

BA (Hons)  
**Business  
Management**  
Including Pathways

Validated by University of Kent



Programme Handbook | Academic Year 2020/21

Published September 2020. Information correct and up to date at time of publication. This handbook contains general information and students should refer to the Pearson College website for further information including full details of all College policies, processes and regulations, which may be updated in the course of the academic year. If you would like to provide any feedback on this handbook, please contact our Quality Assurance Officer on: [branslav.kotoc@pearson.com](mailto:branslav.kotoc@pearson.com).

## Table of Contents

1. Introduction.....	1
Welcome from the Dean of Pearson Business School .....	1
A Message from your Programme Leader, Elizabeth Miller .....	1
Our Validating Partner.....	2
Our Teaching Staff.....	2
2. The Student Experience .....	2
Our Online Learning Environment (OLE) .....	3
3. All about your Programme.....	3
Programme Structure.....	3
Level 4 .....	3
Level 5 .....	4
Level 6 .....	5
Recommended Route of Study .....	6
Level 4 .....	6
Level 5 .....	6
Level 6 .....	6
How do you choose Elective Modules?.....	6
Compensation and Condonement.....	7
Preparation and Participation.....	7
How are you taught?.....	7
Academic Writing.....	8
Reading Lists.....	8
Acceleration .....	8
Attendance.....	8
4. Assessments.....	9
Where can you find information about your module assessments? .....	9
How is your programme assessed?.....	9
Word Count Regulations .....	10
Feedback .....	11
Level 4/5.....	11
Level 6 .....	11
5. Practical Experience/Internships.....	11
6. Conclusion.....	12
What kind of career can you expect? .....	12
What can you achieve after completing this programme?.....	12
Good Luck!.....	12

7. Contact Details ..... 13

## I. Introduction

### Welcome from the Dean of Pearson Business School

This handbook is designed to give you a good understanding of your programme and the support available to you during your studies. It's also here to help you understand the key regulations and policies that impact on your student and learning experience here.

Taking responsibility for your own learning and development is a crucial part of doing well in higher and professional education. However there is plenty of support available here. Compared to most HE institutions we are a relatively small, boutique business school – one of the great benefits of this is that there are plenty of friendly faces who you can reach out to if you need guidance, including myself.

Industry engagement is at the heart of everything we do. We design our programmes with industry, students and academics. Industry partners work alongside our academic tutors to help deliver our programmes. We actively encourage initiative by our students. Whether you're interested in setting up a new business, study group, society or something else relevant to PBS's burgeoning community, our doors are always open and we will endeavour to support you as much as we can. I would strongly encourage you to make the most of the fantastic resources, opportunities and support available both within Pearson Business School and through our industry and academic partners.

Success on our programmes is not easy but our results and employment data to date show that, with endeavour and proactivity, it is eminently achievable. I would urge you to take some time to read this handbook in detail as the first step in your learning journey with us – together we will achieve great things over the next few years.

*Will Holt*

Dean of Pearson Business School

### A Message from your Programme Leader, Elizabeth Miller

Welcome to Pearson Business School and congratulations on starting your Business Management degree. The years you spend studying here will be pivotal to your future. The modules you study, the networks you build, and the opportunities you seize will all shape your career and provide you with the tools you need to succeed.

Studying Business Management can lead to a career in many different areas and the path you take will partly depend on the choices you make in the next few years and the attitude you bring to your studies. I encourage you approach university study with determination and enthusiasm; your tutors are experts in their fields and all have experience in industry that they will bring to their teaching. The modules you study will help you develop your ability to think critically and entrepreneurially and if you work hard, you'll finish studying here confident you can solve problems, think originally, and communicate well – all skills employers value highly.

A key part of your studies will be engaging with industry wherever possible. We'll organise conferences, workshops, talks and business challenges for you and the best thing you can do for your career development is attend, participate, and impress.

This is the start of an exciting and important stage of your life and we can't wait to see the wonderful things you achieve.

