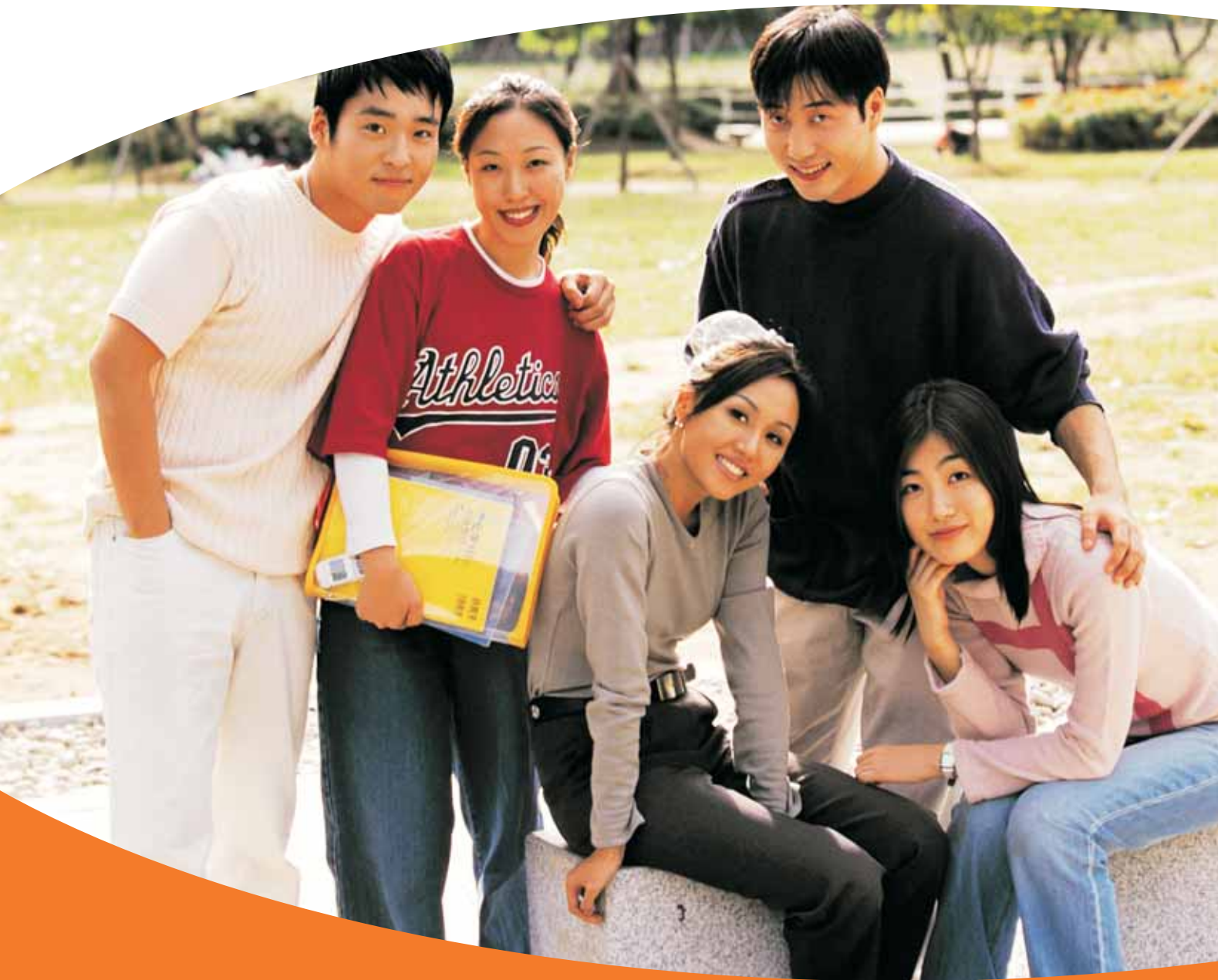


University
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Business School

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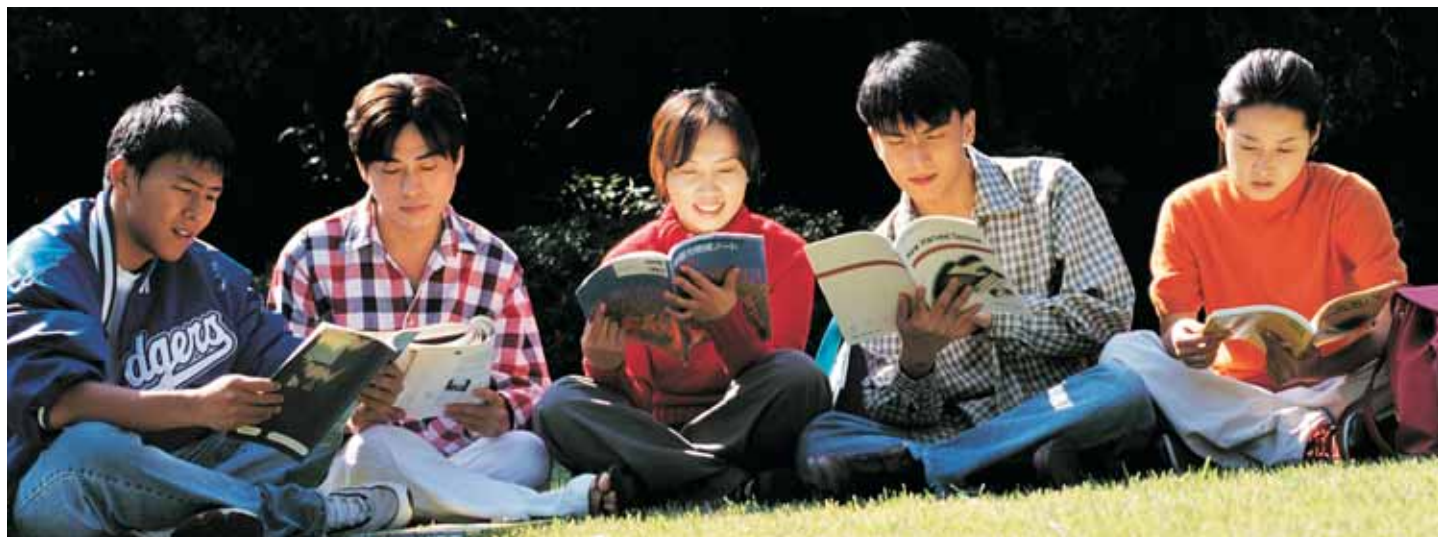
BA (Hons) in Business Studies

The University of Wales, Newport BA (Hons)
in Business Studies Final Year
Part-time Programme



BA (Hons) in Business Studies

The University of Wales, Newport BA (Hons) in Business Studies Final Year is a one year part-time programme.



There is a continuing demand in the national and international labour market for graduates in business. Throughout the course a variety of teaching and learning methods are used to simulate real life business experiences, for example you will develop and present a business idea in the business planning module. The programme develops problem solving, negotiation and presentation skills and includes the study of management and business theory.

The modules within the BA (Hons) in Business Studies Final Year are:

- Customer Service Excellence
- Strategic Management
- Global Business Environment
- Law for Managers
- Innovative Marketing
- Research Project

Intakes

The programme will be available from September 2008. There will be 4 intakes per year in September, December, March and June. Classes will be conducted 2 evenings per week and Saturday mornings (approximately 9 contact hours per week).

Assessment

A variety of assessment methods are used including assignments and examinations.

About AEC

The AEC Edu Group is wholly owned by AEC Education PLC, a company listed on the Alternative Investment Market (AIM) of the London Stock Exchange. AEC Edu Group is premier provider of quality education and training services. Often in collaboration with world class and internationally recognised universities and institutions, we offer a broad range of quality programmes from O' and A' Levels to postgraduate qualifications including MBA and Doctorate in Education programmes here in Singapore.

About the University of Wales, Newport

With 11,500 students, Newport's University is small enough to care about each individual, and can offer you the quality education you deserve. At Newport we have a long tradition of providing high quality courses that are relevant to the needs of industry and commerce as well as schools, colleges and students of all abilities.

Our mission is to bring learning to the heart of our international communities, responding to their needs, inspiring and enabling individuals from all backgrounds and cultures to succeed through excellence in higher education.

