



BBSI University Foundation Courses in Management & Business Administration

The BBSI University Foundation Course in Management & Business Administration is carefully designed to enable students with an Intermediate level in English or above to study management and business concepts, and acquire the academic study skills required for undergraduate entry to a UK university degree course. Participants can also gain worthwhile business and management qualifications. Depending on the study option selected, awards include either a BBSI Higher-Certificate or Diploma qualification. Participants will also have the opportunity to acquire the Chartered Management Institute (CMI) Certificate in Management[†] professional qualification. The course syllabus includes extensive IELTS[‡] Examination Preparation.

UK University Placement. While undertaking their university foundation course and acquiring the academic study skills necessary for university, students are provided with extensive counselling and guidance in all aspects of study at UK universities, and are given full assistance with the UK university application process. All Foundation students who successfully complete their course are assured of a university place prior to graduation from BBSI.

Study Options. There are 2 study options for this course. For those students with excellent High-School grades and a sound Upper-Intermediate level in English, we offer the 24-week Higher-Certificate, Study Option 1, programme that enables participants to develop their business, professional and academic skills to a more advanced level of proficiency in shorter time. However, for those students with a lower, Intermediate level in English, who require more emphasis initially on developing their academic English, business English and academic study skills prior to the introduction of more advanced management and business training, we offer a longer, 36-week Diploma programme, Study Option 2, that builds more gradually in professional intensity and specialisation. The course is conducted around a busy social and activity programme, and the maximum class size is 12, which can be extended to 15 during peak periods.

Study Option 1

Study Option 1, the Higher-Certificate course, is designed for those students with excellent High School grades and a sound Upper-Intermediate level in English or above.

Course Outline

Minimum English Entry Level: IELTS 5.5 (*Upper-Intermediate*)

Course Duration: 24 weeks (2 terms)

Course Designation: UMB 24

Main Course Entry Dates: September, January, March or June.

Lessons Weekly: 30

Minimum Age: 17 years

Course Structure & Content:

20 lessons weekly in Management & Business Administration
(includes all 8 CMI management modules)

10 lessons weekly in Academic Study Skills⁺ & IELTS Examination Preparation



Award:

BBSI Higher-Certificate in Management & Business Administration
(*continuous assessment*)

Optional External Examinations*:

CMI Certificate in Management
(*course work standards, attendance, fortnightly assignments*)
IELTS [Academic] (*examinations monthly*)

Course Objectives. The course objectives are to:

- * fully prepare students academically for entry to a UK university first degree course related to management and business administration
- * have completed the university-application process so that students secure a UK university placement on the undergraduate degree course of their choice
- * acquire the necessary academic study skills for undergraduate study at a UK university
- * develop an understanding of current theory and practice in international management
- * acquire a sound, professional understanding and knowledge of international business and management concepts
- * acquire a professional management qualification and business qualifications (*optional*)
- * elect to become a Student Member of the Chartered Management Institute, London (*optional*)
- * develop effective business English communication and presentation skills
- * build appropriate vocabulary related to business and management
- * develop confidence and fluency in the English language towards Advanced Level
- * prepare participants for the IELTS (Academic) examination

Course Elements. In addition to providing students with a thorough and comprehensive grounding in academic English, academic study skills and business skills, the Higher-Certificate syllabus incorporates all the following topics:

- * *managing information*
- * *strategic planning*
- * *identifying needs & objectives*
- * *introduction to quality management*
- * *using & controlling resources*
- * *performance management*
- * *continual professional development*
- * *interviewing*
- * *improving the performance of a team*
- * *leadership & management styles*
- * *health & safety*
- * *communicating for results*
- * *customer focus, planning & change*
- * *customer service management*
- * *best practice benchmarking, ISO9000*
- * *HR planning & knowledge management*
- * *developing as a supervisor*
- * *staffing & selection*
- * *personnel development & work planning*
- * *international & current affairs*
- * *time management*
- * *effective meetings/presentations*

