

BUSINESS

Introduction

In the 2008 National Student Survey, Buckingham was ranked first among all Business Schools in the UK. This is doubtless because of its focus on high academic quality, good teaching, full and constructive feedback, and ongoing caring support.

The Buckingham Business School, which is situated in the Anthony de Rothschild Building on the Hunter Street campus, encompasses the Departments of Management, Accounting and Service Management as well as the Centre for Automotive Management.

The world of business is constantly changing. It has become more global, more entrepreneurial and more concerned with the environment. The Business School is small and flexible enough to keep pace with such change.

As well as offering outstanding programmes in Accounting and Finance, Business and Management and Marketing, we have pioneered a first-of-its-kind Bachelor in Business Enterprise where students compete for venture capital before starting and running their own business.





Faculty

The eighteen permanent members of our faculty are supported by a number of visiting academics.

Our permanent faculty includes:

Dr Jane Tapsell, Dean of Business, teaches and researches in organisational behaviour and business psychology. She is currently researching the entrepreneurial personality.

Professor Peter Cooke is KPMG Professor of Automotive Management and Head of the School's Centre for Automotive Management. He is the author of ten books in English, Polish and Russian, writes regularly for the specialist press, and appears frequently on radio and television.

Professor Ronnie Lessem is Director of the School's Transformation Management programmes. He has written some twenty books on culture, management and learning, and has been a consultant for companies around the world, focusing on the development of knowledge creating communities.

V. S. Mahesh is a Senior Lecturer and Head of Service Management. His publications include *Thresholds of Motivation: The Corporation as a Nursery for Human Growth*. He has held top management positions in the corporate world. He has led research projects in, and provided consulting to, organisations such as Thomas Cook, Prudential, VW, Daimler Benz, Abbey National, Anglian Water, PWC and NCR.

Nigel Adams is Programme Director for the BSc in Business Enterprise. He has spent most of his life in the business world, where he maintains his contacts. He is a Fellow of the Chartered Institute of Marketing and is Honorary Regional Adviser to the British Polish Chamber of Commerce.

Anne Hampton, Senior Lecturer, is Programme Director of the MBA programme. Anne's specific interests lie in International Business and Marketing, and in Tourism and Hotel Management.

Dr Irena Jindrichovska, Senior Lecturer, is Programme Director and Admissions Tutor for the MSc in Accounting and Finance. Her research interests are market-based accounting research, capital markets in transitional

countries and international accounting, and she has written a number of articles and books.

Wondimu Mekonnen, Lecturer in Management Accounting and Strategic Management Accounting, is Programme Director and Admissions Tutor for the BSc in Accounting and Finance.

Eddie Shoesmith, Senior Lecturer in Statistics, is interested in the application of statistics in a variety of fields. He is Programme Director and Admissions Tutor for both Business and Management and Marketing programmes.

Dr Frances Robinson, Senior Lecturer in Mathematics, is Programme Director and Admissions Tutor for the International Foundation programme. She is also responsible for the School's international co-operation agreements.

Visiting Professors:

Tom Cannon, Professor of Sports Finance

Phil Dover, Professor of Entrepreneurship

Christopher Macgowan, Centre for Automotive Management

Colin Tourick, Centre for Automotive Management

Andy Westwood, Director, Centre for Economic and Social

Inclusion

Management (Undergraduate)

We are unique in being able to provide you with a fast track to success:

- Small group teaching by stimulating and dedicated staff.
- You may start your undergraduate Business and Management programme in January or September.
- Because Buckingham forgoes the long summer vacation, you will be able to complete the equivalent of a conventional three-year honours degree in two four-term years.
- You will be part of a School which is entrepreneurial and innovative, with newly designed and relevant programmes. Buckingham is the home of the unique Business Enterprise and Service Management programmes; the new Centre for Automotive Management is at the forefront of industry teaching and research; and we have a growing number of active collaborations with Universities in other parts of the world.
- We realise the importance of employability and we hope you will join the ranks of our graduates who hold senior positions in a multitude of companies

throughout the world. You will have access to advice about opportunities after university and will be encouraged to undertake work experience to help you make career decisions.

BSc (Hons) Business and Management (NN12)

This is a newly designed programme. Although there is an element of conventional teaching and learning, Business is a live subject and on this programme your learning experience is enhanced by practical projects, equipping you to meet the needs of commerce and industry. It can also be studied with French or Spanish.

In the first year, you will develop an understanding of core business functions and activities, as well as developing your knowledge of Accounting, Economics, Law, Analytical Methods and Information Systems.

