

Undergraduate pathways

Business & Management

Accounting & Finance

Business & Management

Economics

Events Management

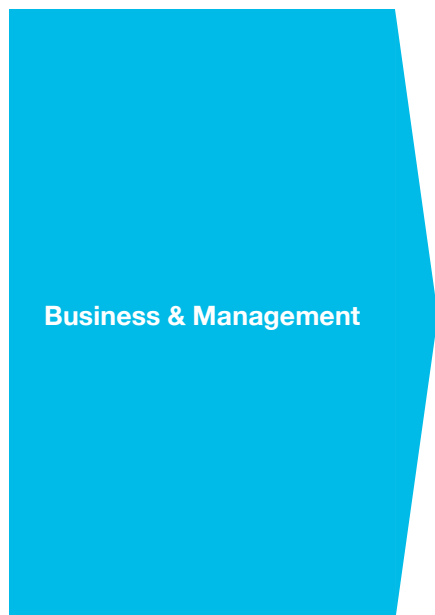
Marketing

Tourism



(Guardian University League Table 2017)

Stage 1: University Foundation



Intakes

September, January and May

Duration

One or two semesters

Modules

One semester

- Interactive Learning Skills and Communication (ILSC)
- Principles of ICT
- Business Studies
- Introduction to Mass Communications

Two semesters

Semester one

- Interactive Learning Skills and Communication (ILSC)
- Principles of ICT
- Globalisation
- Business Management

Semester two

- Business Studies
- Introduction to Mass Communications
- Introduction to Accounting
- Introduction to Economics

Progression rule to Stage 2

Minimum 50% pass mark in all modules except ILSC which is 60% with minimum 85% attendance required across all modules.

Stage 2: First Year of Degree



Intakes

September and January

Duration

Two semesters

Modules

Semester one

- ILSC for the Business Professional
- Accounting and Finance 1
- Global Perspectives
- Marketing
- Economics 1

Semester two

- The Business Professional
- Quantitative Methods
- Accounting and Finance 2
- Economics 2
- Marketing Communications
- Business Operations

Progression rule to Stage 3

Minimum 40% pass mark in all modules except ILSC which is 60% with minimum 85% attendance required.

Stage 3: Second & Final Year Degree



Intakes

September and January

Duration

Two semesters

Modules

More information about the University's degree modules can be found on their website: www.herts.ac.uk/apply/schools-of-study/schools/hertfordshire-business-school.

Employment & career options

Previous graduates have gone to work in advertising, management and marketing roles with companies such as British Airways, Citibank, Coca Cola, Deutsche Bank, IBM, Mercedes Benz, Mitsubishi, Rolls Royce, Sony Europe, Times Newspapers.

 **Accredited courses**

 **Athena SWAN Bronze Award**

 **ACCA**

 **AMBA Accredited**

 **EPAS Accredited**

 **CIPD**

 **CMI** Chartered Management Institute

Foundation in Business/Mass Communications (One or Two Semesters)

Business & Management

Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs/Week	College Module Code	Module Name				
Semester 1:						
4	ILS001	Interactive Learning Skills and Communication	15	60	30	70
4	BUS107	Principles of ICT	15	50	60	40
4	BUS106	Business Studies	15	50	50	50
4	MAC101	Introduction to Mass Communication	15	50	-	100
1 Semester Undergraduate Stage 2 : Business			60 credit points			
Semester 2:						
4	BUS114	Introduction to Accounting	15	50	60	40
4	BUS112	Globalisation	15	50	50	50
4	BUS113	Introduction to Economics	15	50	60	40
4	BUS115	Business Management	15	50	60	40
2 Semester Undergraduate Stage 2 : Business			120 credit points			

Journalism & Media

Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs/Week	College Module Code	Module Name				
Semester 1:						
4	ILS001	Interactive Learning Skills and Communication	15	60	30	70
4	BUS107	Principles of ICT	15	50	60	40
4	BUS106	Business Studies	15	50	50	50
4	MAC101	Introduction to Mass Communication	15	50	-	100
1 Semester Undergraduate Stage 2 : Business			60 credit points			
Semester 2:						
4	BUS114	Introduction to Accounting	15	50	60	40
4	BUS112	Globalisation	15	50	50	50
4	BUS113	Introduction to Economics	15	50	60	40
4	BUS115	Business Management	15	50	60	40
2 Semester Undergraduate Stage 2 : Business			120 credit points			

Interactive Learning Skills & Communications (ILS001)

The aims of this module are to develop a range of academic and communicative skills necessary for successful study in Higher Education; to develop independent learning and encourage students to take responsibility for their personal, academic and professional development; and to develop the knowledge and ability to use a range of digital technologies.

Assessment: 30% examination and 70% coursework

Principles of ICT (BUS107)

This Principles of ICT module attempts to deliver an accurate snapshot of the state of ICT as it exists currently, as well as to equip the student with a useful set of skills in the use of common productivity software and Internet based applications. The module introduces candidates to the interesting challenges that ICT presents today and covers many anchor points that may serve as a bridge to their interests and lifestyles. These bridges include the technology in their mobile telephones, computing equipment, home appliances, motor vehicles, shopping, movies and entertainment software.