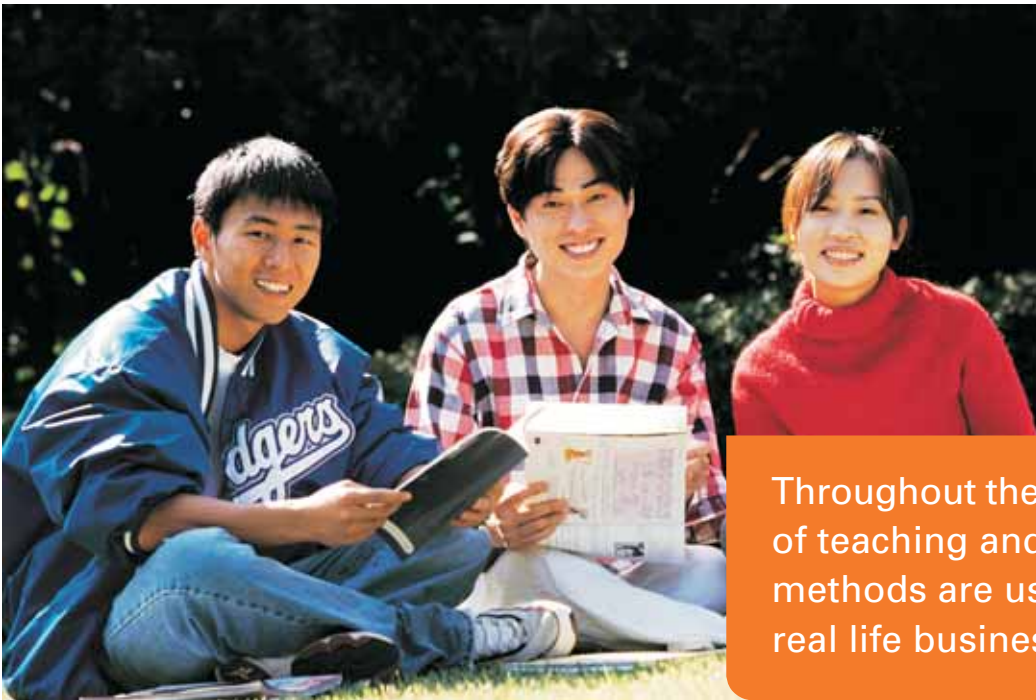
Further information

If you would like to know more about **AEC's** Business programmes, please contact us at:

AEC@JBM, 167 Jalan Bukit Merah, Connection One, Tower 4, #02-13, Singapore 150167.

Tel (65) 6412 0700 **Fax** (65) 6412 0750

Email knowledge@aec.edu.sg **Website** www.aec.edu.sg.



Throughout the course a variety of teaching and learning methods are used to simulate real life business experiences

Unit Descriptors

Customer Service Excellence (20 credits)

With the advent of globalisation and technological development, managing successful customer relationships in different contexts is becoming more complex. In this module Customer needs are discussed with a view to identifying training skills requirements for all employees going beyond just customer interfacing staff to develop a customer-centres philosophy as core values in the business. This analysis helps to ensure that the customer service is organised, professional, cost effective and smoothly run. The module represents the opportunity for students to gain a deeper understanding of this critical issue within the hectic international business world which continually affect business decision making.

Strategic Management (20 credits)

All organisation need to position themselves to secure competitive advantage in a dynamic environment. This applies to SMEs, MNCs, public sector bodies and not-for-profit organisations. Strategy, at corporate, tactical and operation levels impacts on all parts of the business and makes the difference between success and failure. Strategic decision making determines what business an organisation is (or wants to be) in and how it will compete. Strategic planning is an ongoing and iterative process which enables organisations to achieve their strategic goals. Strategic management is the process through which the organisation is structured and managed to effectively implement its plans.

All aspiring managers need to understand the strategy process, and the contribution that managers, teams and individuals make to organisational success. This module provides students with an understanding of prescriptive and emergent approaches to strategy. It explains the importance of environmental analysis and considers how strategic options can be developed, evaluated and implemented.

Global Business Environment (20 credits)

International trade has always been important in generating the wealth of nations. The UK has had a history of exploration and international trade, particularly with former colonies in the Indian Sub-Continent and Africa. During the 20th century organisations such as the European Union, the World Trade Organisation and G8 have developed to break down barriers to trade and to encourage international business in an increasingly dynamic global environment. Now, at the beginning of the 21st Century we see the rise of China and India as powerful international trading nations. Russia, with its rich resources is becoming a major player in the international energy industry, creating massive fortunes for its entrepreneurs, while anti-globalisation protestors campaign against the rich getting richer and the poor getting poorer.

It is vitally important that 21st century managers understand and respond to environmental change. This module considers the global environment in which business operates. It considers the factors driving global integration and the factors that promote local responsiveness. It considers the operation of the

organisations associated with world trade and the economic principles which drive internationalisation and globalisation.

Law for Managers (20 credits)

This module develops knowledge and understanding of some of the laws that managers need to be aware of. It focuses on the law relating to the establishment and operation of business organisations (e.g. companies and partnerships) and the law of employment.

Innovative Marketing (20 credits)

The module sets out to develop students understanding and awareness of post-modern marketing principles and innovative marketing practice especially within the fast growth small firm sector. The module will aim to show the central role of marketing and innovation in the creation of competitiveness within organisations and the need for entrepreneurial marketing approaches that help maintain competitive advantage within the fragmenting market space.

Research Project (20 credits)

The programme culminates in a Research Project focussing on either Employee Relations or Human Resources, which can be based on a business topic of personal interest to you.

Entry Requirement

This final year BA program accepts a wide range of qualifications for entry. These include:

1. Polytechnic diploma or equivalent in business or related disciplines;
2. Successful completion of the AEC Advanced Diploma in Business or equivalent and have English language of at least IELTS 6.0 or equivalent.

The final decision rests with the University.

The programme develops problem solving, negotiation and presentation skills and includes the study of management and business theory

