



Undergraduate Degree Courses 2012

3 and 4 year courses in:

Business & Management
Accounting & Finance
Law



Welcome

“ Let us help you to achieve more than you might think possible. ”

There have been few more appropriate or rewarding times to study business, management or law at Bradford University School of Management.

Firstly, solutions to the economic and social problems faced by businesses across the world are likely to be found in the areas we teach. Our academics include people at the cutting edge of research into how the economic system can be repaired. Our lecturers also include practising business people and lawyers who are putting solutions into effect at organisational level on a day-to-day basis. As a School of Management undergraduate, you will form part of this learning community – one that today feels more vibrant and purposeful than ever.

Secondly, we have invested in two exciting new undergraduate programmes. The MBus in Business and Management will give strong undergraduates the chance to “fast track” to a Master’s degree. The BSc (Hons) in Financial Planning, meanwhile, will include a professional work placement within a firm of Independent Financial Advisers, which will incorporate a certificate awarded by the Chartered Insurance Institute. As an undergraduate entering the School in 2012, you could be

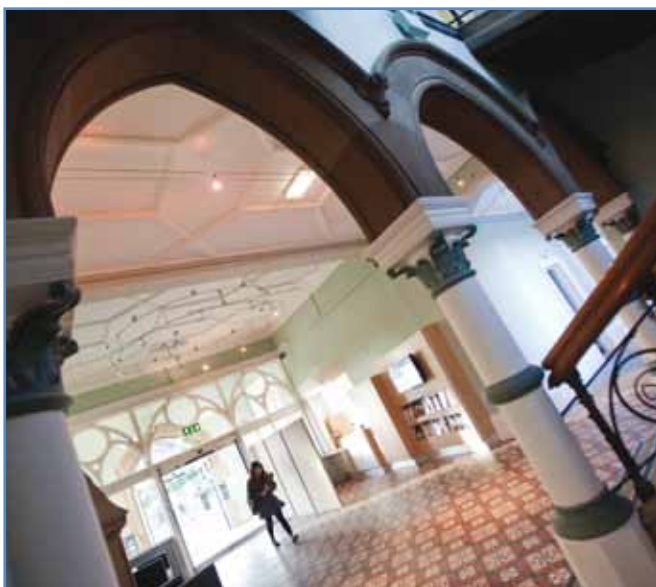
among the first to take part in these pioneering programmes, which we believe are unique opportunities for our students.

Thirdly, you will undoubtedly benefit from the £12 million investment in new facilities that are now open at our dedicated parkland campus. Whilst the campus has been significantly developed for the benefit of students, it hasn’t lost its appeal as a small, friendly environment where individuals are nurtured and students quickly get to know each other and their lecturers.

Finally, demand for our graduates in business, management and law has always been strong and employers continue to contact us with placement and graduate employment opportunities. Employers are well acquainted with the practical ethos of our courses which are designed to give you the broad range of knowledge you need in modern organisations, plus more specialised knowledge for your chosen career path.

“Making Knowledge Work” is more than a slogan at Bradford – it underpins the design and content of our courses and the ethical values of the institution. Do join us and take the first step to a rewarding, challenging and valuable career, and let us help you to achieve more than you might think possible.

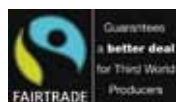
Dr Damian Ward
Associate Dean, Undergraduate Programmes



Bradford University School of Management Undergraduate Degree Courses 2012

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Why you should choose Bradford for business, management and law

As one of Europe's leading business schools, our aim is to nurture and develop our students to help them achieve their ambitions, whether this is to become a successful business professional or some other goal. Our small, self-contained and welcoming campus, away from the city and recently extensively developed to include world-class facilities, along with a high level of support from dedicated teaching, careers and learning support staff, all work towards this aim.

Our graduate employment success

School of Management graduates have an enviable reputation for finding jobs when they complete their courses with us. 80%* of our most recent graduates were in employment or further study within six months of graduating.

The breadth of our courses, their practical orientation and our reputation for excellence are important contributing factors. The LLB course, for example, provides exemption from the academic stage of training for those wishing to qualify as solicitors or barristers. Meanwhile, BSc and BA students who successfully complete appropriate options can gain exemption from professional examinations in areas such as accountancy, marketing and financial planning.

The School's strategy encompasses "business engagement" and all our courses focus strongly on relating academic study to the "real" world of employment.

They all develop your personal skills for working in business, management or law. You will have, for example, many opportunities to develop your ability to make presentations, engage in teamwork and deal with information technology.

On the basis of our frequent discussions with leading employers, locally and nationally, we continually update our courses to ensure that you have the skills you need for success. Moreover, our visiting lecturers include directors and senior managers from well-known companies who provide first-hand experience of management decision making at a strategic level.

A further important link between our courses and the world of work is through the opportunity we offer you to take most of our degrees over four years rather than three, and incorporate a year of practical training in industry, commerce or business. This experience, for which you will normally be paid, is highly regarded by potential employers.

Our commitment to sustainable development

One of the School's main aims is to address major challenges for business and society such as global responsibility and sustainable development, our intention being to nurture students who can apply the principles of sustainable development in their professional capacity. More specifically, we seek to encourage our students to be

- aware of the underpinning principles, ethics, current issues and relevant policies affecting sustainable development pertaining to their particular field of study;
- able to recognise cultural differences influencing the application of the principles of sustainability throughout the world;
- able to exercise strong leadership in establishing a culture of sustainability within organisations.

Our commitment to internationalism and diversity

We pride ourselves on our international outlook and the experience we provide of working with people from different backgrounds. Our on-campus learning community is made up of more than 1,000 undergraduates, 500 postgraduates and 90 lecturers and professors recruited from all over the world – a number big enough to provide a highly stimulating learning environment but small enough to retain a "village" feel at our Emm Lane campus.

Many of our undergraduate courses offer you the chance to spend part of your second year studying in Europe, Canada, Australia or Hong Kong following equivalent modules to our own, for which you will receive full credit.

While at Bradford, and subject to demand, you may combine your undergraduate studies with language study in French, German or Spanish.

*These statistics are derived from annually published data based on those UK domiciled graduates who are available for employment or further study and whose destinations are known.



**THINKGREEN
THINKECOVERSITY
THINKBRADFORD**

Our Ecovercity Vision it's all about your future

Study at the University of Bradford and you'll be joining a university with strong ethics.

Our innovative teaching methods

Students like the quality of teaching we offer. At the last audit of our teaching quality by the UK Quality Assurance Agency for Higher Education, students commented on the good communications that marked their relationships with staff, the quality of feedback they received and their involvement in School affairs.

Business and management students rated their overall satisfaction with their experience at Bradford and the quality of our courses at 93% in the latest National Student Survey. The School of Management has a strategy encompassing “business engagement” as well as a commitment to education for sustainable development. Students undoubtedly reap the benefits of these commitments through our teaching and learning processes.

The use we make of information technology – and in particular our Blackboard virtual learning environment – is certain to enrich your studies. We have a large number of PCs available around our Emm Lane campus, providing full internet access, and wifi, Microsoft Office software and computer-based training. The University has one of the highest ratios of PCs to students in the country.

If you have your own laptop or hand-held device you can connect to the University network wirelessly from all the libraries, foyers and social spaces of all the major University buildings.

Our Effective Learning Service

At Bradford, we want to help identify, shape and nurture your potential. That’s why we have developed a series of invaluable

resources to help you. Our Effective Learning Service provides support for learning through self-help guides, workshops and one-to-one sessions. It covers all aspects of study, from writing good assignments to preparing for examinations. For more information on this, please see page 16.

Our location and facilities

At our dedicated campus, 4 km from the main city campus, magnificent Victorian architecture and modern buildings are set in 5.7 hectares of parkland with views of the beautiful Aire valley stretching to the Yorkshire Dales. On the edge of the countryside, but with all the attractions of a bustling city close by, there can be few more pleasant, convenient and rewarding places in the country to study business, management or law.

A £12 million investment in new facilities is now complete. This includes a new atrium space for eating, socialising and working, plus a state-of-the-art learning and resource centre that cements our place as one of Europe’s leading centres of business and management education.

Value for money

Last but certainly not least, we should emphasise that Bradford is one of the cheapest places to live in the UK, helping to ensure that your money is spent wisely. We think the overall package of what we offer at Bradford University School of Management is hard to beat anywhere in the UK – but don’t take our word for it, come and see for yourselves! We have regular Open Days over the year, or if you’d like to make a special visit, we’ll be happy to show you around.