In the second-year, the core courses include, Human Resource Management, Business Operations, International Business and Corporate Strategy. Optional courses enable you to pursue your own particular interests and include Entrepreneurship, Consumer Behaviour, Service Management, Operations Strategy,

Supply Chain Management, Management Accounting, Business Psychology and E-Commerce.

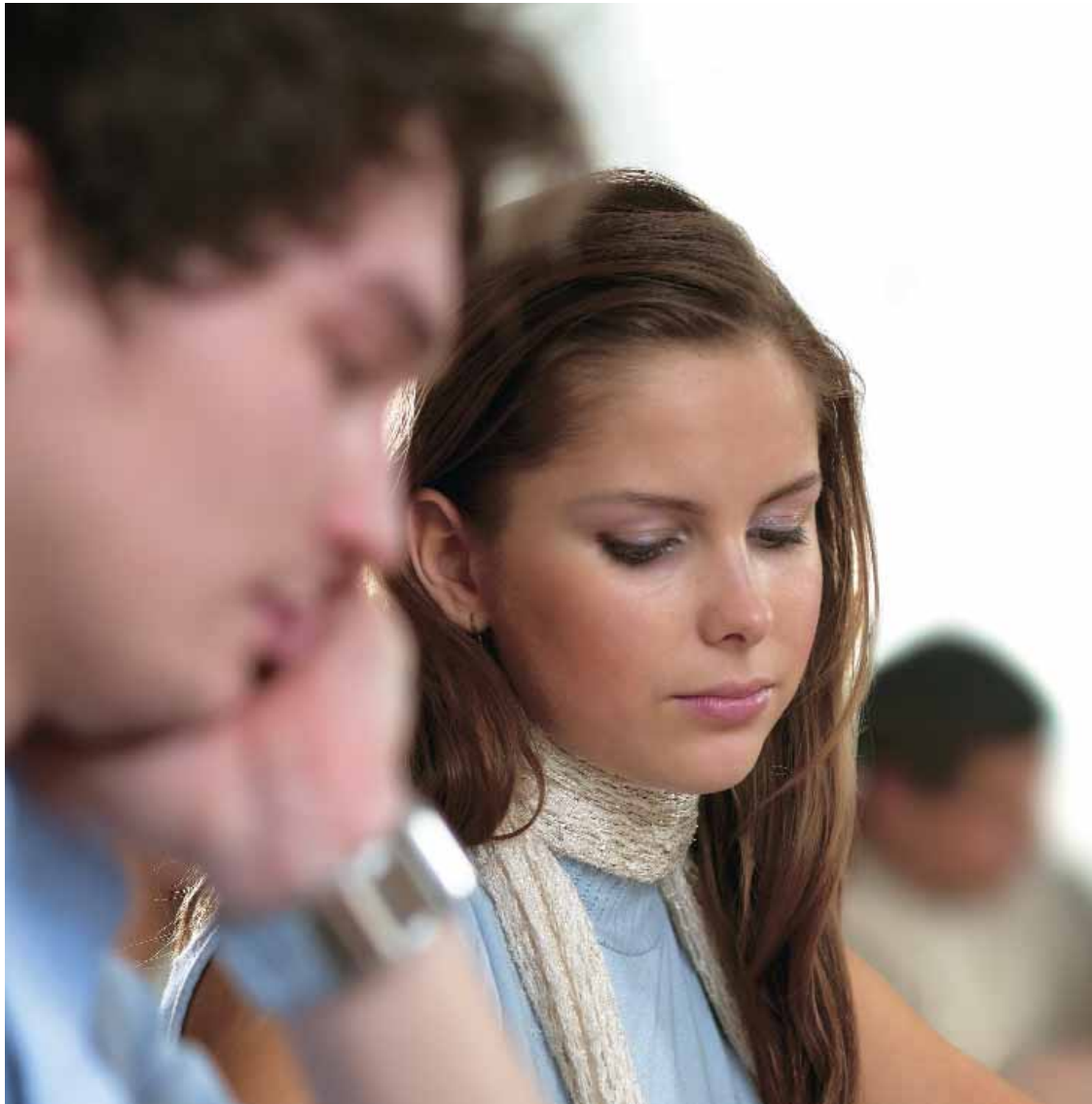
BSc (Hons) Business and Management with Information Systems (N1G5)

This programme equips students to become innovative Information Systems designers with career opportunities in business, industry and commerce.

BSc (Hons) Business and Management with Communication Studies (EFL, N1P9; ESL, N1PX)

This programme is aimed specifically at non-native speakers of English. It contains the core courses of the Business and Management programme with modules designed to develop students' language and communication skills, so that they can function effectively in the global business environment of today.