CMI Management Modules

- * *managing information & communication*
- * *contributing to quality management*
- * *developing yourself in a management role*
- * *developing people & planning work*
- * *planning to meet customer needs*
- * *making effective use of resources*
- * *staffing & selection*
- * *improving team performance*



Study Option 2

The longer, Diploma study option is designed for those students with sound High School grades and a lower, Intermediate level in English, who require more emphasis initially on developing their business English and professional communication skills to Upper-Intermediate Level prior to the introduction of more advanced business training. The course is of 36 weeks duration and builds more gradually in intensity and specialisation.

Course Outline

Minimum English Entry Level: IELTS 5.0 (*Intermediate*)

Course Duration: 36 weeks (3 terms)

Course Designation: UMB 36

Main Course Entry Dates: September, January, March or June.

Lessons Weekly: 30

Minimum Age: 17 years

Course Structure & Content:

Term 1

20 weekly lessons in Communication & Business Skills
10 weekly lessons in Academic Study Skills & IELTS Examination Preparation

Terms 2 & 3

20 lessons weekly in Management, Business Administration
(*includes all 8 CMI management modules*)
10 lessons weekly in Academic Study Skills & IELTS Examination Preparation

Awards:

BBSI Diploma in Management & Business Administration
(*continuous assessment*)
NCFE Certificate in Management & Business Administration
(*continuous assessment*)

Optional External Examinations*:

CMI Certificate in Management
(*course work standards, attendance, fortnightly assignments*)
IELTS [Academic] (*examinations monthly*)

Course Objectives. The course objectives are to:

- * fully prepare students academically for entry to a UK university first degree course related to management and business administration
- * have completed the university-application process so that students secure a UK university placement on the undergraduate degree course of their choice
- * acquire the necessary academic study skills for undergraduate study at a UK university
- * develop an understanding of current theory and practice in international management



- * acquire a sound, professional understanding and knowledge of international business and management concepts
- * acquire a professional management qualification and business qualifications
- * elect to become a Student Member of the Chartered Management Institute, London (optional)
- * develop effective business English communication and presentation skills
- * build appropriate vocabulary related to business and management
- * develop confidence and fluency in the English language beyond Upper-Intermediate Level
- * prepare participants for the IELTS (Academic) examination

Course Elements. In addition to providing students with a thorough and comprehensive grounding in academic English and academic study skills, the Diploma syllabus incorporates all the following topics related to management and business administration:

- * *managing information*
- * *strategic planning*
- * *identifying needs & objectives*
- * *introduction to quality management*
- * *using & controlling resources*
- * *performance management*
- * *continual professional development*
- * *interviewing*
- * *improving the performance of a team*
- * *leadership & management styles*
- * *health & safety*
- * *communicating for results*
- * *customer focus, planning & change*
- * *customer service management*
- * *best practice benchmarking, ISO9000*
- * *HR planning & knowledge management*
- * *developing as a supervisor*
- * *staffing & selection*
- * *personnel development & work planning*
- * *international & current affairs*
- * *time management*
- * *effective meetings/presentations*

CMI Management Modules

- * *managing information & communication*
- * *contributing to quality management*
- * *developing yourself in a management role*
- * *developing people & planning work*
- * *planning to meet customer needs*
- * *making effective use of resources*
- * *staffing & selection*
- * *improving team performance*

A week-by-week syllabus of the entire 36-week University Foundation Diploma programme in Management & Business Administration is included below. However, the course content for those wishing to study the 24-week, Higher-Certificate study option would depend upon the precise time of year that students elect to study. For example, those seeking to commence their course in January or June would follow the syllabus outlined in weeks 13-36, whilst those commencing the course in either March or September, would study weeks 25-36 followed by weeks 13-24. Those students wishing to study the shorter, 24-week Higher-Certificate option at other times of the year and who require precise details of their course content, should contact BBSI for further clarification.