Assessment: 60% examination and 40% coursework

Business Studies (BUS106)

This module has been designed to present some of the fundamental aspects of business and the business evaluation process to students seeking to progress to one of the prescribed undergraduate degree programmes at the University of Hertfordshire. They also seek to provide students with an appreciation of the knowledge and skills needed to run a business.

Assessment: 50% examination and 50% coursework

Introduction to Mass Communications (MAC101)

The Mass Communications module is a clear and concise introduction to the communication and manipulation of signs, symbols and language in the modern world. It is through an understanding of these processes that students are able to recognise the ways in which institutions, such as the media, are able to construct "realities" or versions of the world for large groups of people at once. Beginning with a look at some broad definitions and concepts, students are immediately asked to recognise and analyse some of the forms of mass communication that they may have come across in the past and begin to explore new culture-specific forms in Britain.

Assessment: 100% coursework

Introduction to Accounting (BUS114)

The aims of this module are to introduce students to basic accounting and finance; and accounting definitions, calculations and costings.

Assessment: 60% examination and 40% coursework

Globalisation (BUS112)

The aims of this module are to introduce students to the fundamental aspects of Globalization; explore how the concept of Globalisation has evolved; the contexts to which it refers and is used; as well as the economic, political, technological and social forces inclusive of their associated situations, beliefs and historical aspects of local and/or regional phenomena that become global in nature. The module will also describe economic globalization, such as the integration of national economies into the international economy via the mechanisms of trade, investment, capital flow, immigration and migration as well as changes in engineering and technology.

Assessment: 50% examination and 50% coursework

Introduction to Economics (BUS113)

The aims of this module are to introduce students to the concepts of microeconomics and the concepts of macroeconomics.

Assessment: 60% examination and 40% coursework

Business Management (BUS115)

The aims of this module are to introduce students to the concepts of management and the management process; and the basic fundamentals of organisational management and how motivational concepts are applied in the workplace.

Assessment: 60% examination and 40% coursework

First Year Business (Two Semesters)

Accounting and Finance

Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs/Week	College Module Code	Module Name				
Semester 1:						
4	ILSBUS	ILSC for the Business Professional	15	65	35	65
4	BUS208	Economics 1	15	40	90	10
4	BUS206	Accounting & Finance 1	15	40	100	-
4	BUS209	Global Perspectives	15	40	100	-
Semester 2:						
4	BUS200	The Business Professional	15	40	-	100
4	BUS205	Quantitative Methods for Business Decisions	15	40	100	-
4	BUS207	Accounting and Finance 2	15	40	100	-
Electives: Plus one module from:						
4	BUS214	Economics 2	15	40	90	10
4	BUS216	Business Operations	15	40	60	40
Undergraduate Stage 2 : Accounting and Finance			120 credit points			

Business Administration / Business Studies

Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs/Week	College Module Code	Module Name				
Semester 1:						
4	ILSBUS	ILSC for the Business Professional	15	65	35	65
4	BUS208	Economics 1	15	40	90	10
4	BUS206	Accounting & Finance 1	15	40	100	-
4	BUS210	Marketing	15	40	50	50
Semester 2:						
4	BUS200	The Business Professional	15	40	-	100
4	BUS205	Quantitative Methods for Business Decisions	15	40	100	-
4	BUS209	Global Perspectives	15	40	100	-
Electives: Plus one module from:						
4	BUS207	Accounting and Finance 2	15	40	100	-
4	BUS214	Economics 2	15	40	90	10
4	BUS215	Marketing Communications	15	40	50	50
4	BUS216	Business Operations	15	40	60	40
Undergraduate Stage 2 : Business			120 credit points			

Economics

Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs/Week	College Module Code	Module Name				
Semester 1:						
4	ILSBUS	ILSC for the Business Professional	15	65	35	65
4	BUS208	Economics 1	15	40	90	10
4	BUS206	Accounting & Finance 1	15	40	100	-
4	BUS212	Global Perspectives	15	40	100	-
Semester 2:						
4	BUS210	The Business Professional	15	40	-	100
4	BUS211	Quantitative Methods for Business Decisions	15	40	100	-
4	BUS214	Economics 2	15	40	90	10
Electives: Plus one module from:						
4	BUS207	Accounting and Finance 2	15	40	100	-
4	BUS216	Business Operations	15	40	60	40
Undergraduate Stage 2 : Economics			120 credit points			

Marketing

Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs/Week	College Module Code	Module Name				
Semester 1:						
4	ILSBUS	ILSC for the Business Professional	15	65	35	65
4	BUS208	Economics 1	15	40	90	10
4	BUS210	Marketing	15	40	50	50
4	BUS209	Global Perspectives	15	40	100	-
Semester 2:						
4	BUS200	The Business Professional	15	40	-	100
4	BUS205	Quantitative Methods for Business Decisions	15	40	100	-
4	BUS215	Marketing Communications	15	40	50	50
4	BUS216	Business Operations	15	40	60	40
Undergraduate Stage 2 : Marketing			120 credit points			