How we structure the Bradford Business and Management BSc (Hons) courses

COURSE	UCAS CODE	UCAS POINTS	STAGE 1
BSc (Hons) Accounting and Finance	N420 BSc/AF (3-year course) N421 BSc/AF4 (4-year sandwich course)	340 (3 and 4-year sandwich course)	Core modules Business Economics Introduction to Marketing (20 credits) Foundations of Production/Operations Management Introduction to Accounting and Finance (20 credits) Organisational Behaviour Organisational Information Systems Quantitative Methods in Information Management Student Self Development The Macroeconomic Environment of Business The Sociology of Work
BSc (Hons) Business and Management Studies	N100 BSc/BMS (3-year course) N101 BSc/BMS4 (4-year sandwich course)	320 (3 and 4-year sandwich course)	
BSc (Hons) Financial Planning	N390 BSc/FP4 (4-year sandwich course)	320 (4-year sandwich course)	
BSc (Hons) Human Resource Management	N600 BSc/HRM (3-year course) N601 BSc/HRM4 (4-year sandwich course)	320 (3 and 4-year sandwich course)	
BSc (Hons) International Business and Management	NN12 BSc/IBMgt (3-year course) NNC2 BSc/IBMgt4 (4-year sandwich course)	320 (3 and 4-year sandwich course)	
BSc (Hons) Marketing	N500 BSc/Mar (3-year course) N501 BSc/Mar4 (4-year sandwich course)	320 (3 and 4-year sandwich course)	

• In Stage 1 students may take non-credit-bearing languages as an Associate Student from the Language Unit on the city campus. • All modules are 10 credits unless specified
 • All students must take 120 credits per year • All module syllabuses are under constant review, and may be updated from year to year

STAGE 2	STAGE 3	PAGE
Business Law Capital Markets, Investment and Finance Company Law and Administration Contemporary Business/Management Issues Economics of Industry Employability and Enterprise Skills (20 credits) Financial Accounting (20 credits) Financial Management Management Accounting (20 credits) Practice of Management Skills + 1 optional modules	Auditing Contemporary Issues in Accounting Corporate Reporting International Accounting International Finance Taxation ((20 credits) + 5 optional modules (3-year course) or + 3 optional modules + work based learning (4-year course)	6 Accounting and Finance
Business Law Employability and Enterprise Skills (20 credits) +9 optional modules	12 optional modules (3-year course) or 10 optional modules + work based learning (4-year course)	7 Business and Management Studies
Capital Markets, Investment and Finance Company Law and Administration Contemporary Business/Management Issues Financial Accounting (20 credits) Financial Management Management Accounting (20 credits) Practice of Management Skills Principles of Personal Finance + 2 optional modules	Year 3: Placement. You undertake 10 months of professional experience within a firm of Independent Financial Advisers. During this time, you will also complete a Chartered Insurance Institute Certificate in Financial Planning. Year 4 Personal Financial Planning (20 credits) The Financial Services Environment, Taxation, Portfolio Management + 7 optional modules	8 Financial Planning
Business Law Contemporary Business/Management Issues Employability and Enterprise Skills (20 credits) Employment Relations Organisational Analysis Organisational Design Psychology at Work The Transformation of Work + 3 optional modules	European Employment Policy Human Resource Development Human Resource Management (20 credits) International and Comparative Employment Relations Organisational Change + 6 optional modules (3-year course) or + 4 optional modules + work based learning (4-year course)	9 Human Resource Management
Business Law Economics of Industry Employability and Enterprise Skills (20 credits) Financial Management Management of Service Operations Marketing Management and Strategy Resource Planning + 4 optional modules	Global Business Environment International and Comparative Employment Relations International Business Strategy International Finance International Marketing World-Class Operations + 6 optional modules (3-year course) or + 4 optional modules + work based learning (4-year course)	10 International Business and Management
Business Law Consumer Behaviour (20 credits) Employability and Enterprise Skills (20 credits) Integrated Marketing Communications Marketing Management and Strategy Marketing Research Services Marketing Understanding Strategic Management + 1 optional module	International Marketing Marketing and Entrepreneurship Marketing in Context + 9 optional modules (3-year course) or + 8 optional modules + work based learning (4-year course)	11 Marketing

• In Stages 2 and 3 students may study a language among their optional modules • For LLB (Hons) Law and BA (Hons) Business Studies and Law see page 13.
 • Assessment largely involves a combination of coursework assessments and formal examinations held at the end of each semester. Your Stage 1 assessments aim to measure your progress; the assessments that count towards the classification of your degree are held in Stages 2 and 3.

BSc (Hons) in Accounting and Finance

UCAS codes - **N420 BSc/AF (3-year course)**
N421 BSc/AF4 (4-year sandwich course)

UCAS points - **340**

Why study Accounting and Finance?

Having a detailed understanding of the world of accounting and finance offers many career opportunities in accountancy, management and investment. Our course in Accounting and Finance will:

- Explain in detail the function that accountants play both in influencing management decisions and providing crucial information to investors
- Help you to understand the ways that investors think and how they value businesses in an era of global financial markets
- Give you a broad insight into business and management and explain how strategic, financial and tax strategies can enhance corporate value, and
- Introduce you to computer-based techniques in accounting and finance, including among other skills the use of spreadsheets and specialist databases in the accounting and financial global environment

The flexibility to suit your needs

You will have scope to tailor the Accounting and Finance course to suit your needs. For example:

- You may take the course over three continuous years, or over four years with a year of practical work experience
- If you take the four-year course, you will spend at least nine months gaining practical experience outside the University, usually working in industry, commerce or business
- You may combine your studies at Bradford with a semester in Europe, Canada, Australia or Hong Kong following equivalent courses to our own, for which you will receive full credit
- Because the Accounting and Finance course shares a common first year with our courses in Business and Management Studies, Human Resource Management, International Business and Management, Financial Planning and Marketing, you may transfer into or out of these degrees at the end of your first year, subject to satisfactory performance
- The variety of options available to you in Stages Two and Three of the Accounting and Finance course enables you to focus on a range of accounting and finance topics, or to construct a broader degree package, covering other areas of management
- You may combine your Accounting and Finance studies with a language; the University offers a number of language classes throughout your study time with us

Your career options

The Accounting and Finance course prepares you well for a career in accounting, financial management or the financial services sector, as well as wider management positions. Among the major organisations to have employed our Accounting and Finance graduates over recent years are NatWest, HSBC, Virgin Media, Asda, NG Bailey and the NHS.

Many of our Accounting and Finance modules attract accreditation from the professional bodies (ACCA/CIMA). Please contact us or see our website for more details.

A student view - Pavanjeet (Pav) Johal



BSc (Hons) in Accounting and Finance, 4th year

“I came to the Open Day at the School of Management and really liked the buildings here – the main Emm Lane building reminded me of Harry Potter’s Hogwarts!”

A work placement gave 21-year-old Pav Johal, who is in the final year of her Accounting and Finance course, an insight into different career paths and a taste of what professional life is like.

“Since high school I have wanted to be an accountant. The placement year I completed was in risk management, which is a different field, but it gave me an idea about other career paths I can follow. I found it a fantastic experience working for nearly 12 months in a corporate environment and gained many new skills and increased my knowledge. It gave me an insight into what working life will be like once I graduate”, said Pav.

“I came to the Open Day at the School of Management and really liked the buildings and the gardens here and the main Emm Lane building reminded me of Harry Potter’s Hogwarts!”

“My Accounting and Finance course offers a wide range of optional modules. I found this was useful for students who want to learn more than pure finance.

“I really enjoyed studying a taxation module and will probably end up working somewhere in that field.

“To any prospective students considering coming to the School, I would say ensure you go to all the lectures and have a clear balance between studying and having a good social life – that way you should do well.”

BSc (Hons) in Business and Management Studies

UCAS codes - **N100 BSc/BMS (3-year course)**
N101 BSc/BMS4 (4-year sandwich course)

UCAS points - **320**

Why study Business and Management Studies?

Our Business and Management Studies degree is ideal if you want to follow a broad business and management course rather than specialise in a particular area at this stage. People who can combine a clear understanding of core business and management functions, good problem-solving and decision-making skills, the ability to think creatively and to communicate effectively are in demand throughout the economy. Our course in Business and Management Studies will:

- Make you aware of the range of knowledge needed in modern management
- Equip you with specialised knowledge required in the particular profession you wish to enter, and
- Develop the analytical and personal skills you will need to make best use of this knowledge when you obtain a job after graduation

A student view - Fizza Ilyas



BSc (Hons) in Business and Management Studies, 3rd year

“I've had great opportunities for personal development, such as working as a mentor and being Student Ambassador for the University's sustainable development project, Ecoversity.”