Certificate, Higher-Certificate, Diploma and Pre-Masters versions of the above course are also available.

† Chartered Management Institute (CMI)

The Chartered Management Institute is the largest professional management institute in Europe. BBSI is an **Approved Training Centre** for CMI and, as such, offers the CMI Certificate in Management (Level 3) qualification. Trainees can achieve either the full award, or, where time is limited, partial accreditation for those modules successfully completed. The **CMI** elements are externally accredited to the rigorous standards of the Chartered Institute and are assessed by means of course work standards, attendance and fortnightly assignments.



The 8 units required for the CMI Certificate in Management are incorporated in modular format within the BBSI Management & Business Administration syllabus. Normally, a minimum study period of 24 weeks is required to complete all 8 CMI modules; however, students studying for lesser periods can achieve partial accreditation depending upon the number of CMI assignments successfully completed. These qualifications are widely accepted by international employers and by major British universities.

CMI Student Membership. Participants of BBSI courses with management elements can apply for Student Membership of CMI. The advantages of CMI membership include the following:

- unlimited access to the CMI Management Information Centre
- on-Line access to databases offering more than one million constantly updated articles
 - helpful researchers on hand for research assistance, with a 24-hour turnaround
 - complimentary copies of the magazine 'Professional Manager'
 - support for 'smart' Continuing Professional Development
 - preferential rates on CMI publications
 - free career and CV fact sheets and guidance

‡ IELTS

IELTS is the International English Language Testing System. It measures ability to communicate in English across all 4 language skills – listening, reading, writing and speaking – for people who intend to study or work where English is the language of communication. IELTS is the preferred English language assessment for universities in English-speaking countries worldwide. Examinations take place monthly in Bournemouth and a place can be secured at the time of booking your course with BBSI. Candidates must book for the examination at least 6 weeks before each examination sitting.

+ Academic Study Skills

Students require sound academic study skills in preparation for their university degree course:

- effective writing ability
- listening comprehension & note-taking
- ability to transfer information in note form to essay format
- understanding the conventions of bibliographies, footnotes & quotations
 - classroom, self-study & personal organisational skills
 - effective reading-comprehension
 - effective time-management
 - research techniques

** Examination fees for those seeking to undertake external examinations are not included in the BBSI course fees.*

The following university foundation courses are also available at BBSI:

- * Marketing, Advertising & Public Relations
- * Finance & Financial Services
- * Hospitality Management & Tourism
- * Legal Studies, International & Commercial Law
- * Science, Technology, Computers & IT



BBSI courses are carefully designed and structured at different language levels to enable international students to develop all 4 English language skills simultaneously, while developing their professional communication skills and professional knowledge in academic, vocational or professional context, in the specialised subject of their choice. Students therefore have the flexibility to focus on either academic or vocational progression, depending on their personal training needs and particular learning objectives.

Courses can be booked on-Line @ www.bbsi.co.uk

Alternatively, contact BBSI by e-mail at info@bbsi.co.uk



BBSI University Foundation Courses in Management & Business Administration



Weekly Syllabus

	Professional Course Content <i>(20 lessons)</i>	Academic Skills & IELTS Preparation <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 1 <i>(First week of Term)</i>	<p style="text-align: center;">Topic: organisational structure <i>(includes introduction to BBSI, CBS induction, SWOT analysis)</i> Skills: introductions & networking, structuring effective presentations, formal business report writing formats Case Study: outsourcing Assessed Tasks: presenting yourself, business recommendation for a bank</p>	<p style="text-align: center;"><i>reading strategies for IELTS</i> <i>comparing & contrasting language, cohesive devices</i> <i>logical & grammatical links</i></p>
Week 2	<p style="text-align: center;">Topic: brands & brand management Skills: taking part in meetings, discussion language Case Study: developing a brand Assessed Task: analysing a company logo</p>	<p style="text-align: center;"><i>listening skills for IELTS multiple choice & note completion</i> <i>IELTS writing: interpreting data in graphs & charts</i></p>
Week 3	<p style="text-align: center;">Topic: managing change Skills: conducting a meeting, the language of meetings Case Study: a takeover Assessed Task: meeting simulation</p>	<p style="text-align: center;"><i>reading for IELTS matching & sentence completion tasks</i> <i>language for describing places</i> <i>further note completion skills</i></p>
Week 4	<p style="text-align: center;">Topic: money, finance, banking & investment Skills: writing an agenda and action minutes for a meeting, investment Case Study: an investment company Assessed Tasks: progress test, banking & insurance services for a small business</p>	<p style="text-align: center;"><i>interpreting & comparing data</i> <i>reading skills – skimming & scanning techniques</i> <i>writing skills including presenting solutions to problems</i></p>