*Dr Elizabeth Miller*

*Programme Leader Business Management Degrees and Deputy Dean, PBS*

## Covid-19 arrangements

Measures are in place to keep students and staff safe as a result of the Covid-19 outbreak. Although we are very pleased that our campus is open under controlled conditions, it remains the case that government guidelines and other regulatory expectations change frequently.

All the plans are based on what is permitted by government guidelines as of today and may be subject to change. If this is the case, we will be in touch. Please ensure that you frequently check both the Online Learning Environment and your student email account for these communications.

## Our Validating Partner

The programme is validated by the University of Kent, which means that your degree will be delivered by Pearson Business School (part of Pearson College London and the Pearson PLC group) but you will graduate with a degree from the University of Kent.

Known as the UK's European University, the University of Kent is ranked 26th in the Times Higher Education (THE) 'Table of Tables' 2018 and based on the most recent Research Excellence Framework, was ranked in the top 20 for research intensity in the Times Higher Education (THE). 97% of their research was judged to be of international quality in the Research Excellence Framework (REF). It has also been ranked in the top 10% of the world's universities for international outlook, in the THE World University Rankings 2018, and Rated Gold in the Teaching Excellence Framework (TEF) results 2017.

Further information on University of Kent's policies and regulations can be found on the Pearson College London website:

Go to: Students > Current Students > Policies and regulations > University of Kent Regulations.

## Our Teaching Staff

On the Business Management programme, you will be taught by lecturers that have worked for sector leading organisations and universities. They have a vast amount of knowledge and experience of working with companies of all sizes and across a variety of industries, and will share these experiences with you throughout the programme to bring the content to life.

Further details of our teaching staff can be found on both the OLE, and the Pearson College London website:

Go to: Pearson Business School > Meet your tutors.

## 2. The Student Experience

You will be supported by a variety of people throughout your time at Pearson College: Dr Elizabeth Miller (Programme Leader), your personal tutor and a Student Experience team.

Contact details can be found in Section 7.

They are available to you to offer support, guidance, feedback and to answer any questions that you may have. Please do not hesitate to contact any of these people – we all have questions that need to be answered at times when we feel unsure of things. They are there for you to speak to and would welcome the chance to get to know you and make your studies as enjoyable and rewarding as possible.

Academic enquires should be directed to your module tutor or your programme leader.

Additionally, there is a variety of information available to you in “Get Ready, Get Settled” area on the OLE which you can find under the Organisations tab. Take an early opportunity to familiarise yourself with this – it contains a wealth of resources that you will find useful.

### Our Online Learning Environment (OLE)

In this handbook you will see numerous references to our Blackboard Online Learning Environment (OLE). This is our comprehensive learning platform where you will find all the key information and learning resources, including lecture slides and access to our extensive online library, needed for your course.

When you complete enrolment you will automatically have a personal OLE account and a Pearson College London email address created for you. You will then receive login details by email.

## 3. All about your Programme

All of our business management degree programmes have been designed to be gateways into the world of business. They cover a variety of important study areas and will give you a firm grounding of knowledge in areas such as Business Management, Finance, Marketing, Enterprise, Global Industries and Strategy/Innovation.

You will, at the end of your first year of study, have the opportunity to specialise in one of these areas to streamline your studies in order to further your understanding of a particular area. This may be useful to you if you know your career plans and have a specific industry in mind. However, we recognise that people change paths and wish to explore a number of specialisms and this is reflected in our range of module options.

The main aims of the programme are to:

- Develop the academic knowledge, technical skills and professional competencies required for a career in business or for the start-up of your own entrepreneurial venture.
- Blend academic theory with professional practice and application to professional situations.
- Promote and demonstrate the importance of ethical behaviour and practice in business.
- Develop a synoptic and holistic approach to solving problems.

### Programme Structure

Level 4 (First year of study for those on the three year degree programme)

#### Core Modules – Principles of Business 1 and 2

Our two Principles of Business modules consists of four interlinked parts which are designed to give you a holistic introduction to key business topics in the context of a real organisation, including finance, marketing, people, law, organisational behaviour and technology.