There is a particular emphasis on the fundamentals of the underlying technologies that support the development of computer-based information systems, so that you will be able to cope with the rapid advances in this field.



BSc Marketing (Combined Honours)

Marketing at Buckingham can be studied with **Media Communications** (N5P3), **Psychology** (N5C8), or a **Modern Foreign Language**, (N5R1, French; N5R4, Spanish)

The core **Marketing** courses are Marketing, Marketing Communications, Consumer Behaviour and International Marketing.

The **Media Communications** courses include Publication Design, Press Journalism, Principles of Media Practice, Advertising, News Management and Public Relations.

Psychology courses include Introduction to Psychology, Cognition, Perception, Biological Psychology, Psychology of Crime and Individual Differences.

Languages taught at Buckingham are French and Spanish. Either language is studied throughout the two years of the Marketing programme. Please see page 61.

BSc Business Enterprise (N190)

The **BSc in Business Enterprise** has a practical emphasis and is aimed at students who have flair and creativity.

The programme encourages an innovative and entrepreneurial approach and guides you through the process of launching and running a business. In doing so it equips you with the very transferable skill of analysing complex business problems and will enable you to participate effectively in management decision-making.

Alongside the study of Marketing, Financial Accounting, Management Accounting, Business Law, Economics and Quantitative Methods, you will develop a business plan (either individually or as part of a group) and then pitch to the Venture Capital Panel for funds. Each company is registered and any profits made during the course are donated to charity. At the end of the course you may buy the company from the investors or it may be liquidated.

This programme starts in January only.

Assessment

Students are generally expected to complete 90 units of study every six months. Assessment is through both

continuous assessment (including, for Business Enterprise students, an appraisal of the management of your business) and examinations held at the end of each six month period.

Entry Requirements

- At least 240 points at A-level or an equivalent school leaving qualification.
- For Business Enterprise, at least 300 points at A-level is preferred or an equivalent international school leaving qualification. However, as this programme is aimed at entrepreneurial students, if students do not achieve these grades but have an entrepreneurial drive and commitment, they should still apply. Because of the practical nature of the Business Enterprise programme, numbers are limited. Entry to the programme is therefore competitive and short-listed candidates are invited for interview. We are looking for students who not only have good A-level grades (or their equivalent) but are also entrepreneurial in spirit, able to think laterally and prepared to work hard to make a success of their business.
- At least five GCSE (or equivalent) passes, including Mathematics, at grade C or above.

- We are able to be flexible for mature students and will consider certain approved professional qualifications.
 - If English is not your first language, an IELTS score of 6.0 or a computer-based TOEFL score of 213.
- See page 80 for 'How to Apply'.

Programme Director and Admissions Tutor (for all Business and Management and Marketing Programmes)

Eddie Shoesmith, MA (Cantab), BPhil (York), FIS, FSS
Email: eddie.shoesmith@buckingham.ac.uk

Programme Director and Admissions Tutor (for Business Enterprise)

Nigel Adams, BA (Hons), FCIM
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Admissions Enquiries

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Web: www.buckingham.ac.uk/business/

Management (Postgraduate)

The Buckingham MBA

The prospect of a rewarding career and more lucrative economic lifestyle draws students to MBA programmes from almost every sector of the globe. Today's employers search for graduates of MBA programmes to find the best talent available. On the Buckingham MBA you will develop the skills and knowledge necessary for meeting the challenges of today's changing international business world. During the first term, a unique series of assimilation modules prepares you for the core courses taught in the remaining terms. The options allow a degree of specialisation.

Core courses are: Strategic Management, Managing People Across Cultures, Finance, Business Law, Operational Management, Marketing Research, Human Resource Management, Global Business, Marketing in the 21st Century. Options are chosen from: Developing Business Opportunities, Auditing, Service Management, E-commerce, Ethics and Governance, International Negotiations, International Marketing, Financial Risk Management, and Money, Banking and Financial Markets.

MSc Service Management

Over 70% of the world's economy is in services and the ability to create and deliver reliable customer-centred service is a differentiator for business today. In many industries, profit margins on product sales have shrunk enormously, leading to an increased focus on generating profits through value-added services. Thus the best firms now bundle customer-centred service with a manufactured product and create service centred solutions. Some, like IBM, have moved completely to service and solutions. Service Management as a body of knowledge is still in the early stages of development. Buckingham is among the very few universities in the world to have responded to the demand for the creation of expertise in this area and to have established a track-record of success.