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Weekly Syllabus

	Professional Course Content <i>(20 lessons)</i>	Academic Skills & IELTS Preparation <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 5	<p>Topic: promotions & promotional literature, trade fairs & advertising <i>Skills: effective presentations</i> <i>Case Study: creating a promotional campaign</i> <i>Assessed Tasks: banking & insurance services for a small business</i></p>	<p><i>IELTS listening skills for labeling a diagram, table completion & short answers</i></p>
Week 6	<p>Topic: recruitment <i>(including the recruitment process, headhunting, hiring & retaining staff)</i> <i>Skills: preparing a CV & covering letter</i> <i>Case Study: choosing the best candidate for the job</i> <i>Assessed Task: a job application</i></p>	<p><i>speaking for IELTS Part 3 – general discussion</i> <i>IELTS reading skills for multiple choice & summary completion</i></p>
Week 7	<p>Topic: international trade <i>(including visible/invisible trade, export documents, Incoterms, payment, customs)</i> <i>Skills: negotiation techniques & styles, negotiation language</i> <i>Case Study: a negotiation</i> <i>Assessed Task: negotiation role-play</i></p>	<p><i>analysing IELTS writing questions</i> <i>writing skills for structuring an argument, providing evidence & supporting points in an argument-led essay</i></p>
Week 8	<p>Topic: innovation <i>(including describing innovations, new product launch)</i> <i>Skills: presentation skills</i> <i>Case Study: innovative products</i> <i>Assessed Task: summarising a document</i></p>	<p><i>IELTS listening practice for note completion</i> <i>speaking for IELTS Part 2 & 3: long turn & discussion</i></p>





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Weekly Syllabus

	Professional Course Content <i>(20 lessons)</i>	Academic Skills & IELTS Preparation <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 9	<p style="text-align: center;">Topic: leadership skills <i>(including character & qualities of leaders)</i> Skills: decision-making Case Study: providing leadership to a failing company Assessed Task: action plan for a business</p>	<p><i>IELTS reading skills: differentiating false & not given answers sentence completion & matching tasks reading practice</i></p>
Week 10	<p style="text-align: center;">Topic: business ethics <i>(honesty & dishonesty, responsible business)</i> Skills: problem-solving Case Study: dealing with employee problems Assessed Task: portfolio (of work to date)</p>	<p><i>writing skills: practice in interpreting data, expressing disagreement & discussing implications</i></p>
Week 11	<p style="text-align: center;">Topic: travel & tourism Skills: US/UK English, making arrangements, writing business letters, writing business memos Case Study: planning a conference Assessed Task: final progress test</p>	<p><i>further writing skills development, including describing a process, introductory sentences & marking stages</i></p>
Week 12	<p style="text-align: center;">Topic: business cultures, cultural do's & don'ts Skills: cultural language & idioms, social English Case Study: writing an itinerary Assessed Task: marketing a country or region,</p>	<p><i>further speaking development skills, including sequencing, expressing reasons & giving options for Parts 2 & 3 of IELTS</i></p>