In Principles of Business 1, you will be made aware of the many interconnected core areas of business (such as strategy, finance, organisational behaviour, people management, and marketing) that need to be considered in successfully running an organisation. The assessment for this module is by an assignment and an exam.

In Principles of Business 2, you will develop an integrated understanding of the operations of a business in the context of real organisations. This module proceeds in two parts: The first part consists of an experiential project, and in the second part, you will need to consider and reflect upon the key issues around strategy, leadership, governance and the ability to function as a team. The assessment for this module is by an assignment and a group presentation.

#### Other modules for your first term of study

We have carefully chosen two other modules for you to undertake alongside Principles of Business in your first term of study: Introduction to Research (15 credits) and Professional Behaviours and Customer Management. These modules will give you a strong grounding in the academic and practical knowledge you need for university study.

### Electives

In your second term, you can then choose 30 credits from the list of first year modules, so you can explore business and management broadly in your first year.

Modules on offer may include:

- Agile App Design for Business (15 credits)
- Business Mathematics (15 credits)
- International Business Regions I (15 credits)
- Introduction to Business Economics (15 credits)
- Principles of Management Reporting and Decision Making (15 credits)
- Self-Managed learning (30 credits)

The Self-Managed Learning (SML) units at Pearson College provide you with the opportunity to explore and drive your own learning in a specialist area of your choice. You are given the freedom to define, study and critically evaluate a topic at length and in considerable depth with the support of a project supervisor. You will need to commit to 250 hours of study/reading across the term and are assessed through both an extended essay submission as well as a presentation.

### Level 5

Once students have had exposure to the different areas of business in their first year then they can either choose or switch their specialism before the second year begins. We aim to have more industry involvement than any other Higher Education institution and you'll really start to focus on building connections and gaining experience. There are lots of exciting industry projects from internships to trips abroad that you can be involved in.

### Core Modules

All Business Management students study these core modules in order to build an understanding of the central functions within an organisation.

- Strategic Marketing (15 credits)
- People Management and Leadership (15 credits)
- Operations & Project Management (15 credits)
- Introduction to Contract Law (15 credits)

### Specialist Modules

Please note, if you are studying one of our pathways (below), you will be studying on the following compulsory modules:

- *Business Management with Entrepreneurship*  
Entrepreneurship Consultancy Project (30 credits).  
Self Managed Learning (30 credits)
- *Business Management with Finance*  
Corporate Reporting and Finance (15 credits)  
Financial Assurance and Risk Management (15 credits)  
Managing Organisational Performance (15 credits).
- *Business Management with Global Industries*  
Industry Studies 2 (15 credits)



Global Marketing (15 credits)  
International Business Regions 2 (15 credits)  
Evolution of Global Economies (15 credits).

- *Business Management with Marketing*  
Sales Management (15 credits)  
Global Markets (15 credits)  
Digital and Social Marketing (15 credits).

You are then free to choose remaining credits of electives across a range of contemporary and established business subjects such as the ones below:

- Analytics and Data (15 credits)
- Business Ethics (15 credits)
- Consultancy Project (15 or 30 credits)
- Corporate Reporting and Finance (15 credits)
- Digital and Social Marketing (15 credits)
- Evolution of Global Economies (15 credits)
- Financial Assurance and Risk Management (15 credits)
- Global Marketing (15 credits)
- Industry Studies 2 (15 credits)
- International Business Regions 2 (15 credits)
- Managing Organisational Performance (15 credits)
- Sales Management (15 credits)
- Self-managed learning (30 credits)

## Level 6

By your final year you will have developed a thorough understanding of the principles of business and will have had lots of exposure to real organisations, industry case studies and working practitioners. This final year is focused on bringing everything you have learned together to solve real business problems.