The School of Management's excellent reputation and amazing campus facilities attracted 24-year-old Bradfordian Fizza Ilyas to the Business and Management programme where she is now in her final year.

“The most important factor for me with this degree, which can lead to varied career options, was flexibility in being able to choose the modules I wanted to study”, said Fizza.

“I have particularly enjoyed the various group projects I completed as part of my degree. Whether it was preparing a group case study in my second year or organising a football tournament as part of the Graduate Employment and Development module, I felt working in groups gave me a good taste of the 'real world'. I enjoyed the challenges and I think students also learn from each other when working in teams.

“I have an excellent personal tutor who is there for me whatever problem I may have. Even if I don't have any problems I still love having a chat because I find she inspires me to work harder. I've found all the staff to be friendly and helpful and the atmosphere at the School is really pleasant.

“New students are very lucky because the new building and library are magnificent. There are excellent IT facilities, there are plenty of spaces for group and private study in the library and the new atrium is a great place to hang out with friends”, added Fizza, who hopes to go on and start a Postgraduate Certificate in Education.

The flexibility to suit your needs

You will have broad scope to tailor the Business and Management Studies degree to suit your needs. For example:

- You may take the course over three continuous years, or over four years with a year of practical work experience
- If you take the four-year course, you will spend at least nine months gaining practical experience outside the University, usually working in industry, commerce or business
- You may combine your studies at Bradford with a semester in Europe, Canada, Australia or Hong Kong following equivalent courses to our own, for which you will receive full credit
- Because the Business and Management Studies course shares a common first year with our courses in Accounting and Finance, Human Resource Management, International Business and Management, Financial Planning and Marketing, you may transfer into or out of these degrees at the end of your first year, subject to satisfactory performance
- The range of options available to you in Stages Two and Three of the Business and Management Studies course enables you to construct either a broad degree package, covering all areas of management, or a slightly more specialised degree focusing on, for example, Human Resource Management, Business Information Systems or Operations Management. You may combine your Business and Management Studies course with a language; the University offers a number of language classes throughout your study time with us
- You may combine your Business and Management studies with a language; the University offers a number of language classes throughout your study time with us

Your career options

Our Business and Management Studies degree not only prepares you for a career in industry and commerce, but also for management jobs in the public and not-for-profit sectors. Organisations ranging from Asda to O₂ and from DHL to Ventura have been recent employers of our Business and Management Studies graduates.

BSc (Hons) in Financial Planning

UCAS code - **N390 BSc/FP4 (4-year course)**
UCAS points - **320**



Why study Financial Planning?

The recent economic downturn that put financial markets in turmoil has led to an increase in demand for more highly skilled accountants and financial planners. From 2012 the Financial Services Authority (FSA) will raise the minimum qualification for independent advisers to a first degree (or equivalent professional qualification). In addressing the skills shortage, we're working in collaboration with the Independent Financial Adviser sector to offer this 4-year BSc (Hons) in Financial Planning degree.

This timely, highly relevant course, accredited by the Chartered Insurance Institute, not only explores the theory but also enables you to learn first-hand from practitioners about the industry through a professional work placement within an IFA company.

The course will:

- Provide exemptions for five of the six units of the Chartered Insurance Institute Diploma in regulated financial planning
- Equip you with specialist knowledge and skills required by not only the financial services sector but across a broad spectrum of disciplines
- Give you professional paid work experience, enhancing your career opportunities after graduation and making you highly employable
- Enable you to apply strategically the complex skills learned to analyse financial issues

The flexibility to suit your needs

You will have scope to tailor the Financial Planning degree to suit your needs:

- The range of options available to you in years 2 and 4 of the Financial Planning course enables you to construct either a broad degree package, also covering other areas of management, or a slightly more specialist degree focusing on financial planning topics
- You may combine your Financial Planning studies with a language; the University offers a number of language classes throughout your study time with us
- Earn whilst you learn - in the third year you will gain valuable, paid work experience within an IFA company. You will also complete a Chartered Insurance Institute (CII) Certificate in Financial Planning
- Because the Financial Planning course shares a common first year with our courses in Accounting and Finance, Human Resource Management, International Business and Management and Marketing, you may transfer into or out of these degrees at the end of your first year, subject to satisfactory performance

“ The fallout from the current banking crisis will inevitably lead to tighter regulation and control of the industry so more highly qualified people will be needed. This course will equip the leaders of the future. ”

David Cubitt Chief Executive,
Bradford Financial Services Initiative

Your career options

The Financial Planning course prepares you well for a career as a financial planner or more broadly a career in the financial services sector. Given the current skills gap within the industry, you're sure to be in demand! You will also have some exemptions from CII examinations.



BSc (Hons) in Human Resource Management

UCAS codes - **N600 BSc/HRM (3-year course)**
N601 BSc/HRM4 (4-year sandwich course)

UCAS points - **320**

Why study Human Resource Management?

The job a person holds is one of the central features of his or her life. It affects income, social life, family circumstances, health and sense of well-being. It also enables the HR specialist to understand this in a broad business context. Our course in Human Resource Management offers the chance to:

- Develop a systematic and detailed knowledge of work, employment and HRM regulations and practice
- Study human resource management topics in the broader context of business and management, and
- Gain good communication, negotiation, leadership and teamwork skills through group work and team-building activities

A student view - Darya Belsner



BSc (Hons) in Human Resource Management, 2nd year

“To anyone thinking of applying here I can assure you that you will never forget the ambience of the School of Management.”

The School of Management's impressive rankings, along with its attractive website and publicity videos, convinced Darya Belsner, aged 21, to study here on the Human Resource Management programme.

"I have always wanted to work with people and the HRM course provided a perfect match for my needs as it combines general business knowledge – which is really useful – and "human interaction", explained Darya, who is from Estonia.

"The University offers a variety of opportunities for self-development and I try to make the most of each and every one of them – including workshops and seminars. The computer facilities here are the best and there are a number of computer rooms so you can make the most of your time between lectures.

"I think that the University is the best when it comes to career planning. The Summer Experience programme has helped me find a placement twice and I now have invaluable experience, thanks to them. Career advisers are also really helpful and are glad to help you with preparing for an interview and making your CV work for you. I believe that the University of Bradford not only gives you invaluable knowledge, it also makes sure you are fully prepared to go in to the job market.

"In the future, I plan to be a training manager and explore other opportunities within the HR field. The University offers many useful programmes which help you prepare for your future. I am planning to take a training course and become a student ambassador."

The flexibility to suit your needs

You will have broad scope to tailor the Human Resource Management course to suit your needs. For example:

- You may take the course over three continuous years, or over four years with a year of practical work experience
- If you take the four-year course, you will spend at least nine months gaining practical experience outside the University, usually working in industry, commerce or business
- You may combine your studies at Bradford with a semester in Europe, Canada, Australia or Hong Kong following equivalent courses to our own, for which you will receive full credit
- Because the Human Resource Management course shares a common first year with our courses in Business and Management Studies, Accounting and Finance, International Business and Management, Financial Planning and Marketing, you may transfer into or out of these degrees at the end of your first year, subject to satisfactory performance
- The range of options available to you in Stages Two and Three of the Human Resource Management course enables you to focus on a range of HRM topics, or to construct a broader degree package, covering other areas of management
- You may combine your Human Resource Management studies with a language; the University offers a number of language classes throughout your study time with us

Your career options

An effectively managed workforce tends to be more creative, flexible and open to change than one that is not. Our HRM graduates – aware of the complex nature of people management and regulation, and with examples of good practice at their fingertips – will be able to demonstrate, in large and small organisations, the value of being able to handle employees well in the modern working environment

BSc (Hons) in International Business and Management

UCAS codes - **NN12 BSc/IBMgt (3-year course)**

NNC2 BSc/IBMgt4 (4-year sandwich course)

UCAS points - **320**

Why study International Business and Management?