*Please note that presentation subject order may vary in weeks 7 to 12





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	Management and Business Administration <i>(20 lessons)</i>	Academic Skills & IELTS Preparation <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 13 <i>(First week of Second Term)</i>	<i>Induction</i> Managing Information & Communication 1 <i>the nature of information, researching information, recording & storing information, analysing information, presentation & interpretation of data, assignment C34, current affairs and presentation</i>	<i>reading strategies for IELTS</i> <i>comparing & contrasting language, cohesive devices</i> <i>logical & grammatical links</i>
Week 14	Managing Information & Communication 2 <i>research methods, effective meetings, effective presentations, advanced report writing, assignment C34, current affairs and presentation</i>	<i>listening skills for IELTS multiple choice & note completion</i> <i>IELTS writing: interpreting data in graphs & charts</i>
Week 15	Managing Information & Communication 3 <i>decision analysis, decision making, forecasting trends, business ethics, assignment C34, current affairs and presentation</i>	<i>reading for IELTS matching & sentence completion tasks</i> <i>language for describing places</i> <i>further note completion skills</i>
Week 16	Planning to Meet Customer Needs 1 <i>customer care, customer service management, superior service, assignment C33, current affairs and presentation</i>	<i>interpreting & comparing data</i> <i>reading skills – skimming & scanning techniques</i> <i>writing skills including presenting solutions to problems</i>





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Weekly Syllabus

	Management and Business Administration <i>(20 lessons)</i>	Academic Skills & IELTS Preparation <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 17	<i>Planning to Meet Customer Needs 2</i> <i>health, safety & the environment, work related stress, UK & international legislation, assignment C33, current affairs and presentation</i>	<i>IELTS listening skills for labeling a diagram, table completion & short answers</i>
Week 18	<i>Planning to Meet Customer Needs 3</i> <i>strategic planning, managing change, techniques, resistance to change, assignment C33, current affairs and presentation</i>	<i>speaking for IELTS Part 3 – general discussion IELTS reading skills for multiple choice & summary completion</i>
Week 19	<i>Contributing to Quality Management 1</i> <i>definitions, quality interventions, total quality, TQM & ISO 9000, assignment O32, current affairs and presentation</i>	<i>analysing IELTS writing questions writing skills for structuring an argument, providing evidence & supporting points in an argument-led essay</i>
Week 20	<i>Contributing to Quality Management 2</i> <i>best practice bench marking, quality culture, quality management systems, quality improvement programmes, quality control, assignment O32, current affairs and presentation</i>	<i>IELTS listening practice for note completion speaking for IELTS Part 2 & 3: long turn & discussion</i>





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Weekly Syllabus

	Management and Business Administration <i>(20 lessons)</i>	Academic Skills & IELTS Preparation <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 21	<i>Contributing to Quality Management 3</i> <i>quality audit, business process re-engineering, quality improvement, assignment O32, current affairs and presentation</i>	<i>IELTS reading skills: differentiating false & not given answers sentence completion & matching tasks reading practice</i>
Week 22	<i>Making Effective Use of Resources 1</i> <i>introduction to production, added value & production decisions, lean production methods, JIT, kanban, time-based management, empowerment, MRP, MRPII, ERP, SAP, assignment C32, current affairs and presentation</i>	<i>writing skills: practice in interpreting data, expressing disagreement & discussing implications</i>
Week 23	<i>Making Effective Use of Resources 2</i> <i>introduction to HR planning/management, role of HR, hard & soft activities, HR management & strategy, current & future work practices, development & assessment centres, assignment C32, current affairs and presentation</i>	<i>further writing skills development, including describing a process, introductory sentences & marking stages</i>
Week 24	<i>Making Effective Use of Resources 3</i> <i>competencies, knowledge management, feedback & evaluation, programme review, assignment C32, current affairs and presentation</i>	<i>further speaking development skills, including sequencing, expressing reasons & giving options for Parts 2 & 3 of IELTS</i>