## Core Modules

In your final year, all business management students study three core modules:

- Strategic Management (15 credits)
- Strategic Innovation Management (15 credits)
- Final Project (30 credits)

## Specialist Modules

Please note, if you are studying one of our pathways (below), you will be studying on the following compulsory modules:

- *Business Management with Entrepreneurship*  
Entrepreneurship Research and Report (30 credits).  
Self-Managed Learning (30 credits).
- *Business Management with Finance*  
Advanced Financial Management (15 credits)  
Transnational Economics and Financial Markets (15 credits).
- *Business Management with Global Industries*  
International Business Regions 3 (15 credits).  
Industry Studies 3 (15 credits).

- *Business Management with Marketing*  
Brand Building and Management (15 credits).  
Innovative Marketing Strategies (15 credits).

You can then choose from a range of specialist modules worth up to 60 credits.

- Brand Building and Management (15 credits)
- Industry Studies 3 (15 credits)
- Innovative Marketing Strategies (15 credits)
- International Business Regions 3 (15 credits)
- Predictive Analytics and Big Data (15 credits)
- Self-Managed Learning (30 credits)
- Sustainability and Purposeful Business (15 credits)
- Transnational Economics and Financial Markets (15 credits)

For further information please see the module specifications on the Pearson College London website:

Go to: Students > Current Students > Module Specifications

You will then be able to search for the relevant modules in each of the different levels under the University of Kent section.

### Recommended Route of Study

The recommended route of study for our Business Management students is below. This outlines the standard route many students opt to take in order to gain a broad coverage of available electives.

**Level 4** (in addition to the core and compulsory modules listed previously):

- Introduction to Business Economics
- International Business Regions I

**Level 5** (in addition to the core modules):

- Sales Management
- Business Ethics
- Analytics and Data
- Evolution of Global Economies

**Level 6** (in addition to the core modules):

- Transnational Economics & Financial Markets
- Predictive Analytics and Big Data
- Sustainability and Purposeful Business
- Innovative Marketing Strategies

### How do you choose Elective Modules?

Compulsory modules are core to the programme and must be taken by all students. There are also a range of optional modules from which you can choose to study and option forms will be available to you at each year of your degree.

Full time students are expected to successfully complete 120 credits at each level, with 60 credits completed each term. Part-time students are expected to successfully complete 30 credits each term.

## Compensation and Condonement

With the exception of the modules listed below, where a student fails a module(s), but has marks for such modules within 10 percentage points of the pass mark, the Board of Examiners may nevertheless award the credits for the module(s), subject to the requirements of the Credit Framework and provided that the student has achieved the programme learning outcomes. For further information refer to the Credit Framework.

The following modules may not be compensated or condoned:

- Principles of Business 1 and 2 (all pathways)
- Transnational Economics and Financial Markets (Business Management with Finance pathway only)

Students who fail any of the above modules overall will have an opportunity to resit the elements of the assessment upon which they have scored below the required mark.

## Preparation and Participation

This is, quite simply, vital to your studies. You are expected to participate in all modules of the BA Business Management programme. These have been designed to be interactive and therefore it is key that you actively engage and participate in discussions and activities. You will not receive a formulaic method of teaching throughout your degree so be flexible, listen to your tutor and act as advised by them. Employers get involved in the delivery of modules too and you are strongly encouraged to get involved in as many of these activities as you can. Not only will they enhance and strengthen your CV but they also facilitate your understanding of the business world.

The key to being successful on this programme is completing any work assigned, attending and participating in classes, working on your assessments throughout the term, and asking for help when you need it. It is hard work but the rewards can be great.

Methods you should use to prepare for seminars:

- Complete recommended reading and watch recommended videos each week.
- Review your lecture notes.
- Read about current events in the news that link to the topic.
- Prepare questions you would like to explore with your tutor during the seminar.
- Practise mock questions and be prepared to discuss your answers with tutors and your peers.

## How are you taught?

The course has been designed to ensure that you are provided with the knowledge, skills and experience to work as a business professional and is delivered in the most appropriate and applicable way to achieve this. This means that you will be learning through industry-led classes, guest lectures, internships, group discussions, as well as traditional lectures and seminars.

There is a large focus on practical, experiential learning, so it is important that you are actively learning as and when directed.