Businesses are trading across borders to an ever-increasing extent. Few firms can afford to ignore the impact of these changes. Industry and commerce need people who can take advantage of the opportunities offered by globalisation as well as understanding the problems it can bring. Our International Business and Management degree sets the broad management disciplines within an international setting, in contrast to many other international business degrees that focus mainly on economics. You will emerge from the course with an understanding of:

- The driving forces of globalisation and the impact of trading across borders
- How business operates in other countries, and
- Strategies to adopt – and those to avoid – when doing business internationally

The flexibility to suit your needs

You will have broad scope to tailor the International Business and Management course to suit your needs. For example:

- You may take the course over three continuous years, or over four years with a year of practical work experience
- If you take the four-year course, you will spend at least nine months gaining practical experience outside the University, usually working in industry, commerce or business
- You may combine your studies at Bradford with a semester in Europe, Canada, Australia or Hong Kong following equivalent courses to our own, for which you will receive full credit
- Because the International Business and Management course shares a common first year with our courses in Business and Management Studies, Accounting and Finance, Human Resource Management, Financial Planning and Marketing, you may transfer into or out of these degrees at the end of your first year, subject to satisfactory performance
- The range of options available to you in Stages Two and Three of the course enables you to focus on specific business and management areas, such as Finance, Marketing and Human Resource Management, in addition to International Business, or to construct a broader degree package, covering a variety of topics
- You may combine your International Business and Management studies with a language; the University offers a number of language classes throughout your study time with us

Your career options

There is a growing demand for managers who have a global perspective, and this course equips you with a number of skills that make you attractive to a range of employers, particularly multinational enterprises.

A student view - Irina Iustina Poterasu



BSc (Hons) in International Business and Management, 1st year

“ I do voluntary work and also have a part-time job, and have achieved very good grades in my course so far. ”

The global perspective of the BSc International Business and Management programme attracted 19-year-old Irina to the School of Management.

“I am now in the second semester of my first year and my English has improved, plus I have developed a strong sense of independence and I know how to overcome difficulties by myself. I have made so many friends from different backgrounds - and the diversity makes a difference when you are at this University.

“I am very confident that when I finish my degree here I will cope with whatever job I choose, because all the modules on the programme are essential in building the students' knowledge towards their job interests. And also, the knowledge students gain here outside the University, such as part-time jobs, volunteering etc, increase the work experience and the skills employers look for.

“I would advise any student to go for the course they feel they will like the most, because, after all, if you don't do a degree you enjoy, you won't be happy in your future job either”, Irina concluded.

BSc (Hons) in Marketing

UCAS codes - **N500 BSc/Mar (3-year course)**
N501 BSc/Mar4 (4-year sandwich course)
UCAS points - **320**

Why study Marketing?

The BSc in Marketing has been specifically designed for those of you considering a career in marketing. The accreditation of the programme by the Chartered Institute of Marketing (CIM) will enable you to pursue the professional body's postgraduate qualifications which are internationally recognised, and which are considered essential to a high-flying marketing career. In order to obtain the CIM exemptions, you are required to take at least 60 credits of marketing in Stage 2 and a further 60 credits in Stage 3 of your degree course.

Our Marketing degree:

- Combines knowledge of the concepts and role of marketing with opportunities to gain a broader insight into business and management
- Demonstrates when and how marketing tools can most effectively be used, and
- Considers the issues facing marketers now and in the future

A student view - Neelum Yasmin



**BSc (Hons) in Marketing,
4th year**

“The impressions I have gained at the School of Management have been those of excellence in the quality of education and continued improvements.”

The opportunity to turn theory into real-life business practice has been a highlight of study at the School of Management for 22-year-old Neelum Yasmin, who is in the final year of her Marketing course.

“The best parts of my time at the School have included meeting people and making friends but, more specifically, the stimulating and challenging level of education which has allowed me to think beyond theories and into real business practice”, said Neelum.

“Marketing was my passion during A-level business studies, so it was an obvious choice when making course decisions, but the course has allowed me to gain a holistic view of business instead of focusing on marketing alone.

“My time here has provided me not only with academic knowledge but also transferable skills and an increased self-awareness, all of which will enable me to gain a foothold in the world of marketing.

“If you are the kind of person who likes a challenge, is sociable and stimulated by in-depth study and research, this is the place for you.”

The flexibility to suit your needs

You will have broad scope to tailor the Marketing degree to suit your needs. For example:

- You may take the degree over three continuous years, or over four years with a year of practical work experience
- If you take the four-year course, you will spend at least nine months gaining practical experience outside the University, usually working in industry, commerce or business
- You may combine your studies at Bradford with a semester in Europe, Canada, Australia or Hong Kong following equivalent courses to our own, for which you will receive full credit
- Because the Marketing course shares a common first year with our courses in Business and Management Studies, Accounting and Finance, Human Resource Management, and International Business and Management and Financial Planning you may transfer into or out of these degrees at the end of your first year, subject to satisfactory performance
- The range of options available to you in Stages Two and Three of the course enables you to focus on a range of marketing topics, or to construct a broader degree package, covering other areas of management
- You may combine your Marketing studies with a language; the University offers a number of language classes throughout your study time with us

Your career options

The Marketing degree course offers a good preparation if you are considering a move into marketing management, marketing research, retail marketing, direct marketing or wider management positions after graduation. Among the organisations recently to have employed graduates from our Marketing course are the BBC, Interbrew, Thomas Cook and EuroDirect.

MBus in Business and Management*

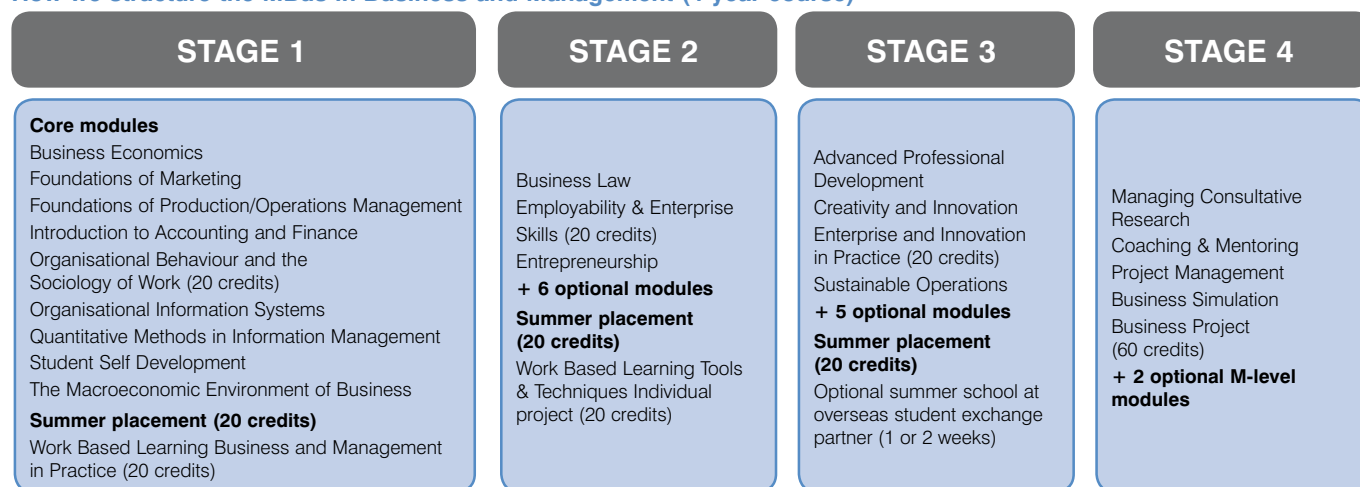
UCAS codes - **to be advised (4-year course)**

UCAS points - **360**

Why Study the MBus in Business and Management?

Our MBus in Business and Management builds on the solid foundations of our current BSc programmes but is extended to a fourth year studying Master's level modules; hence it is an undergraduate Master's qualification. A fundamental aim of the programme is to add value to the contribution you will make to your future employer. Two individual work based projects will add value for you as you apply your learning in the workplace and, in the future, you could occupy key roles helping shape the direction and nature of the organisation. This in turn will make you highly attractive to future employers.

How we structure the MBus in Business and Management (4-year course)



All modules are 10 credits unless specified • All students must take the equivalent of 12 modules per year (120 credits).

• All module syllabuses are under constant review, and may be updated from year to year.

• Assessment largely involves a combination of coursework assessments and formal examinations held at the end of each semester. Your Stage 1 assessments aim to measure your progress; the assessments that count towards the classification of your degree are held in Stages 2, 3 and 4.

