

Business Studies

Studying Business and Management offers you the opportunity to acquire an understanding of how complex organisations work in a world where change is the only constant. Changes in markets, government policy, social trends, and technology require business ready graduates to have an appropriate range and mix of knowledge and skills. These attributes apply equally whether you are considering a career as a manager, entrepreneur or adviser. Our Business Studies programmes prepare you for such a future by reflecting the contemporary nature of business and management.

Our flagship Business Studies Programme offers you many choices. You will study a range of subjects, such as Economics, Human Resource Management, Business Strategy and Marketing. If you want to combine academic study and real-life application of your knowledge and skills in the world of business, you will find the two supervised work experience options (SWE) provide you with an excellent opportunity to practise and develop your skills.

Alternatively you may want to develop your expertise in subject areas such as Accounting, Chinese Studies, Economics, Finance, Information Systems, Law, Management, Tourism or Marketing, by taking one of the specialist pathways available from level two onwards. If not, then at level four you may select modules from a range of options covering all of the key areas of Business interest and activity. You may also choose to undertake a Business research project, leading to an honours level dissertation in an area of Business you find particularly interesting.

Course Content

At level one, you will study the context in which Businesses operate, and the different conditions facing various types of organisations. You will develop your professional and problem-solving skills, and have opportunities to apply these to the challenges faced by organisations.

At level two, you will continue your study of a range of Business disciplines and functional areas, developing your understanding of decision making, in the context of routine issues, and the challenges of change and innovation. You may also choose a specialist pathway, or you may take the work placement option.

Course	UCAS Code	Duration
<i>BA (Hons) Business Studies</i>	<i>N100/BA/BS</i>	<i>Four years FT</i>
<i>BA (Hons) Business Studies (SWE)</i>	<i>N100/BA/BS</i>	<i>Four years FT</i>
<i>BA (Hons) Business Studies with</i>	<i>N100/BA/BS</i>	<i>Four years FT</i>

- *Accounting*
- *Chinese Studies*
- *Economics*
- *Finance*
- *Information Systems*
- *Law*
- *Management*
- *Tourism*
- *Marketing*

NB Pathways operate subject to demand.



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At level three you will acquire the knowledge and skills required to take on management tasks and roles in a range of business areas. You will develop a detailed knowledge of how various business functions operate, and will develop your skills in contributing to the management of those areas, both individually and in teams. Students taking the work placement option will undertake a second period of supervised work experience, and those on specialist pathways will continue their studies in this area.

At level four you will have the opportunity to customise your programme of study, by selecting from a range of options in areas such as managing operations, the management of human resources, strategy, finance, international business, and computing. Whether or not you opt to work on a dissertation, you will be dealing with the critical contemporary issues facing businesses at corporate level, and developing your ability to contribute to the development of policy and strategy, and the implementation of change.

Work Experience (SWE Pathway)

Supervised work experience provides you with an excellent opportunity to gain practical experience of the work culture, and you may choose two 22-week supervised work placements at the end of your second and third year respectively.

Career Opportunities*

The programme offers an almost unlimited choice of career opportunities, in general and specialist management areas such as accounting, finance, HRM, marketing, operations, business development or strategy, and in the private as well as the public sector. Our graduates have been employed by a diverse range of companies such as BT, Fujitsu Telecommunications, United Distillers, Shell UK and Deutsche Bank, by local authorities, or other branches of the public sector, or charity organisations, both in the UK and overseas.

Course Accessibility

Students participating in this course may be involved in the following activities: team working, attending lectures and tutorials, undertaking practical work in IT and network laboratories and participating in work placements. For advice on course accessibility, please contact John Petrie (Student Advisor) at j.petrie@abertay.ac.uk or telephone (01382) 308051.

Further Information

Details of entry requirements can be found on our website, or in our current prospectus. If you would like more information on this course please contact the Student Recruitment Office (details at the bottom of the page).

The information in this leaflet is correct at the time of going to print. As the University has a policy of regularly reviewing its courses, the course or content may be subject to change without prior notice.

12/07

**For details about professional accreditation please see our website.*

Contact

For further information contact:
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Dundee DD1 1HG

t: 01382 308080 f: 01382 308081
w: www.abertay.ac.uk/questions

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Breaking Barriers