Lecture slides, recorded lectures, seminar preparation information and notes, reading lists and announcements are provided on the OLE. Seminar sessions involve a mixture of group and individual work, presentations and discussions.

Please note that we expect you to spend a minimum of 15 hours a week of self-study. This time should be primarily spent practicing questions, completing assigned pre-seminar work, and reading and researching for assessments. The more you prepare, the more successful you will be.

## Academic Writing

In your written work, you will be required to appropriately cite all sources to which you make reference. Being able to produce a full bibliography/reference list demonstrates the range of published books, journal articles, research papers and internet sites that you have researched to help support your arguments. You will be required to use the Harvard Referencing System in every module you study.

You will receive ongoing support on how to research, how to reference correctly and how to plan an academic piece of work, whether that be an essay, a report or the answer to a problem question. Guidance on referencing and academic writing can be found in the Study Skills area of Library Services on the Student Portal.

## Reading Lists

Recommended reading for each module is detailed on the OLE. The majority of recommended reading will be available in electronic format, which can be read online or downloaded to devices for offline reading.

## Acceleration

Full-time students starting in the Autumn term have the opportunity to request to accelerate to a two-year BA Business Management degree in Business programme (as opposed to the standard three-year programme). Availability of the accelerated mode of the programme is subject to minimum numbers and students may not be able to accelerate and study on a particular pathway through the degree i.e. it will not likely be possible to accelerate as a BABM with Marketing student.

Studying under the accelerated route is very intensive. Students are permitted to accelerate on the basis that they have performed satisfactorily on the first two terms of the programme. The decision on whether or not you are eligible to accelerate your studies will be made by an internal exam board.

The specific criteria for meeting the requirements to accelerate in the BA Business Management programmes are:

- Commitment to engagement in seminars as evidenced by:
  - good attendance;
  - supporting reference from a tutor focusing on participation in class.
- Passed all assessments at first attempt with average of 2:1 or above.

Further information on the acceleration policy and process can be found on the Pearson College London website:

Go to: Students > Policies > Acceleration Policy.

## Attendance

As part of your studies, you are expected to:

- Attend taught classes and participate appropriately.
- Take part in all scheduled online activities outside the taught classes.
- Undertake all assessments within the time frames set.
- Attend all meetings and other activities as required by the College.

If you are unable to attend a class or activity, you should complete the necessary forms (for details see the College Handbook). The College will monitor your attendance, participation and progress throughout the programme in order to offer you the appropriate academic and pastoral support necessary.

For further information on our attendance policy, please refer to the Pearson College London website:

Go to: Students > Policies > Pearson College Attendance Policy and Procedure.

## 4. Assessments

### Where can you find information about your module assessments?

Information on assessments for each of the modules that you will undertake as part of the BA Business Management programme can be found under the Assessment section of each module on the OLE. In particular, you should carefully note any assessment dates and ensure that you do not have any conflicting engagements.

Assessment sections on the OLE will include detailed information about the nature of the assignment, alongside the assessment task itself, formatting instructions and details on submission procedure.

For further information about assessment rules and regulations, penalties for late submission, and guidance for students with additional learning needs, please consult the College Handbook, visit the Pearson College London website under Policies and Regulations or contact Student Services.

### How is your programme assessed?

A variety of assessment methods are used on the BA Business Management programme. These have been designed and chosen to be the most appropriate assessment techniques to assess learning outcomes for each of the modules.

The methods employed are:

- Formal written examinations
- Coursework
- Presentations
- Group assessments

Using a multi-dimensional approach is beneficial as it assesses both oral and written communication skills, alongside your capacity to work in a team and individually under pressure. Therefore a combination of assessments will normally be adopted for each of the modules.

### Formal Written Examinations

For certain modules, you will be required to produce work in time pressured conditions under supervision of an invigilator. The examinations are usually closed book, although appropriate resource material selected by tutors may be provided. Alternatively, subject to Covid-19 restrictions, modules with examinations may be assessed via a take home examination that can be completed remotely online. Further details regarding the format of these assessments will be shared with you in advance in the Examination Briefing Sheet.