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Weekly Syllabus

	Management and Business Administration <i>(20 lessons)</i>	Academic Skills & IELTS Preparation <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 25 <i>(First week of Third Term)</i>	<i>Induction</i> <i>Developing Yourself in a Management Role 1</i> <i>management v leadership, functions of management, the management process, qualities of a leader, assignment C31, current affairs and presentation</i>	<i>reading strategies for IELTS</i> <i>comparing & contrasting language, cohesive devices</i> <i>logical & grammatical links</i>
Week 26	<i>Developing Yourself in a Management Role 2</i> <i>styles of leadership, the effective leader: time management, assertiveness, assignment C31, current affairs and presentation</i>	<i>listening skills for IELTS multiple choice & note completion</i> <i>IELTS writing: interpreting data in graphs & charts</i>
Week 27	<i>Developing Yourself in a Management Role 3</i> <i>further skills, self-development: communications, delegation, recognising competencies, decision-making, assignment C31, current affairs and presentation</i>	<i>reading for IELTS matching & sentence completion tasks</i> <i>language for describing places</i> <i>further note completion skills</i>
Week 28	<i>Staffing & Selection 1</i> <i>effective recruitment: methods, the process, preliminaries, advertising, assignment O31, current affairs and presentation</i>	<i>interpreting & comparing data</i> <i>reading skills – skimming & scanning techniques</i> <i>writing skills including presenting solutions to problems</i>





BBSI University Foundation Courses in Management & Business Administration



Weekly Syllabus

	Management and Business Administration <i>(20 lessons)</i>	Academic Skills & IELTS Preparation <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 29	Staffing & Selection 2 <i>the process, selection criteria, interviewing, testing systems, assignment O31, current affairs and presentation</i>	<i>IELTS listening skills for labeling a diagram, table completion & short answers</i>
Week 30	Staffing & Selection 3 <i>the process, induction, appraisal systems, team presentations, assignment O31, current affairs and presentation</i>	<i>speaking for IELTS Part 3 – general discussion</i> <i>IELTS reading skills for multiple choice & summary completion</i>
Week 31	Developing People & Planning Work 1 <i>training: aims, identifying the need, methods, initiatives, evaluation, career development, assignment C35, current affairs and presentation</i>	<i>analysing IELTS writing questions</i> <i>writing skills for structuring an argument, providing evidence & supporting points in an argument-led essay</i>
Week 32	Developing People & Planning Work 2 <i>motivation: Maslow, Taylor’s scientific management, Herzberg, McClelland, Vroom/Lawler & Porter, assignment C35, current affairs and presentation</i>	<i>IELTS listening practice for note completion</i> <i>speaking for IELTS Part 2 & 3: long turn & discussion</i>





BBSI University Foundation Courses in Management & Business Administration



Weekly Syllabus

	Management and Business Administration <i>(20 lessons)</i>	Academic Skills & IELTS Preparation <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 33	<i>Developing People & Planning Work 3</i> <i>planning, creating the plan, techniques, control, the PP&C cycle, re-planning, assignment C35, current affairs and presentation</i>	<i>IELTS reading skills: differentiating false & not given answers sentence completion & matching tasks reading practice</i>
Week 34	<i>Improving Team Performance 1</i> <i>performance management, high performing teams, personality types, dealing with problems, assignment O33, current affairs and presentation</i>	<i>writing skills: practice in interpreting data, expressing disagreement & discussing implications</i>
Week 35	<i>Improving Team Performance 2</i> <i>counselling, milgram experiments – obedience, disciplinary procedures, grievances, taking action, avoidance of disputes, assignment O33, current affairs and presentation</i>	<i>further writing skills development, including describing a process, introductory sentences & marking stages</i>
Week 36	<i>Improving Team Performance 3</i> <i>handling redundancy & dismissal, students' self development feedback & evaluation, programme review, current affairs and presentation</i>	<i>further speaking development skills, including sequencing, expressing reasons & giving options for Parts 2 & 3 of IELTS</i>