The course will:

- Allow you to systematically and critically understand the key concepts and techniques in disciplines involved in business and management including economics, accounting and finance, marketing, production and operations management, information management, business information systems, organisational behaviour and human resource management
- Critically evaluate the techniques applicable to business administration
- Provide a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights in the field of business and management
- Give you an awareness of business processes and techniques to solve business problems in an original manner and with special knowledge
- Enable you to apply a range of business skills which are of relevance to the management of people, finance, marketing and the production and operations relating to the provision of goods or services e.g. communication skills, teamwork, presentations, use of computers
- Give you a personal and critical understanding of sustainability and the ability to make business decisions, taking into account the complexity of the sustainability agenda in its broadest sense
- Enable you to use established techniques of research and enquiry to create and interpret knowledge in the field of business and management
- Provide the skills needed to tackle and solve real business problems, and act autonomously in planning and implementing tasks in a professional workplace using your own self-direction and originality

** At the time of going to print the MBus in Business and Management was subject to University approval. Please visit the website for the most up to date information, www.bradford.ac.uk/management/ugmbus*

Law



How we structure the Bradford LLB (Hons) Law and BA (Hons) Business Studies and Law

COURSE	UCAS CODE	STAGE 1	STAGE 2	STAGE 3
BA (Hons) Business Studies and Law	<p>NM11 BA/BSL (3-year course)</p> <p>NM21 BA/BSL4 (4-year sandwich course)</p> <p>UCAS POINTS 300</p>	<p>Business Economics</p> <p>Contract Law (30 credits)</p> <p>English Legal Systems</p> <p>Foundations of Marketing</p> <p>Introduction to Accounting and Finance (20 credits)</p> <p>Organisational Behaviour</p> <p>Organisational Information Systems</p> <p>Public Law (20 credits)</p>	<p>Financial Management</p> <p>Foundations of Production/Operations Management (Level 1)</p> <p>Law of Tort (20 credits)</p> <p>Marketing Management and Strategy</p> <p>Employability and Enterprise Skills (20 credits)</p> <p>The Substantive Law of the EU (20 credits)</p> <p>+ 4 optional modules</p>	<p>Company Law (20 credits)</p> <p>Employment Law (20 credits)</p> <p>Human Resource Management (20 credits)</p> <p>Marketing and Entrepreneurship</p> <p>Taxation (20 credits)</p> <p>+ 4 optional modules</p>
LLB (Hons) Law	<p>M100 LLB/Law (3-year course)</p> <p>UCAS POINTS 300</p>	<p>An Introduction to English Legal History</p> <p>Contract Law (30 credits)</p> <p>English Legal Systems (20 credits)</p> <p>Introduction to EU Law</p> <p>Legal Skills (20 credits)</p> <p>Public Law (30 credits)</p>	<p>Career and Personal Development (Law)</p> <p>Criminal Law (20 credits)</p> <p>International Law (20 credits)</p> <p>Land Law (20 credits)</p> <p>Law of Tort (20 credits)</p> <p>Legal Research</p> <p>The Substantive Law of the EU (20 credits)</p>	<p>Equity and Trusts (20 credits)</p> <p>Legal Theory</p> <p>+ 9 optional modules</p>

- All modules are 10 credits unless specified • All students must take the equivalent of 12 modules per year (120 credits).
- All module syllabuses are under constant review, and may be updated from year to year.
- Assessment largely involves a combination of coursework assessments and formal examinations held at the end of each semester. Your Stage 1 assessments aim to measure your progress; the assessments that count towards the classification of your degree are held in Stages 2 and 3.

BA (Hons) in Business Studies and Law

UCAS codes - **NM11 BA/BSL (3-year course)**
NM21 BA/BSL4 (4-year sandwich course)

UCAS points - **300**

Why study Business Studies and Law?

Law has an increasing influence on many aspects of business. It governs, for example, contractual arrangements, employment protection, consumer protection and many aspects of accounting and finance. It is not enough, in many cases, to be aware of the legal provisions – you also need to understand how they apply in practice. Our Business Studies and Law degree:

- Gives equal emphasis to the acquisition of knowledge and skills in both business and law
- Helps you to develop a clear understanding of the interface between business activity and the legal framework within which it operates
- Provides good preparation for business careers that have a legal dimension, and
- Offers the possibility of partial exemption from the academic stage of training if you want to qualify as a solicitor or barrister

The flexibility to suit your needs

You will have scope to tailor the Business Studies and Law course to suit your needs. For example:

- You may take the course over three continuous years, or over four years with a year of practical work experience
- If you take the four-year course, you will spend at least nine months gaining practical experience outside the University, usually working in industry, commerce or business
- You may combine your studies at Bradford with a semester in Europe, Canada, Australia or Hong Kong following equivalent courses to our own (although not all our partner institutions in these countries offer courses in law), for which you will receive full credit
- You may also combine your studies with a language; the University offers a number of language classes throughout your study time with us

Your career options

The growing importance of law has created new job opportunities in careers that link business and law. A wide variety of career paths will open up to you if you complete our Business Studies and Law degree. Among the organisations recently to have employed our Business Studies and Law graduates are Bradford Council, Halifax Magistrates' Court... and the University of Bradford!

A student view - Atanas Hubenov



BA (Hons) in Business Studies and Law, 3rd year

“Coming to Bradford was my first time travelling abroad and I was overwhelmed with new experiences especially in the first few months.”

It was love at first sight for Atanas Hubenov, aged 21, from Bulgaria, when he saw the School of Management campus. The friendly environment also proved welcoming for Atanas, who had travelled abroad for the first time and is in the third year of his Business Studies and Law programme.

“I didn't believe that love at first sight existed until I saw the School of Management campus. I saw the Emm Lane Building, surrounded by green grass and ancient trees, standing like a castle. It felt like I was in some kind of business fairytale”, said Atanas.

“I wanted to study in a respected European university and to follow a combined business and law course to provide me with a sound basis for a wide range of professions. Not many British universities provide such mixed courses.

“The course covers all the main areas of both business and law subjects. The lecturers and tutorial leaders are experts and provide good guidance. Maybe the best thing is the friendly atmosphere created by both University staff and fellow classmates which makes studying this course a pleasant experience.

“Students coming here with high expectations won't be disappointed and all others will be delighted.”

LLB (Hons) in Law

UCAS code - **M100 LLB/Law (3-year course)**

UCAS points - **300**

Why study Law?

Law is a dynamic subject that is centrally concerned with people and society. It affects almost everything we do in our working and social lives – and new laws are being created all the time. People who study law not only learn about what the legal principles and rules are and how they are applied, but also discuss what these principles and rules should and should not try to achieve in order to make society function as efficiently and fairly as possible. Our LLB qualifying Law degree:

- Provides exemption from the academic stage of training for those wishing to qualify as solicitors or barristers
- Enables you to study the seven foundations of legal knowledge, together with a wide range of other specialised law and law-related subjects, and
- Imparts a wide range of other skills – from critical thinking and communication skills to computer literacy – that are an excellent preparation for a wide range of careers

A student view - Muhammad Ali Khan



LLB (Hons) in Law, 3rd year

“Being President of the Student Law Society lays claim to one of my best achievements and experiences at the University.”

The School of Management's picturesque setting inspired 21-year-old Muhammad Ali to study at the University.

"The School is set in one of the most scenic regions of England and it's one of the most multicultural cities in Britain. As a city, it is large enough for everyone, yet cosy. The School is also located opposite the award-winning Lister Park", enthused Muhammad Ali, who aims to eventually qualify as a solicitor.

"The newly extended campus offers all the facilities needed for an optimum learning environment including a purpose-built Law Library, access to IT facilities, Seasons Restaurant and relaxing spaces, such as the new Atrium.

"The support offered at the University ranges from the Careers Development Services, which I have used many times, to Bereavement Counselling, with professionals on hand as and when a student requires.

"Law was a natural choice for me and Bradford has surpassed all my expectations. Whilst the Law School is relatively new (the first set of students graduated in the summer of 2008), we have an experienced and dedicated team of academic staff who are always willing to help.

"Bradford has provided me with invaluable insights into my chosen profession - including a work shadowing placement at a top law firm, pairing me with a Solicitor Mentor who works closely with me to provide careers guidance, and many career workshops", Muhammad Ali added.

The flexibility to suit your needs

Our LLB qualifying Law degree has been designed specifically to enable you to study all the seven foundations of legal knowledge plus the skill of Legal Research. The foundations of legal knowledge subjects are Contract Law, Public Law, Criminal Law, Land Law, Law of Tort, Equity and Trusts, and Law of the European Union. In addition, through the optional modules you choose, you will be able to broaden your understanding of law, depending on your personal interests.

You may also combine your studies with a language; the University offers a number of language classes throughout your study time with us.

Your career options

If you want to train to become a solicitor or barrister, the academic stage of training is a prerequisite for the second stage of training which includes a period of postgraduate study followed by practical training. You will receive a certificate of completion from the Law Society upon successful completion of the Bradford LLB Law degree. This will enable you to proceed to the Legal Practice Course (for aspiring solicitors) or the Bar Professional Training Course (for aspiring barristers).

If you do not wish to become a solicitor or barrister, our LLB course is likely to increase your employability and employment prospects in a wide range of other professions, from the probation service to international business and from general management to banking and finance.

Developing your potential and supporting your study

Your personal tutor

We know that university can be a daunting place to come to, so we like to ensure that students have a friendly face or two to help them throughout their university years.