You will have the opportunity to practise exam style questions and receive feedback as part of your tuition. You will also be required to sit a formative mock exam in advance of your summative real exam for each module. The mock exam will be marked by your tutor with feedback to help you gauge how well prepared you are for your real exam.

### Coursework

Assessments for certain modules may also take the form of work produced in non-time pressured conditions. Details on the coursework assignment can be found for each of the relevant modules on the OLE. Tutors will also provide additional information and support to students during the completion period of this assessment.

*Please note that it may take up to 1 hour to upload your coursework onto TurnItIn. It is your responsibility to ensure that your coursework has been uploaded **before** the coursework submission deadline. Late submissions may be penalised as per our assessment policy.*

### Presentations

It is important that you develop high quality oral presentation skills. Many employers will expect you to have excellent communication skills, and therefore we ensure that as part of the course you will have the opportunity to develop these. For certain modules, you will be required to present your research findings and conclusions orally on set topics, either individually or with members of your peer group. You will have the opportunity to practise your oral communication skills in the relevant module before you are assessed on them. In some cases, the oral presentation may be supported by other materials, which may take the form of standard text, presentation slides or other visual aids. These will be graded in accordance with the general criteria for oral presentations.

### Group Assessments

In order to give you the chance to develop team working skills and demonstrate your ability to work collaboratively, for certain modules you will be assessed on group projects. The ability to work in a team is one of the key skills that employers look for, and therefore it is important that you have experience of this as part of your studies. For each of the modules where a group assessment is part of the assessment criteria, you will receive regular feedback and improvement suggestions from your tutors on your performance in contact sessions.

### Marking criteria

All of your coursework and presentations will be marked and graded using the University of Kent marking criteria. To pass the module assessment you will need to demonstrate that you have addressed each learning outcome in the module. You can view the learning outcomes of a module by viewing the module specification. To access these:

On the website go to: Students > Current Students > Module specifications

Your grade for each assessment will then be determined by the University of Kent marking criteria. When you receive feedback from tutors and markers it will be given in the context of this document. You can access the University of Kent marking criteria in:

On OLE go to: Communities > Business School > Marking Criteria

### Word Count Regulations

The word count will include everything in the body of the text, such as quotations, citations, footnotes and subheadings. It does not include the coursework title, bibliography, references, appendices or other supplementary material, which does not form an essential part of the text. Footnotes encompasses additional explanatory text included at the bottom of a page to amplify specific sections of text in the main body of the work. References indicates the systematic referencing of the sources used by the text author, according to the Harvard system. Unless stated otherwise, there is an allowance of 10% deviation over the stated maximum word count.

Please carefully ensure that you comply with the above word count regulations. Keeping within the word limit is part of the marking criteria and an excessive word count beyond the allowed 10% over the limit may be taken into account in marking your work.

## Feedback

Throughout the programme, you will be provided with relevant, timely and detailed feedback from your module tutors on your academic progress and achievement to help you progress and enhance the quality of your work. The feedback process varies slightly between Level 4/5 and Level 6. The full Formative Feedback Policy is available on the OLE in the Business School Community pages.

### Level 4/5

As a level 4 or 5 student, you may submit a coursework plan of no more than 500 words that summarises the main content and structure of your work using Turnitin. You may submit one coursework plan for each piece of written assessment during the course of a module. The opportunity to submit a plan will be provided during the 7<sup>th</sup> week of tuition (week 9 of term).

You will receive feedback via Turnitin.

### Level 6

If you are a student completing level 6 modules, you can additionally submit a draft of your summative assignment for formative feedback using Turnitin. Again, you may only submit one full draft for each piece of written assessment during the course of a module. The opportunity to submit a draft will be provided during the 9<sup>th</sup> week of tuition (week 11 of term).

You will receive feedback via Turnitin.

Across all levels, formal feedback will be provided to you in a format that links directly to the generic grading criteria. This will be provided in a standard formative feedback form, and will include detailed feedback points that highlight specific areas for improvement. You will likely receive written formative feedback via Turnitin.

