An introduction to Financial Accounting.* 15th edn. Harlow: Pearson.

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

Research and Digital Literacy Skills

Series of online resources. Your tutor will confirm these with you once you start the module.

Personal Development for Employability

Neugebauer, J. and Evans-Brain, J. (2016). *Employability: Making the most of your Career Development.* London: Sage

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			Business Environment	Business Environment
Tues		Business Environment	Business Environment	Lunch		Marketing and Advertising		AELD
Wed	Marketing and Advertising	Marketing and Advertising		Lunch		AELD	AELD	
Thur	AELD			Lunch	Quantitative Methods for Business Decision Making	Quantitative Methods for Business Decision Making		Marketing and Advertising
Fri	Business Environment	Business Environment		Lunch	Marketing and Advertising	Marketing and Advertising		Quantitative Methods for Business Decision Making

For more information visit:

www.oncampus.global

Follow our latest news

-  facebook.com/oncampusglobal
-  instagram.com/oncampus_global
-  youtube.com/oncampus_uusa
-  linkedin.com/company/oncampus.global
-  tiktok.com/@studentsofoncampus