One of these is your personal tutor. This is a member of staff who will be a constant feature in your three or four years with us. They can be there to offer advice on your programme or for a quick chat if that is all that you need. If they don't have the answer to your queries they will tell you who does! They are there to help you as much as they can and are very happy to do so!

Life at a university can be quite hectic, so we rely on really great administrative staff to manage information for both staff and students. We have a dedicated team in the Undergraduate Office who offer this support.

It's important for students to have their say about the university that they are part of. The best way to do this is to elect programme representatives to take part in Staff/Student Liaison Committee meetings where student views on important issues can be counted. So if you feel that you can represent your fellow students put yourself forward for this.

The Effective Learning Service

The School offers a unique and dedicated learning support service specifically tailored to business, management and law students. The Effective Learning Service helps students adapt to the requirements of University education as quickly and easily as possible and enables development of effective learning techniques. The service offers support and guidance on all aspects of study to maximise academic success, from writing good assignments to preparing for examinations.

Uncertain how to structure or reference an essay or written report? Need help with time management, managing your reading or preparing an effective presentation? Our Effective Learning Service can help you to succeed! Support is provided through a range of written and online guides, seminars and one-to-one appointments. For further information, visit www.bradford.ac.uk/management/els



Library facilities

In addition, the School of Management has its own dedicated management library, containing some 35,000 books and 7,000 bound volumes of journals, plus collections of company reports and accounts, and market research reports. The School of Management library offers a pleasant and airy space for private study.

The new law library provides a completely integrated legal information service to all our students and academic staff. The law library fully meets all the requirements of the Law Society of England and Wales in providing a wide range of legal resources to support both students and academic staff.

CD-ROM and internet database services are available for use both on- and off-campus. They cover full text journals, company financial information and market research. These and other services are supported by friendly and informed library staff.

Access is readily available in or outside the library to online computer catalogues. These provide facilities not only for the School of Management library, but also access to the wider resources of the J B Priestley Library and the University Learner Support Services on the city campus, and other academic libraries and external databases.

All the library's current electronic subject resources are now accessible via MetaLib which provides a single interface to simplify access and provide new features and facilities when using the library's subject resources.



Students at our Emm Lane campus represent a wide range of nationalities. You will therefore study with people from many different backgrounds and experiences. This helps to create a rich learning environment and a vibrant community atmosphere where lifelong friendships are made between students from all over the world.

Your chance to learn a language

As a School of Management student you have the opportunity to combine your studies with learning a language through the Languages for All programme. Language skills can significantly enhance your career prospects and earning potential, and are also useful if you plan to spend part of your course, or placement time, abroad.

You may choose from French, German and Spanish at various levels, plus beginners' Arabic and English as a Foreign Language for international students. Or you may want to study a language as an additional course of study, as an Associate Student.

Classes are run by friendly, expert staff, including native speakers and take place on the University city campus. You'll also find a range of specialist facilities including a newly refurbished multi-media resources centre, language laboratories, and conference interpreting suite. For more information, visit www.bradford.ac.uk/ulc

For students whose first language is not English, the University Language Centre can help you to improve your academic English once you are here. The Centre can give you a short test to establish if you need any additional language skills.

The Language Centre also offers an International Foundation Programme for students who already meet the academic requirements of our courses but need extra English language tuition for a year or just the summer before they begin. For more details, visit www.bradford.ac.uk/ulc

Homelink scheme

As a first-year international undergraduate student at the School of Management who is new to Bradford, we invite you to join our Home Link scheme.

The scheme is a great opportunity to become immersed in British culture and meet local people in their homes. It also helps to develop communication skills and can offer an insight into the differences and similarities of customs, culture and family life between yourself and your hosts.

The experience can really help you to "settle in" to life as a Bradford student, establish friendships and make your time with us a happy and memorable one.

The Effective Learning Service organises and manages the scheme, for further details, visit www.bradford.ac.uk/management/homelink or email homelink@bradford.ac.uk

Prizes

Within the School of Management, prizes are awarded annually to students with exceptional results. These are available for students studying Accounting and Finance, Law and Marketing.



Opportunities for placements and international study



“ The School of Management is highly recognised and respected in the workplace – people in the company I worked for whilst on placement were aware of the quality of the School. ”

A student view - Gemma Needham
BSc (Hons) in Business and Management Studies (placement)

Student placements

All our 4 year programmes offer you the opportunity to take a year's work placement in industry during the third year of the course, and this is assessed as 20 credits of your degree. Placements are real, paid jobs in a wide variety of organisations in the private, public and not-for-profit sectors and offer you a valuable opportunity to experience firsthand how business and management concepts are applied in practice and to give you direct exposure to real issues in the workplace.

The placement year is a vital part of your learning and will add significantly to your personal development, self confidence, planning, communication and business acumen skills. Statistics show that students who have undertaken a placement year benefit from a better graduate job, higher graduate starting salary and a better degree outcome.

In a competitive graduate market, valuable experience and employability skills gained from a year's work placement will differentiate you from the thousands of other graduates seeking work. We find that students return from their placement year with their confidence and personal skills enhanced and ready to implement their focused plan for the future.

The School has an excellent network of organisations that offer placements including IBM, Vauxhall, NHS, GE Money, Pace, Enterprise Rent A Car, Cummins and Peugeot. Together we ensure your placement is appropriately challenging and that you can make a real and positive impact on the business.

Your experience will be monitored and assessed through a credit bearing work based learning module that will count towards your final degree. This module is portfolio based and will develop your ability to reflect on professional work related experiences and recognise the impact on your career development planning.

Placements are not guaranteed, and students will have to invest considerable time and effort in their 2nd year in securing one, with the support of the dedicated Careers team.

For more information about placements, visit www.bradford.ac.uk/management/careers/undergraduate

International study

The growth of multinational organisations and world trade has resulted in an increasing need for a better understanding of business and society within and beyond Europe. As an international business school, we provide our BSc and BA students with an opportunity to spend part of their degree programme in other universities in Australia, Canada, Europe, Hong Kong or the USA.

We have exchange agreements with a number of universities including:

- Aarhus School of Business and Economics, Aarhus, Denmark
- Clarkson University, New York
- University of Cologne
- Hong Kong Polytechnic University, Hong Kong
- Hosei University, Tokyo
- University of Lisbon, Portugal
- University of Manitoba, Winnipeg, Canada
- Tilburg University, Netherlands
- Umeå School of Business and Economics, Sweden
- Vrije University, Amsterdam, Netherlands

All courses are taught in English and for European exchanges funding is available to students who are EU/EEA nationals to help with the living costs of studying abroad. Non-EU students can sometimes take part in an exchange, but under the existing regulations would not be eligible for Erasmus funding. This is a valuable personal development opportunity and is highly regarded by employers. For further details, visit www.esn.org

You may spend a semester (around 15 weeks) at one of these universities in your second year of study. The grades you achieve will count towards your degree through credit transfer arrangements so that taking part in an exchange will not lengthen your overall period of study. Participation is voluntary and there are usually at least 25 places available each year.

Your future career and further study opportunities



“ My employers were aware of the reputation and ranking of the School. I would definitely say that the reputation of the University was a significant factor in helping me secure the job. ”

Bradley Northrop

Graduated July 2009 from BSc Business and Management Studies

Making knowledge work

We regularly invite students to attend employer presentations and skills workshops. An annual careers fair also takes place on campus, giving students the opportunity to meet with potential graduate employers.

Professional Careers Advisers with a wide range of experience will work with you at various stages of your course to help you consider options and take steps towards your chosen career. There are extensive online resources on the Careers website and you will be able to access individual practical help in areas such as constructing an effective CV. Law students take a specific Career and Personal Development module in year 2. Business and Management students can elect to study on a Graduate Employment and Development module in year 3. For further details, visit www.careers.bradford.ac.uk

Opportunities for further study

You may wish to consider postgraduate study if you graduate with a good degree. You could go straight on to one of our one-year MSc programmes. We offer opportunities for Master's-level study in:

- Finance (Specialist)
- Finance, Accounting and Management
- Human Resource Management (also offered part-time)
- International Business and Management
- Management
- Marketing and Management
- Sustainable Operations and Management

We also offer the Graduate Diploma in Law which is the qualification you must have if, as a non-Law graduate, you wish to become a solicitor or barrister. Because of its high standing, it can also help you to find work in other law-related careers in areas as diverse as banking and international business. The Graduate Diploma in Law, which can be taken full-time over a year or part-time over two years, is appropriate both for recent graduates and those with plenty of postgraduate work experience.