It is your responsibility to seek feedback in a timely manner to allow sufficient time for your tutor to provide feedback and for you to act on this feedback before the submission deadline.

Any questions or issues surrounding formative feedback should be directed to your module tutors or to Alphonse de Kluver, Head of Assessments at Pearson Business School on: [alphonse.dekluyver@pearson.com](mailto:alphonse.dekluyver@pearson.com)

## 5. Practical Experience/Internships

As a participant on the BA Business Management programme we strongly encourage you to observe or work for a small business. This allows you to see how business works in practice and will give you an opportunity to apply the knowledge you have learned.

We also encourage you to participate in our internship scheme. Internships are a great way to gain valuable industry experience, explore your career options, build connections and put what you've learned into practice. Even the process of finding and applying for internships will help you develop your job hunting skills in a highly competitive market. We recommend you try to do at least one internship while you are studying for your degree, and our internship team will work with you to help you find opportunities. There are all sorts of internships, and you should try to do as many as you can while you are with us.

In fact, we consider internships to be so important we even guarantee you will have one provided you have met the academic criteria (passed all assessments at first attempt and attended 90% of your classes except where absence has been authorised) and engaged appropriately and proactively with the internship team. This is all about working with you to help you find opportunities and successfully apply for roles – exactly what you will need to do once you graduate.

Further information on internships can be found in the Guide to Internships on the Work Fitness Centre on the Pearson College portal or on the Pearson College London website:

Go to: Students > Current Students > Policies and Regulations > Guide to Internships.

You can also contact the internship team here: [internships@pearsoncollege.com](mailto:internships@pearsoncollege.com)

## 6. Conclusion

### What kind of career can you expect?

A career in business is hard to sum up, simply because the variety of pathways that a Business Management graduate could choose to take are so plentiful. It can, however, be noted that a career in business is not only challenging and rewarding, but it is stable even in difficult economic conditions. You might have the opportunity to hold a position within an industry leading company, where you are able to influence and drive organisational strategies and results through the analysis of data, you might be a manager or leader or you might work as an entrepreneur, starting your own business or even an intrapreneur, driving change internally within a wider organisation.

Business Management graduates are required in all sectors and across all industries. When you train in this area, you will be able to work in a variety of different roles and a BA in Business Management can offer you a huge range of transferable skills.

Business Management is the basis of all organisations and an understanding of the key concepts within this area will help you go on to have a career in a number of different positions and industry sectors.

### What can you achieve after completing this programme?

You will have the opportunity to apply for graduate programmes and will carry a vast amount of industry experience with you into the applications. This industry experience will offer you benefits that solely academic study cannot give, so make the most of the invitations you receive whilst on the course as they will improve your confidence, your abilities and your range of network contacts.

A degree in business management opens up a range of pathways such as working for a large organisation, joining a start-up, running your own business or studying further, for a Master's Degree, Post-Graduate Certificate/ Diploma or sector-based professional qualifications.

Our graduates have gone on to have successful careers in industry and we are sure that with application, dedication and hard work, you too will find the right path for you.

### Good Luck!

Finally, from all of the staff here at Pearson Business School, we wish you every success in your studies over the coming academic year.

The business management programmes are academically challenging, yet extremely rewarding so please do not hesitate to reach out to your peer group, tutors and programme leader for support or to answer any questions you may have.

Good luck, have fun and enjoy your studies!



## 7. Contact Details

Will Holt – Dean of Pearson Business School  
will.holt@pearson.com

Dr Elizabeth Miller – Deputy Dean of Pearson Business School and Business Management Programme  
Leader  
elizabeth.miller@pearsoncollege.com

Dr Alphonse de Kluver – Head of Assessments  
alphonedekluver@pearsoncollege.com

-----  
Student Experience  
[studentexperiencepbs@pearsoncollege.com](mailto:studentexperiencepbs@pearsoncollege.com)

Student Services  
student.services@pearsoncollege.com

IT Support  
support@pearsoncollege.com