

BACHELOR PROGRAMME BA (4 semesters, 21 months)

First phase (2 semesters): Certificate in Management Studies (CMS)

The CMS course combines theoretical input with a practical approach. This programme has been designed for candidates who wish to focus on an international career and gain entry to the Bachelor top-up programme. Timetables are conveniently designed for participants to commute from other countries if they wish.

Entry requirements

The CMS is suitable for applicants with a *Kaufmann/frau* qualification, other relevant apprenticeship or work experience but who do not have higher level qualifications. Participants must be in employment for the duration of the course.

A certain level of English language knowledge is required as the entire programme is delivered in English. Language skills may be tested in some cases via a phone conversation.

Module

Managing Marketing (taught element)	Marketing principals and practices, the marketing mix, marketing objectives and evaluation
Leadership (taught element)	Principles and skills of successful leadership, theories, models and applications
Managing Budgets (Finance) (taught element)	Principles and financial planning, forecasting and budgeting techniques, cost control
Communication at Work (taught element)	Communications in organisations, interpersonal skills, managing internal and external communications
Decision Making and Taking (taught element)	Information and knowledge needs for decision-making, making improvements to decision-making in the organisations
Personal Development (supervised project)	time management, self-development, evaluating progress

Structure/ Delivery

The programme is taught by subject area. The timetables are structured over **three weekend seminars** and **one full week**.

The programme will be supported electronically via a student platform and students are required to devote a considerable amount of time to coursework.

Assessments

Managing Marketing	WBA
Leadership	WBA
Managing Budgets (Finance)	WBA
Communication at Work	WBA Oral presentation
Decision Making and Taking	WBA
Personal Development	PDP in 2 parts: <ul style="list-style-type: none"> • Oral presentation • WBA

PDP = Professional Development Plan

WBA = Work Based Assignment (written assignment)

As the course is competency based there will also be a considerable amount of coursework during teaching sessions.

Course start/ Duration

There are two course intakes per year:

- autumn (September or October), taught exclusively in London
- spring (February or March), taught in Germany and London

The next Certificate in Management Studies programme lasts from September 2009 until August 2010.

Established by the German-British Chamber of Industry & Commerce



The ECBM reserves the right to change this information at any time.
The ECBM is committed to Equal Opportunities.

Second phase (2 semesters): BA (Hons) in Business and Management

The BA programme is suitable for applicants who wish to focus on an education in general business and on an internationally orientated working environment. The programme equips participants with essential business and management skills as well as the knowledge to enable them to work efficiently in today's increasingly globalized and competitive business environment.

The second and final step of the programme is, as the first phase, directly delivered through the ECBM. The ECBM has an outreach agreement with the *University of Wales, Newport* and carries out tuition, organisation and administration in full agreement of the partner University which awards the BA qualification.

Accreditation: The BA is issued by the cooperation with a state-certified university. The qualification is internationally recognised and allows successful candidates to carry the BA title.

Entry requirements

Successful CMS candidates are able to move directly on to the final phase of the *BA (Hons) in Business and Management*.

Module

European Business Environment	The role of European law and regulations on businesses, the issues facing the member states of the EU as we move into the 21 st Century are central to this module. Students will investigate issues concerning the single market and the establishment of the Europe of the future.
Strategic Management	This module looks at the role of strategy in making business decisions, and takes into account the wider issues such facing business in today's economic environment.
Contemporary Management Practice	In this module we look at how business people make decisions, behavioural theories and the effective operation of management in both private and public sectors of the economy.
Business Planning	This module concentrates on the role of planning in business and is aimed at providing the skills necessary to perform well in both small and large organisations. The work for business planning could constitute a project-based approach where students develop a business plan.
Business Research Project	This is a supervised 10,000 word dissertation that is focused on a business case and also provides good preparation for further studies beyond the bachelor degree.

Structure/ Delivery

The course is delivered within **nine seminars** of which **each seminar normally lasts three full days**.

- Participants who started the CMS in spring will be taught in Germany and London.
- Participants who started the first phase in autumn will again attend seminars entirely in London.

On-line support and email contact with tutors will be provided. Via a forum and internet platform participants are able to download course texts, learning guides and information.

Course start/ Duration

The second phase top-up [BA (Hons) in Business and Management] programme lasts from September 2009 until June 2010.

Assessments

The grades are based on assessing the participants via in-course/ practical work, formal examination, case studies, reflective journals for every module and written assignments.

European Business Environment	Assignment (50%), exam (50%)
Strategic Management	Assignment (60%), exam (40%)
Contemporary Management Practice	Case study report Case study based TSA
Business Planning	Oral presentation Business Plan
Business Research Project	10,000 word dissertation

Application

After careful evaluation of your application (either via Email, online-application or hardcopy application) you can expect a response within a few days.

After successful enrolment on the course and payment of the fee, a handbook, assessment book and unit specifications will be sent to the participants.

ECBM reserves the right to determine progression to the final year.

Established by the German-British Chamber of Industry & Commerce



*The ECBM reserves the right to change this information at any time.
The ECBM is committed to Equal Opportunities.*