The Careers Team at Bradford University School of Management

The campus, the city and the region

As a School of Management undergraduate you'll study and be able to take full advantage of facilities across both our Emm Lane campus and the city campus. The two sites are linked by a subsidised bus service which runs frequently throughout the day during term time.

The Emm Lane campus

The School of Management is set in its own delightful parkland campus in Bradford's leafy suburbs, only 4km from the city centre and city campus.

Two magnificent Victorian buildings dominate our Emm Lane campus. The neo-Gothic Emm Lane building was designed by the architects responsible for Salt's Mill in Saltaire which is now a World Heritage Site. Sympathetically refurbished, it retains the airy grandeur of the original building. Heaton Mount, which was previously owned by a slavery abolitionist and textile magnate, is our centre for Executive Education. It regularly features in English Heritage open days.

A recent major redevelopment has successfully integrated a number of existing contemporary buildings to provide a new state-of-the-art modern learning environment.

Among the major new facilities are:

- A centralised learning resource centre incorporating new Business and Management and Law libraries. It is located within the Emm Lane building, opening out into a modern, flexible learning space
- A new atrium space, for eating, drinking, socialising and working, a focal point for the whole School of Management campus
- A high-quality, Harvard-style, lecture theatre
- A number of new teaching rooms - with state-of-the-art audio-visual equipment



The University of Bradford city campus

The city campus is in the heart of the city's "west end" which is gaining a reputation as a student paradise with a wealth of new pubs, clubs and restaurants. Almost all of Bradford's main social, cultural and sporting facilities are within walking distance of the city campus.

The Hub

The Hub provides you with one centralised point to visit for help and assistance with your life at the University. The Hub consists of the following services:

- Accommodation Office
- Admissions
- Course Enquiries
- International Office
- Student Registry
- Fees and Bursaries
- Student Financial and Information Services

Student support services

Should you encounter any problems, academic or personal, you can count on the support of the University's health and welfare system.

The Bradford Student Health Service provides free, confidential and comprehensive medical facilities with four doctors and friendly support staff.

Free, confidential counselling is available to all students. The counselling team specialises in understanding student problems and can deal with a wide range of personal issues.

The University's nursery caters for children between six months and five years. The nursery is situated next door to one of the main halls of residence, and just a few minutes' walk from the city campus.

Library and Computer Centre

In addition to the dedicated School of Management and Law libraries and computer clusters, you can use the main library and Computer Centre at the city campus. The JB Priestley Library is open round-the-clock on weekdays and normally until 9pm on weekends during term time, while its online resources are available 365 days a year, 24 hours a day. The Computer Centre offers a wide range of IT facilities, while wireless access to the internet is available in all the University's major buildings and public spaces. There is an attractive laptop rental scheme for students, with plenty of cheap and useful software.



Bradford became the first
UNESCO City of Film in June 2009

Accommodation

New students will be among the first to use our new accommodation, The Green, and the brand-new Student Central where you'll find social and study spaces, bars and venues and the Students' Union.

The Green is both a lovely place to live and an eco-friendly one as well. Buildings are arranged as a small village, with rooms available in apartments or townhouses. Every building there meets the highest standards of sustainability, meaning it costs very little to heat and light, and it makes the most of natural resources like solar power and rainwater.

As a first-year undergraduate, you will be guaranteed a place at our new student village, The Green, if you apply before the specified time (full details are online).

There is also plenty of alternative and well-priced accommodation in houses and flats very close by, and we can help you to find what you want.

To find out more before you apply, visit www.bradford.ac.uk/accommodation

To find out more about privately rented accommodation, visit www.unipol.org.uk/bradford

Students' Union

The University of Bradford Students' Union (UBU), based in the brand-new Student Central, is home to services for all students.

From support and help to sports, societies and volunteering opportunities, our elected student representatives and dedicated team of staff work directly for you as a student.

The UBU runs many key services including:

Student Activities: We have over 60 societies you can join, 30 sports to be played, and many volunteering opportunities to suit you.

Advice Centre: Staff are always on hand to help you with academic, financial, visa, personal and other issues.

Media and Entertainments: At the Students' Union we have our own student newspaper, 30-year-old radio station RamAir, and the Bradford Student Cinema. We also run regular activities like freshers' week, club nights, student-run events, comedy nights, markets and our massive end of term party.

Democracy: Regular general meetings allow students to influence the way the University works. We also run forums to represent the interests of key student groups. The University Senate also has seven student places available.

Safety: We place a strong emphasis on making sure students look after themselves during their time at University.

For full details about the Students' Union, please visit the website at: www.ubuonline.co.uk see us on Twitter at www.twitter.com/ubuonline or become friends with 'Bradford Students-Union' on Facebook.

Bradford - the city and the region

Friendly and familiar but with a thriving urban centre, Bradford has it all. The cosmopolitan mix, booming social scene and host of cultural venues create a vibrant modern atmosphere that sits perfectly alongside the imposing architecture of the nineteenth century.

Among the city's principal attractions are:

- The National Media Museum with its huge IMAX screen and interactive displays charting the history of photography, film, television and the internet
- Pictureville cinema which offers a year-round cultural film programme in luxurious surroundings at affordable prices
- The Alhambra Theatre, a testimony to the splendour of the Edwardian music-hall era, which regularly stages West End touring shows, drama, ballet and comedy, and
- St George's Hall which hosts events ranging from rock, pop and classical music to comedy

As every student soon discovers, Bradford has earned the right to be famous for its curries. There are more than 20 curry houses within five minutes' walk of the city campus, where you can find a good meal for around £5. There are many other inexpensive restaurants, shops and supermarkets nearby, as well as markets, specialist shops and chain stores in the city centre.

One of the most affordable places in Britain to live, Bradford lies right in the middle of the country with easy links by road, rail and air north to Scotland, west to Manchester and Liverpool, east to Leeds and York, and south to London.

Bradford is surrounded by some of the most spectacular and picturesque countryside in the country. The Pennines, Yorkshire Moors, Yorkshire Dales, Lake District and Derbyshire Peak District are all within easy travelling distance.

You can take advantage of the host of outdoor sporting activities available in the area or just enjoy the peace and quiet.

Further information about all that is on offer in Bradford can be found at www.visitbradford.com and at www.bradford.ac.uk/bradford



How to apply

You must apply for our undergraduate courses through UCAS by visiting www.ucas.com. The usual deadline is mid-January, although later applications can often be accepted. The UCAS code for Bradford is BRADF B56, and the relevant course codes are given in the tables on pages 4 and 13 of this brochure, and on individual course pages.

Applying for your course

A good way of helping you to decide which university to study at is to attend an Open Day. For more information, please contact openday@bradford.ac.uk or visit, www.bradford.ac.uk/openday

Open Days in 2011

Saturday 2 July Friday 14 October
Saturday 15 October

For the dates of our 2012 Open Days, please check our website www.bradford.ac.uk/openday

We make our initial selection on the basis of the information contained in your UCAS form. If we make you an offer, we will invite you to attend one of our Applicant Visit Days which are organised between December and April each year.

English language requirements

Applicants are expected to have achieved a minimum standard in English language. For native speakers, the level required is GCSE grade C or equivalent. If your first language is not English, you need to obtain a good score in a recognised English language qualification such as IELTS or TOEFL. At IELTS, for example, we would need you to gain a score of at least 6. If you are applying for one of our BSc or BA courses, you must also have a GCSE grade C or above in Mathematics.

We have no specific subject requirements for students taking GCE A levels, AS levels, Vocational A levels or Scottish Advanced Higher examinations. The number of points we require, in our normal conditional offer, is set out in the tables on pages 4 and 13, and on individual course pages.

We do not allow you to count the same or similar qualifications twice. This means that, for a given subject, we will subsume your AS-level score into your A-level score. We adopt a similar policy for 3-, 6- and 12-unit Vocational A-level qualifications, unless there is no duplication in the content of the modules.

Other examinations

We are pleased to accept a range of other qualifications, for example:

- Irish Leaving Certificate (see UCAS tariff point requirements)
- International Baccalaureate (see UCAS tariff point requirements)
- BTEC National Diplomas/Certificates in Business and Finance (see UCAS tariff point requirements)
- Higher National Diplomas/Certificates (for possible entry to Year 2)

We also accept many European and other overseas qualifications.

International application and admissions procedure

The application and admissions procedure for international students is almost identical to the system for those from the UK. However, the deadline for international applications is extended to 30 June in the year you intend to start your studies.