The MSc in Service Management is designed to enhance and develop executives' skills and knowledge so that they can play effective roles in helping their organisations win through service. The first phase of the programme focuses on building knowledge in core areas, delivered through 18 two-day intensive modules.

Core courses include: Integrated Service Marketing and

Management, Services Marketing, Managing People in Services, Practical Research Methods, Services Quality and Operations, Service Leadership for Organisational Transformation.

Optional courses include: Managing People across Cultures, Accounting and Finance for Managers, Project Management.

Alternatively you may also choose to specialise in one of the following areas: Management Consulting, Hotels and Tourism, Call Centre Management, Human Resources Management, Automotive Services.

The second phase is a project-based dissertation. Projects normally deal with live issues of concern to organisations.

There is the opportunity to add a six month work placement. Past projects and placements have included KPMG, PWC, Accenture, Deloitte Touche, Thomas Cook, Taj Hotels, Granada, Air Seychelles, Lufthansa, Siemens, Hutch, Yahoo, Thames Water, Anglian Water, VW, Daimler Benz, Jungheinrich, Peugeot, Volvo, Abbey National, Prudential, HDFC, NCR, and IBM.



Certificate in Management Studies (Pre Masters)

The Business School offers a 2-term (six months) Certificate in Management Studies programme from July to December. It is designed primarily for those who need an introduction to Management education before proceeding to a Masters course. The programme is also suitable for those who wish to acquire sound management skills, perhaps because of a change in career direction, but are unable to devote a whole year to study.

Students with a good first degree who successfully complete the Certificate with IELTS 6.5 (or equivalent) and with three years of relevant work experience are eligible for entry to the MBA or MSc in Service Management the following January.

The subjects offered are:

Term 1 - Principles of Microeconomics, Marketing,

Organisational Behaviour, Business Ethics

Term 2 - Integrated Operations Management, Law for Business, Marketing and Quantitative Methods for Business

Assessment

Examinations are held in December.

Entry Points

January entry

The MBA and MSc programmes start in January each year and last for four terms, finishing in December of the same year. The MSc Service Management (sandwich) programme takes 18 months to complete as it includes six months on work placement.

July entry

The Certificate in Management programme starts in July and lasts two terms, finishing in December of the same year.

Part-time Option

You may study part-time and complete the MSc in Service Management over two years (8-terms). Please contact the Programme Director for further details.

Entry Requirements

- A first or second-class honours degree from a UK university, or an equivalent academic qualification from an overseas institution. Usually this will be in a business related subject.
- For MSc and Certificate students certain approved professional qualifications may be considered in the absence of this requirement.

- If English is not your first language, an IELTS score of 6.5 (6.0 for Certificate students) or computer based TOEFL score of 233+.
- The personal motivation and commitment to make a major contribution to your programme.
- Candidates for the MBA are normally expected to have at least three years of relevant work experience.

See page 80 for 'How to Apply'.

Programme Director and Admissions Tutor (MBA and Certificate in Management Studies)

Anne Hampton, BSc, MPhil (CNA), MHCIMA

Email: anne.hampton@buckingham.ac.uk

Programme Director and Admissions Tutor (MSc in Service Management)

V. S. Mahesh, BSc, MSc (Madras), AMP (IIM Ahmedabad)

Email: vs.Mahesh@buckingham.ac.uk

Admissions Enquiries

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Accounting (Undergraduate)

We are unique in being able to provide you with a fast track to success:

- Small group teaching by stimulating and dedicated staff.
- Undergraduate Accounting and Financial Management programmes start in January and September.
- Because Buckingham forgoes the long summer vacation, you will be able to complete the equivalent of a conventional 3-year honours degree in two four-term years.
- You will be part of a School which is entrepreneurial and innovative. Our Accountancy programmes are designed to meet the demands of the 21st century while still teaching the underlying skills. Our staff have significant experience of the practical aspects of Accounting and use their experience to illuminate the theoretical aspects of the course.
- Your degree will be highly regarded by employers and provide a sound foundation for a wide range of careers. Many of our students go on to train as professional accountants, while others progress to postgraduate study.
- If you plan to train as a professional accountant, you can choose the options necessary for exemption from

many of the initial examinations of professional bodies (ACCA and CIMA). Please check our website for details.

BSc (Hons) Accounting and Financial Management (NN43)

Our flagship programme in Accounting and Financial Management offers you both a platform for a career in accounting and finance and a basis for a career in general management, banking, financial services and consultancy. While the programme involves an academically rigorous study of the principal accounting and finance disciplines, it also has a strong vocational orientation and provides significant exemptions from the examinations of the Chartered Association of Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA).

