



## **Business Management** (Chartered Management Institute)

- Managing information and communication; customer focus, marketing and planning; health, safety and quality.



## **Finance Management** (Chartered Management Institute)

- Principles of accounting, including profit and loss balance sheets; planning and control of financial resources



## **Human Resource Management** (Chartered Management Institute)

- Recruitment and selection, managing performance, developing teams and individuals

**Business** - Structure and growth of business; The business environment; Managing people; Production; International business

**Marketing** - Introduction to role of marketing; the marketing mix; pricing, product and promotion; buying behaviour; marketing management and strategic planning

**Accountancy** - Double-entry book-keeping; Compiling trial balances, balance sheets, Trading and Profit & Loss accounts; Analysis of business results, using ratios and variances; Compiling cash flow forecasts; Use of PC-based SAGE Instant Accounts package

**GMAT Preparation** - Focused training in the numerical, analytical and reasoning skills required to gain a good GMAT score, required for entry to many MBA programmes

**Applied Mathematics** - Foundation in basic mechanics including vectors, kinetics and statics, moments about a fulcrum, centre of mass, motion of a projectile

**Pure Mathematics** - Quadratic equations, trigonometric equations, graphs in x-y Cartesian plane including lines, curves and intersections, calculus

**Business Information Systems** - role of data, information and knowledge; introduction to modelling business systems; development of solutions to business information problems

**Databases and the Web** - Use of entity relationship modelling; translation from model into implemented database; data manipulation and retrieval using SQL; Design and building of web pages in JavaScript; putting databases onto the web

**Introduction to Programming** - The Visual Basic.NET environment; fundamental programming concepts; Design and implementation of computer programmes within requirements and specifications; Writing an evaluation report and presenting design and implementation rationale; object-oriented programming

**Tourism and Hospitality Management** - Principles and practice of customer service; efficient resource management and health and safety issues in the tourism and hospitality industry

**Media Studies** - History and development of media, impact of digital technology, advertising, changing patterns of ownership and control

**Law** - Introduction to the legal world of 21st century Britain; framework of legal system; influence of law in Britain; Nature of law; sources of law; Administration of law; Legal personality, civil liberties and contract law

**Social Science** - the socio-political environment, political system, the education system and issues faced by contemporary Britain

\*Availability of certain specialist subjects may vary depending on the Start date and length of programme chosen