

Course Description

Course Aim

The ETC University Foundation Programme in Business is aimed at providing students with the knowledge and skills to follow a business degree or follow a career path in business.

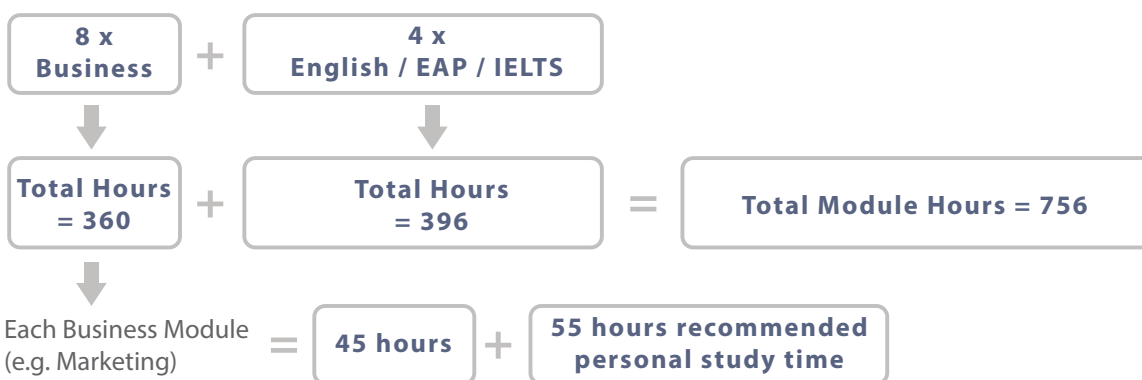
Course Outcome

The course prepares students for progression to Year 1 of a degree, RQF level 4 or HNC.

Course Specifics



Modules Course Timetable: Mon-Fri 08.45-12.15 / Mon – Thurs 13.15-14.45



Entry Points

There are 2 entry points each year in September and January.

Entry Requirements

- Year 12 high school diploma or AS level / RQF Level 3 or equivalent.
- English Entry Qualification: IELTS 4.5 / CEFR B1 - Pass in all skills
- Minimum No. of students per class: 4
- At the time of booking, students will be placed on a waiting list

Assessment

These may take the form of assignments, presentations/seminars, tests, personal learning journals, mind maps or exams.

Resubmissions: If a student is unable to pass an assessment the first time, (s)he will be offered a viva / resit or resubmission of work according to the college fair assessment policy.

Certification

Upon successful completion of the course you will be presented with a University Foundation Diploma in Business. Graduates of the course will receive 120 credits.





University Foundation

University Foundation Programme in Business

Certificates and Transcripts

Certificates will only be issued to students who have attended 80% or more of lessons or each module. Transcripts will record only the modules that a student has successfully passed.

English Result

English levels are only recorded on certificates and transcripts if students have passed the ETC proficiency tests or who have an IELTS certificate.

Learner Experience

The University Foundation Programme offers a broad ranging basis in all skills needed for academic and practical Business formation preparing pre-university and pre-business students for a solid career in business. Students cover a wide range of topics spanning every field of the business sector giving them a holistic approach to studying and practising business.

Methodology and Assessment

Students will experience a wide range of teaching methodologies covering:

- Lectures
- Presentations
- Seminars
- Classroom discussions
- Field trips
- Team work
- Projects
- Quizzes
- Case studies
- Audio-visual materials

Students will also be given assessments, tests, continuous assessment, portfolios, mind maps, organising events, individual and team based projects and presentation, all based on the college's fair assessment policy.

Homework

An essential part of every student's course – consolidates classwork and provides extra practice in the skills and systems.

Tutorials

The tutorials provide two-way feedback, so that teachers can pass on hints, tips and advice on how best to study, as well as address any problems shown up by student's performance in class and in their progress tests. At the same time, students can ask for help in areas that are particularly important to them.



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Course Module Descriptions – Generic

Marketing

- Marketing mix
- BCG Matrix
- Product life cycle
- Needs hierarchy
- Primary and secondary market research
- Setting and evaluating quantitative and qualitative data
- Market penetration
- Niching
- Mass markets
- Sampling frames
- Market selection
- Market skimming

Economics

- Macro/micro economics
- Supply demand marketing structures and theories
- The marketing mix
- Financial accounting and management theories such as tall/flat structures
- The BCG matrix
- Management styles
- Motivation and leadership.

Finance

- Financial laws and regulations
- Formats
- Importance of financial information to different stakeholders
- Using financial information for business / investment / hedging strategies.
- Sourcing
- Analysing ratios

Management

- Organisational structure
- Leadership style
- Management types
- Strategic and operational management
- Competing values
- Planning and monitoring performance
- Building and maintaining systems etc.

Human Resources

- Job design
- Selection criteria
- Intrinsic and extrinsic motivational theories and practices
- Job appraisals
- Training and development etc.
- Recruitment processes

Business Law

- Invitation to treat
- Offer and acceptance
- Consideration
- Terms and conditions
- Jurisdiction
- Breach of contract
- Frustration
- Force majeure
- Breach of contract
- Treaties
- INCO terms
- Arbitration
- Remoteness of damage
- Compensation etc.