The core courses include: Financial Accounting, Financial Reporting, Management Accounting, Business and Commercial Law, Taxation, Auditing, Financial Risk Management, Statistical Methods, Quantitative Methods, Principles of Macroeconomics, Principles of Microeconomics, Information Systems, Organisational Behaviour.

Options include: Business Ethics, International Business, Banking and Financial Markets, Service

Management, Business Psychology, Public Sector Economics, Marketing, Corporate Strategy and Strategic Management, Statistical Analysis for Economics and Finance, Economics of Europe, Introduction to European Law, Database Systems.

Accounting and Financial Management can also be studied with French or Spanish.

This programme starts in January (eight terms) and September (nine terms).

BSc (Hons) Accounting with Communication Studies (EFL) (N4P9)

This programme is designed for international students who wish to gain a sound knowledge of Accounting at the same time as studying English Language at degree level. Thus you will combine core courses from the Accounting and Finance and Communication Studies (EFL) programmes.

The Accounting and Finance courses include: Management Accounting, Financial Accounting, Financial Reporting, Law for Business.

The Communication Studies (EFL) courses include:
Modern English Language, Modern English Usage,
Varieties of English, Registers of English, English in
Society, English in Institutions

This programme starts in January only.

Assessment

Examinations are held every six months (in June and
December) and many courses involve projects, essays
and presentations that count towards your overall
assessment.

Entry Requirements

- At least 240 points at A-level or an equivalent school
leaving qualification.
- At least five GCSE (or equivalent) passes, including
Mathematics, at grade C or above.
- We are able to be flexible for mature students and will
consider certain approved professional qualifications.
- If English is not your first language, an IELTS score of
6.0 or a computer-based TOEFL score of 213.

See page 80 for 'How to Apply'.

Admissions Tutor

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Admissions Enquiries

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Accounting (Postgraduate)

MSc Accounting and Finance

The programme is designed for managers of the future, recognising the need for businesses to serve a wide range of stakeholders.

A special feature of our MSc in Accounting and Finance is the 'Individual, Organisation and Society' foundation course, which looks at alternative conceptions of the role of business in society, enabling you to study the subject from a wider societal perspective.

A dissertation, which forms a substantial part of the assessment of the programme, allows you to develop your interests in either mainstream or wider business and societal aspects of Accounting and Finance.

You will undertake a rigorous and intellectually demanding study of these core disciplines: Individual, Organisation and Society, Methods and Models (quantitative methods, information systems and research methodology), Financial Reporting, Corporate Finance, Strategic Management Accounting, Auditing.

Options include: - Taxation, Banking and Financial Markets, Business Law.

Entry Points

The MSc Accounting and Finance starts in January each year and lasts for four terms, finishing in December of the same year.

Part-time Option

You may study part-time and complete your programme over two years (eight terms). Please contact the Programme Director for further details.

Entry Requirements

Normally you will be required to have:

- A first or second-class honours degree with significant accounting content from a UK university, or an equivalent academic qualification from an overseas institution.
- Certain approved professional qualifications or relevant work experience may be considered in the absence of this requirement.
- If English is not your first language, an IELTS score of 6.5 or a computer-based TOEFL score of 233+.

See page 80 for 'How to Apply'.

Programme Director and Admissions Tutor

Irena Jindrichovska, MA (Prague), PhD (Prague).

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Admissions Enquiries

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Research Degrees

The Business School offers full and part-time MSc, MPhil and DPhil degrees by research in a variety of topics. Applicants must be of high academic ability, self-motivated and dedicated to the achievement of their ambitions. Areas covered through these research programmes include Professional Service Firms, Employee Motivation and Performance Management, Knowledge Creation, Organisational Transformation and Social and Economic Transformation. A particular focus of our DPhil programme is on Business and Society from different cultural perspectives.

You should submit a two page proposal outlining the topic you wish to study and how you think you might investigate the subject, together with a brief CV, to the Research Officer.

Research Officer (Business)

V. S. Mahesh, BSc, MSc (Madras), AMP (IIM Ahmedabad)
Email: vs.mahesh@buckingham.ac.uk

Web: www.buckingham.ac.uk/research/



Centre for Automotive Management

The Centre serves the automotive industry: the components sector; motor manufacturers and importers; dealers and distribution; fleet, leasing and contract hire; fleet management; used vehicle operations; specialist support services: IT based systems applications; e-commerce; accident management services; motor sport.

The Centre's activities include:

- The provision of quality management training and education programmes tailored for individual clients.
- Industry funded independent research for either internal or external application.
- The development and production for clients of quality publications.
- Undertaking consultancy across the automotive industry in the UK and abroad.

Head of Centre

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