Event Management

Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs/Week	College Module Code	Module Name				
Semester 1:						
4	ILSBUS	ILSC for the Business Professional	15	65	35	65
4	BUS208	Economics 1	15	40	90	10
4	BUS206	Accounting & Finance 1	15	40	100	-
4	BUS210	Marketing	15	40	50	50
Semester 2:						
4	BUS200	The Business Professional	15	40	-	100
4	BUS205	Quantitative Methods for Business Decisions	15	40	100	-
4	BUS209	Global Perspectives	15	40	100	-
4	4FBS1290	The Event Industry	15	40	-	100
Undergraduate Stage 2 : Event management			120 credit points			

Tourism

Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs/Week	College Module Code	Module Name				
Semester 1:						
4	ILSBUS	ILSC for the Business Professional	15	65	35	65
4	BUS208	Economics 1	15	40	90	10
4	BUS206	Accounting & Finance 1	15	40	100	-
4	BUS210	Marketing	15	40	50	50
Semester 2:						
4	BUS200	The Business Professional	15	40	-	100
4	BUS205	Quantitative Methods for Business Decisions	15	40	100	-
4	BUS209	Global Perspectives	15	40	100	-
4	4FBS1291	The Geography of Travel and Tourism	15	40	50	50
Undergraduate Stage 2 : Tourism			120 credit points			

ILSC for the Business Professional (ILSBUS)

The aims of this module are: To develop a range of academic and communicative skills necessary for successful study at undergraduate level. To develop a range of transferable communicative skills (written and oral) to prepare students for professional life. To develop independent learning and encourage students to take responsibility for their personal, academic and professional development. To develop the knowledge and ability to use a range of digital technologies.

Assessment: Examination 35% and Coursework 65%

The Business Professional (BUS200)

This module aims to define themes of communication, thinking and methods of enquiry, CIT literacy, numeracy and the nature of knowledge to allow students to effectively match problem-solving techniques to different scenarios that are pertinent to business and management. Enhance grammar and vocabulary; think critically under pressure; research, package and deliver logical and persuasive communication both orally and in a variety of written formats; summarise; become an effective listener; understand cultural and gender differences; working effectively within a team; managing a team.

Assessment: 100% Coursework

Quantitative Methods for Business Decisions (BUS205)

This module aims to define the fundamental aspects of quantitative methods and information systems employed for management and business decision-making. Define the techniques of quantitative methods utilised by businesses and management for the purpose of problem solving. Understand and apply mathematical and statistical techniques that are relevant to economics (economics students only).

Assessment: Examination 100%

Accounting and Finance 1 (BUS206)

This module aims to define the fundamental models employed in accounting and finance within the business environment and identify key concepts and techniques used in accounting and finance and apply to basic financial statements.

Assessment: Examination 100%

Accounting and Finance 2 (BUS207)

The aims of this module are to provide students with an insight into management accounting and finance and to enable students to understand, interpret and use management accounting information.

Assessment: Examination 100%

Economics 1 (BUS208)

The aims of this module are to enable students to: understand the context in which modern businesses operate on the basis of an economic approach to analysing the business environment.

Assessment: Examination 90% and Coursework 10%

Global Perspectives in Business (BUS209)

The aims of this module are to enable students to: appreciate the nature of challenges and implications raised by globalisation and cultural difference; and, develop the skills needed to become a culturally confident citizen.

Assessment: Examination 100%

Marketing (BUS210)

This module aims to understand and apply the basic concepts, principles, theories and models of marketing. Define effective marketing practices with emphasis on consumer and organisational purchasing behaviour.

Assessment: Examination 50% and Coursework 50%

Economics 2 (BUS214)

The aims of this module are to enable students to: Define the fundamental principles and concepts of micro economics and macro-economics. Identify economic theories and express these through analysis of microeconomics by examining the behaviour of firms, industries, markets and consumers. Define macroeconomic theories with emphasis on: Markets and Models; Inflation; Fiscal and Monetary Policies; Exchange rates; Aggregate Demand and Supply; Globalisation.

Assessment: Examination 90% and Coursework 10%

Marketing Communications (BUS215)

The aims of this module are to enable students to: introduce students to basic marketing communications concepts; and, demonstrate how marketing communications works within the marketing mix, business and society.

Assessment: Examination 50% and Coursework 50%

Business Operations (BUS216)

The aims of this module are to enable students to: appreciate the core business activities that add value for the customer and the organisation; and, explore career opportunities in the field of operations while developing key employability skills.

Assessment: Examinations 60% and Coursework 40%

The Event Industry (4FBS1290)

The aims of this module are to enable students to: examine the event industry sector, issues and trends affecting it, and the challenges involved in its management.

Assessment: Coursework 100%

The Geography of Travel and Tourism (4FBS1291)

The aims of this module are to enable students to examine factors influencing the nature and spatial distribution tourism resources in tourism development, including planning responses to the impacts of tourism on the environment.

Assessment: Examination 50% and Coursework 50%