

### Progression

Successful completion of programme BA (Hons) Business Management (top up) at LCCA leads to the award of BA (Hons) Business Management by University of East London. After successful completion of the programme students will be able to work in the accounting and associated industries, international management and marketing consultancies, international retailers and fashion houses, personnel management, marketing and sales promotion, retail management, research in top rated universities in UK and around the world and professional positions in other service industries.

Graduates on this programme may apply for exemptions from relevant professional examinations of the Chartered Institute of Marketing, the Chartered Management Institute Students on this programme may become student members of the Chartered Institute of Management.

### Learning Outcomes

- Demonstrate an understanding of future career options as well as progress towards achieving them as an employee, owner manager or entrepreneur in business and/or the non-profit sector, or through further academic study;
- Develop academically so that they have a detailed knowledge of Business Management practices, can critically evaluate that knowledge and finally apply it in complex situations which may be characterised by contested and contradictory information;
- Develop relevant transferable and practical skills so that they can manage their own learning and are confident in applying these skills in real-life contexts;
- Be able to analyse and evaluate structures, processes, contexts and strategies of an international business, and formulate strategies from an international perspective.

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### Entry Requirements

The course has been designed for students who meet both of the requirements (A and B) below:

A) Applicants require a minimum of an HND / FdA or equivalent qualification in a relevant subject (with some merit achieved)

B) Students whose medium of study at HND/FdA or equivalent qualification is not English are required to produce evidence of English language proficiency at IELTS: 6.0 or equivalents with a minimum of 5 in each component.

Please note that all recruitment are subject to academic interview.

LCCA

London College of  
Contemporary Arts

# BA (Hons) Business Management (Top Up)



University of  
East London

# BA (Hons) Business Management (Top up)

Understanding the principles of how businesses operate and succeed is key to our established Business Management programme, which offers a broad scope of knowledge with the flexibility to specialise later in the course. Combining rigorous academic study with practical social and operational skills that give you a comprehensive understanding of core business issues.



The course encourages students to develop the skills and competences relevant to their roles as future managers in order to enhance employability, including interpersonal and transferable skills. To achieve this, the course is designed to enable students to identify and analyse appropriate techniques that are applicable in making management decisions at a strategic level as well as at tactical and operational levels.

The course emphasises the requirements and challenges faced by business leaders and managers, taking into account the complex, dynamic and integrated nature of various factors which impinge upon management decisions. The course has no options and includes five taught modules: Entrepreneurship in Practice, The Business Professional, Leadership in Organisations, Innovation and the Sustainable Organisation, Global and Cross Cultural Marketing.

## Key Facts

<b>Programme title</b>	BA (Hons) Business Management (Top up)*
<b>Awarding body</b>	University of East London
<b>Campus</b>	London
<b>Delivery mode</b>	Full-time
<b>Duration</b>	Top up - 1 year
<b>Intakes</b>	October, February
<b>Fees</b>	UK/EU £9250 (SFE funding available)

\*Course subject to validation.

## Course Structure / Modules

### 1. Entrepreneurship in Practice

This module is designed to act as a key driver and initiator of creativity on the part of the students, the activities will utilise the client based assignment protocols (CBAP) with the view to exploring and developing any opportunities for client based Intrapreneurship activities.

Students will become fully conversant in the new product or service development process, this will be applied in different contexts according to opportunities that RDBS will nurture and/or create through networking and other on-going School based entrepreneurial and intrapreneurial activities.

The module will develop students applied research skills within work-based environments and allow the classroom environments to add value to RDBS business and industry partners.

### 2. The Business Professional

To enable the student to:

- Undertake effective project management, research, analysis and communication and work independently and/or in groups.
- Produce a substantial work of considered business analysis that will impress potential employers. This may take many forms, including business reports on real or simulated management problems
- Understand how business processes cross disciplines and are required to work together
- Compete with their peers in crowded labour markets

### 3. Leadership in Organisations

- To encourage critical reflection and evaluation of leadership in organisations.
- To explore how leadership can be performed, and with what consequences for those engaging in it and affected by it.
- To enable students to reflect on their own preferences and values with regard to leadership.
- To explore the complexities of leadership in a multi-cultural context.

### 4. Innovation and the Sustainable Organisation

To enable students to understand the concepts and debates on sustainability at the firm level

- To be aware of the bigger context of sustainability innovation within the triple-bottom-line and the responsible enterprise
- To understand and respond to the opportunities of sustainability innovation

### 5. Global & Cross-Cultural Marketing

- To introduce students to the theory and practice of marketing across international boundaries
- To develop skills needed to interpret and respond to signals from the international marketplace
- To introduce and develop students understanding of variety of models and frameworks that can be used to develop and implement a proactive international marketing strategy
- To enable students to make strategic and managerial marketing decision for the intercultural environment