



University Foundation Studies in Business & Management

The aim of this programme is to provide a theoretical and applied knowledge and skills required at foundation level. In completing the programme, students will be able to demonstrate understanding of research methods and methodologies, critical and creative thinking, management, decision-making, ICT and analytical skills in the production of written and oral assignments, to develop the prescribed level of inter-disciplinary language competence. Students will examine a range of research approaches, techniques and methodologies, and manage their personal development enhancing their intellectual and practical skills, which build a set of transferable skills as appropriate for continuing at the undergraduate level.

In Stage 1 of the programme you will take the following core modules, four in the first semester and four in the second.

In Semester one you will study:

- Interactive Learning Skills and Communication
- Principles of ICT
- Management
- Business Mathematics / Foundation Mathematics for Economics and Finance

In Semester two you will study:

- Introduction to Research Methods
- Critical Thinking and Expression
- Statistics
- Marketing

Module overview

Interactive Learning Skills and Communication

This module has been designed to help students develop their academic literacy and communication skills in preparation for undergraduate study and to understand the institutional culture, practices, norms and expectations of UK higher education in an international academic context and community; to enable students to develop basic academic research and communication skills and to raise students' English language levels to the required entry point for undergraduate entry.

The module is benchmarked to the Common European Framework of Reference for Languages. Assignments for each of the four skills of academic reading, writing, speaking and listening are included in order to confirm that students meet the appropriate exit threshold in English language proficiency. This is achieved using a combination of a speaking presentation at BPC and the Brunel English language test in reading, writing and listening.

Principles of ICT

The module introduces to the interesting challenges that ICT presents today and covers many anchor points that may serve as a bridge to students' interests and lifestyles from the viewpoint of the user. These bridges include the technology in their mobile phones, computing equipment, home appliances, shopping, movies and entertainment software. The module also includes an emphasis on benchmarking data collation/

presentation skills using the main aspects of Microsoft Windows (Excel, PowerPoint and Project) as a platform to further study. By encouraging students to use a questioning approach to learning material, it is hoped that the transition towards true critical analysis from a variety of learning backgrounds will be aided through this module as a common skill and applied successfully throughout their undergraduate study in the prescribed degree schemes at Brunel University London.

Critical Thinking and Expression

This module has been designed to present some of the fundamental aspects of critical thinking to students seeking to progress to one of the prescribed undergraduate degree pathways at Brunel University. It will develop students' critical thinking skills and enhance their ability to differentiate between fact and opinion, and evaluate arguments in academic texts for credibility, reliability, consistency and identify problems based on a logical line of reasoning when reading in their discipline. It will also develop their ability to formulate and deliver both verbally and in writing well-structured and critically reasoned arguments and opinions.

Introduction to Research Methods

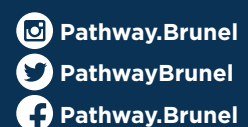
This module has been designed to prepare students with an underpinning knowledge and skills in research methods

Please note modules may be subject to change

Course and Module Information Sheet - V1.0

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Visit our website:
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to students seeking to progress to one of the prescribed undergraduate degree pathways at Brunel University.

Specifically, the module will assist students in developing familiarity with research methods; and provide students with understanding of research methods and methodologies and a solid grounding for the research skills required in undergraduate study. By encouraging candidates to impart this knowledge in an open class forum (small group tutorial presentations), the beginnings of professional organization and presentation skills in an academic and professional-facing context are developed and encouraged.

Successful completion of this module indicates that students have obtained a good understanding of and ability to apply the requisite skills involved in demonstrating their understanding of, and ability to evaluate, conduct and report research findings.

Management

The module aims to provide students with an introduction of the principles and practices related to management in the modern world. The focus of the unit will be on how management ideas have developed, the environment in which the managers operate, and basic managerial principles and practices.

This module has been designed to be delivered in conjunction with Economics, Statistics, and Marketing in order to present some of the fundamental aspects of Management to provide students with an appreciation of the knowledge and skills needed to run a business.

By encouraging candidates to impart this knowledge in an open class forum (small group tutorial presentations), the beginnings of professional organisation and presentation skills in a business-facing context are developed and encouraged.

Mathematics

Introduction to mathematics at the foundation level covers basic arithmetic to introduction to pure mathematics.

The module aims to introduce the application of mathematics to real-life problems, in the business and everyday world. The employability skills are developed by encouraging students to impart their knowledge in tutorials.

Marketing

The main aim of this module is to provide students with an understanding of modern marketing mix and principles in an increasingly competitive marketing environment.

Successful completion of this module ensure that students have obtained a good understanding of marketing and gained the ability to apply the following to academic and real-life marketing problems.

Principles of Accounting

This module will provide students a comprehensive grounding in rudimentary book-keeping. Students will be able to enter business transactions in the relevant ledgers, distinguish between different types of transactions, close accounts and extract a trial balance, and from given data produce a simple set of final accounts with a few adjustments.