Course Module Descriptions – Continued

Project Management

- Definition of project; types of project e.g. scale, formality.
- Project life cycle (definition, planning, implementation, completion and evaluation).
- Purpose, aims and objectives: defining project, background research; evaluation criteria, stakeholder needs and expectations, the role of the project manager and other project roles.
- Project team membership, communication systems, plan: set objectives, scope, budgeting, plan, plan activities; allocate tasks.
- Timescales; define resources e.g. human, physical, schedules; Gantt charts; network flow diagrams; 'float' time, implementation and monitoring
- Reporting systems; controlling costs; variance analysis; statistical analysis; benchmarking, adjusting targets; team performance evaluation, managing time and resources.

International Trade

- Specialisation
- Absolute and Comparative Advantage
- Adam Smith
- David Ricardo
- Hecksher Ohlin
- Global Supply Factors
- Global Demand Factors
- Protectionism or Trade
- GATT
- WTO
- Trade Blocs
- Exchange Rate Theories
- Balance of Payments
- World Bank
- Interest Rate Theory
- International Fisher Effect
- Globalisation
- Global STEEPLE factors
- Global SWOT Factors
- Key Players
- INCO Terms
- Letters of Credit
- Agency
- Hedging
- Factoring
- Forfeiting
- International finance and investment



English Module Descriptions

The following is taught according to the Common European Framework -CEFR of Language Learning Skills:

Grammar | Vocabulary | Reading | Writing | Listening |

Speaking EAP – English for Academic Purposes: A system of process learning of language skills

Reading

- Preparing for lectures
- Reading and understanding handouts / books / internet quotes / newspapers
- Identifying main points of text paragraphs
- Gist / Skimming for themes / Scanning for detail
- Developing opinions on the text
- Using text information for referencing/building a bibliography

Listening

- Note taking
- Identifying different opinions
- Following Cause/Effect arguments
- Understanding how examples support theories
- Identifying key points in lectures/seminars/videos/TV/Radio
- Using auditory source information for referencing/building a bibliography
- Following lines of discussion
- Adding own opinions
- Listening for detail

Speaking

- Working in teams:
- Prioritising
- People Management
- Resource Management
- Time Management
- Stress Management
- Crisis Management
- Discussion Skills
- Seminars and Presentations
- Group
- Individual
- Preparing
- Practising
- Presenting
- Evaluating
- Participating
- Structuring talks
- Formatting Slides
- Speaking from notes
- Developing an original style

Writing

- Structuring assignments
- Establishing a thesis statement
- Writing a methodology
- Writing a literature review
- Designing questionnaires
- Presenting graphs and tables
- Conducting primary/secondary research
- Analysing and interpreting data
- Triangulating data
- Upgrading vocabulary
- Efficient task achievement
- Developing cohesive arguments
- Referencing and Bibliography skills
- Using examples to support ideas
- Adding own opinion
- Introductions and conclusions
- Using cause / effect arguments
- Research skills
- Process writing – drafting and redrafting
- Reviewing original thesis



English Module Descriptions - Continued

Vocabulary

- Predictive skills
- Decoding text - auditory and written
- Recycling new vocabulary
- Identifying register / range / genre
- Encoding text – spoken and written
- Word / sentence transformations

Language

- Grammar rules / forms / patterns
- Collocations
- Phonemes
- Fluency
- Stress / rhythm / intonation
- Phatic language
- Embedded words
- Ellipsis / elision / contractions / accents

IELTS Module Description

IELTS: A system of examination techniques for passing the IELTS exam

Reading

- Global decoding
- Gist
- Skimming
- Scanning
- Key words / ideas
- Skimming
- Understanding the author's meaning
- Matching ideas and paragraphs
- Understanding the topic / sub-topic.

Writing

- Structuring essays
- Achieving task
- Cohesion
- Writing complex arguments and sentence structures
- Describing graphs, tables, maps, diagrams and processes
- Accuracy of language
- Expressing ideas
- Using correct genre
- Register

Listening

- Understanding main topic
- Visualising
- Personalising
- Predicting content
- Contextualising
- Function
- Comprehension matching ideas
- Note-taking
- Clarifying spelling

Speaking

- Fluency
- Style
- Task achievement
- Accuracy
- Phonemes
- Elision
- Phatic language
- Rhythm
- Functional language
- Discussion and presentation skills



Preparation For Other External Examinations

Where possible, we would like to help every student to prepare for an external examination, so that he or she can return home with an internationally-recognised qualification.

IELTS Examination Preparation

The ETC IELTS Examination Preparation course is designed for students who wish to enter a British university without taking A-level examinations. This course develops the students language and study skills that they will require to successfully complete a course of study at degree level

Academic Counselling Choice of University and Degree Course

ETC has formed links with several British and international colleges and universities. Our team of academic counsellors will be delighted to help students to choose the course and institution most suited to them and assist them in their application to these organisations.

Students' choice of university and degree course will be determined by their own academic record and by the different specialisations offered by each university (certain universities are famous for particular subjects and some courses are only offered by a small number of universities). In Britain, undergraduate courses normally last for three or four years.

Former ETC students have entered a great number of colleges and universities, in the UK and overseas, including the following

- Cambridge University
- London School of Economics
- UCL (London)
- Warwick University
- University of Derby
- Nottingham University
- Oxford Brookes University
- University of Manchester
- University of Birmingham
- Birmingham City University
- University of Plymouth.
- University of Brighton.
- University of Buckingham.
- Cardiff University.
- Bournemouth University.
- Bournemouth and Poole College.
- The Arts University College, Bournemouth.
- University of Waikato, New Zealand.
- Middlesex University.
- Winchester University.
- University of Chichester.

For more information about the IELTS exam, visit the official IELTS website:
<http://www.ielts.org/candidates/testpreparation/>