We advise you to apply as early as possible, especially if you need a visa to come to the UK. Applications for visas from some countries can be slow to process, and you will need a firm offer from a UK university before you can get one. You will need to complete your administrative, immigration and financial arrangements well before the date your course starts. We cannot accept students after the second week of the first semester as this would place you too far behind others on the course.

Mature candidates*

We welcome applications from mature candidates and are keen to recruit from social groups who have not fully participated in higher education in the past. We accept a range of Access qualifications. If in doubt, please send us full details of your educational qualifications before making a formal application.

Practical training and sponsorship

We would be pleased to consider an application from you if you wish to defer entry to the course in order to undertake a period of practical training. We are also pleased to accept sponsored students; the practical nature of our courses makes our students particularly suitable for sponsorship.

Students with disabilities

The University welcomes applications from disabled students, whose applications are considered on the same academic grounds as are applied to all candidates.

Our Disability Service works with the library and the Computer Centre with regard to access to information, and liaises closely with academic departments to meet the support needs of disabled students. If you have some form of disability, you may wish to contact the Student Recruitment Officer before you apply to discuss any special needs you may have. If you indicate a disability on your UCAS form, you will be invited to contact the Disability Service to discuss your particular requirements, and will receive information about our facilities and on the Disabled Students' Allowance.

For more information, help or advice, contact

Tel: **01274 233739**

Minicom: **01274 235094**

Fax: **01274 235340**

Email: disabilities@bradford.ac.uk

*A mature student is defined as someone who, having taken a break from education and possessing significant relevant experience and/or non-traditional qualifications, now seeks to enter higher education.

Fees/Bursaries/Financial Support



2012 Tuition Fees

In order to ensure that the University of Bradford can continue to build a strong, sustainable University, with funds to invest in our high quality learning and teaching environment with a major focus on employability and delivering high levels of student satisfaction, the University has set its home and EU undergraduate fees at £9,000 per year. This will ensure each student gets the highest value from their investment into their education.

Pay when you earn, not when you learn

You do not have to pay the fee “up front” or during your course. Students from the UK or EU may choose to take out a tuition fee loan to cover the cost of your fees. Please visit the University website for further details, www.bradford.ac.uk/fees-and-financial-support

Scholarships and Awards

For the academic year 2011/12 the School offers award discounts of between £1,000 and £2,000 for candidates from overseas (non EU) whose level of attainment on completion of their secondary education is outstanding ie broadly equivalent to the top performing 15% of A2-level students in the UK. Awards and Scholarships available for 2012/13 will be published on the University website when agreed.

For up-to-date and further information on tuition fees, bursaries and financial support please visit

www.bradford.ac.uk/management/fees

Or the University website at

www.bradford.ac.uk/fees-and-financial-support

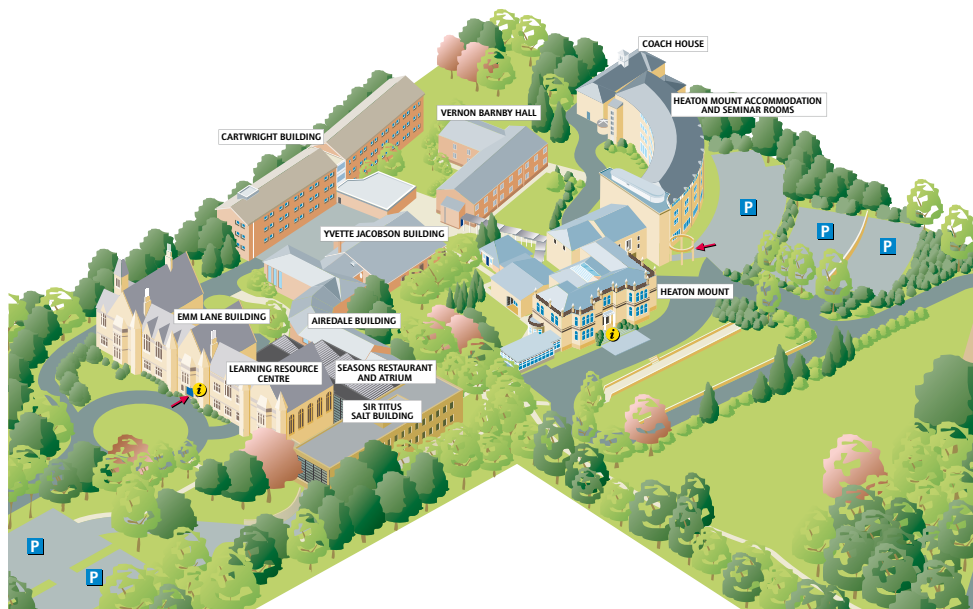
International students may also wish to visit

www.bradford.ac.uk/international or

email international-office@bradford.ac.uk



How to find us



Bradford is easily reached by road, rail or air.

By road

Bradford is connected to the national motorway network by the M62 and M606. Approximate distances are:

London	320 km (200 miles)
Edinburgh	320 km (200 miles)
Glasgow	320 km (200 miles)
Birmingham	192 km (120 miles)
Manchester	56 km (35 miles)
Leeds	13 km (8 miles)

Coach services connect most parts of the country to Bradford Travel Interchange. The School of Management can be reached from the Interchange by taxi or bus.

By rail

Bradford Travel Interchange has extensive rail links. There are some direct trains from London to Bradford Forster Square.

Approximate journey times are:

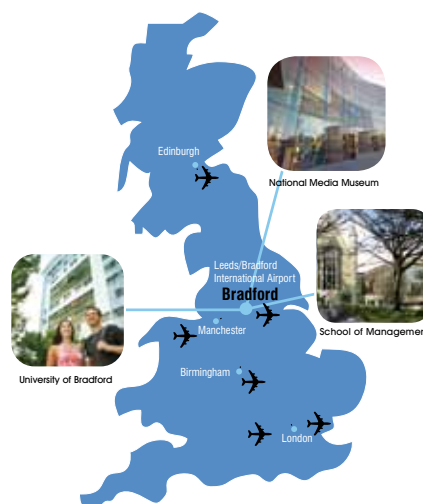
London (King's Cross)	3 hours
Edinburgh	4 hours
Glasgow	4 hours
Birmingham	3 hours
Manchester	1 hour
Leeds	20 minutes

Frizinghall Station is a five-minute train journey from Bradford Forster Square and is within walking distance of the School of Management.

By air

"Hub" airports with regular services to Leeds-Bradford International Airport are Amsterdam, Brussels and Paris. There are also direct, scheduled flights to Leeds-Bradford from a range of UK and continental European cities. The School of Management can be reached from the airport by taxi or bus and is only 13 km (8 miles) away.

Manchester Airport, some 80 km (50 miles) south-west of Bradford, serves a wider range of international cities.



More information about how to find us is available on the web at www.bradford.ac.uk/management/findus

You may wish to come and meet us at one of the many national or international fairs we attend. For details of dates and venues, visit www.bradford.ac.uk/management/fairs

Further information



School of Management Undergraduate Programme Office Tel: 01274 234339

From outside the UK dial

+44 1274 234339

Fax: **01274 234478**

Website: www.bradford.ac.uk/management

Bradford University School of Management,
Emm Lane, Bradford, BD9 4JL, UK

General Course Enquiries Tel: 0800 073 1225

From outside the UK dial

+44 1274 233081

Textphone/Minicom: **01274 233685**

Fax: **01274 235585**

Email: course-enquiries@bradford.ac.uk

University of Bradford, Bradford,
West Yorkshire, BD7 1DP, UK

Facilities for Disabled Students Tel: 01274 233739

Minicom: **01274 235094**

Fax: **01274 235340**

Email: disabilities@bradford.ac.uk

Accommodation For Halls of Residence Tel: 01274 234883 or 235501

Fax: **01274 234882**

Email: halls-of-residence@bradford.ac.uk

For Private Accommodation Tel: 01274 235899

Fax: **01274 235824**

Email: info@unipol.bradford.ac.uk

International Office Tel: +44 1274 235954

Fax: **+44 1274 235953**

Email: international-office@bradford.ac.uk

Students' Union Tel: 01274 233300

Email: ubu-comms@bradford.ac.uk

Financial Support Tel: 01274 236977

Fax: **01274 235810**

Email: hub-support@bradford.ac.uk



This Prospectus or sections of this Prospectus can be made available in other formats, for example, Braille, large print, e-text (compatible with screen-reading software) or digital audio such as CD.

Please contact Bradford University School of Management on 01274 234339 or email ugad.mgt@bradford.ac.uk

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The University of Bradford - **Confronting Inequality: Celebrating Diversity™**

The University of Bradford is committed to promoting equality, diversity and an inclusive and supportive environment for students, staff and others closely associated with the University in conformity with provisions of its Charter.



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