

Business (Pre-Masters)

This programme is No Longer Recruiting.

Final award	Graduate Certificate in
Intermediate awards available	Undergraduate Associate Certificate
UCAS code	N/A
Details of professional body accreditation -	
Relevant QAA Benchmark statements	Level 3 in General Business and Management
Date specification last up-dated	January 2013

Profile

The summary - programme advertising leaflet

Programme content

This is a one-semester programme aimed primarily at international students who subsequently plan to join a Masters programme at the University of East London or other UK institution who do not meet the entry criteria for those programmes. The aims of the programme are:

- To prepare graduates who do not meet the admissions requirements for direct entry to be able to study at Masters level on business/management or related programmes
- To develop participants' language, critical thinking and analytical skills to enable them to successfully complete postgraduate study.
- To prepare students without an Honours degree but with alternative qualifications and relevant work experience for Master's level study
- To be a programme for any student who meets the entry criteria for a Master's but wishes to take the Graduate Certificate (Pre-Masters) as a preparatory course for study in a UK university

The programme will consist of three new 20-credit taught modules. Outline modular content is given in Table 1 for a more complete overview of the programme.

- Business English
- Study Skills for Business
- Contemporary Business and Management

The Graduate Certificate in Business (Pre-Masters) at UEL

This programme acts primarily as a bridge programme for our Business Masters provision, targeted for you if you do not meet the current entry criteria for those programmes. The Business School offers a portfolio of Masters programmes, all including study of the internationalisation of business, such as our MSc in International Marketing Management, MSc in International Business and Management, and the MA in International Human Resource Management.

This bespoke programme is specially designed to offer the best possible preparation in order to progress onto these masters programmes. The structure has been specifically designed to allow the integration of the Business English, Study Skills for Business and Contemporary Business and Management modules. This structure allows you to maximise your learning experience across the whole programme. A further advantage is that the Business English and Study Skills modules provide double the teaching hours of most standard modules, totalling 144 hours over the Semester. This is to give you the opportunity to improve your Business English and study skills and comfortably reach the levels required for Masters study. We draw upon a fund of well established expertise in international business management from our academic staff in both the Business School and our Cass School of Education.

This programme is delivered at our newly opened, award winning, Docklands campus, whose learning facilities have been rated amongst the best in London. The programme has built in flexibility, as there is a choice of start dates each academic year.

Admission requirements

You can apply for this programme if you:

- have a third class degree, or equivalent, in virtually any discipline
- have a 3-year Diploma in a business related area from a recognised university or college with some relevant work experience for Master's level study, which could include experience gained from part-time work or from a placement/internship
- students who have successfully completed a non-Hons degree overseas
- meet the entry criteria for a Master's (see table below) but wish to take the Graduate Certificate (Pre-Masters) as a preparatory course for study in a UK university

Applicants will also require a recognised English language qualification with 5.5 in IELTS overall with a minimum of 5.5 in writing and speaking or its equivalent level English language qualification.

If you have other qualifications, your application will be considered on its individual merits. Students with an IELTS score - or equivalent - lower than 5.5 may be able to attend a pre-sessional English course before beginning the programme.

All of your international qualifications will be checked for appropriate matriculation to UK Higher Education postgraduate programmes.

Admission requirements for direct entry onto our Business Masters programmes are as follows:

(A good degree = UK Hons 2:2 or equivalent)

Programme	Standard Academic Requirements	IELTS
MBA General Management / International Business	A good degree plus at least 2 years full-time managerial level work experience post graduation	6.5
MBA Public Services	A good degree plus at least 2 years full-time relevant work experience post graduation	6.5
MSc Financial Management	A good degree in Economics, Finance, Accounting or Business Studies	6

MSc International Business Management	A good degree in virtually any discipline, although preference will be given to those with a background in business, the social sciences, engineering or law	6
MA International Human Resource Management	A good degree in Business, Business Studies; Business Administration; Management	6
MSc International Marketing Management	A good degree in Business; Business Studies; Business Administration; Marketing; Management	6
MSc Project Management	A good degree in any subject, together with an effective personal statement	6
MSc Risk Management	A good degree in any subject, together with an effective personal statement	6

Please note that the entry requirements for the MBA programmes are significantly different from the other MA and MSc programmes. Candidates who follow the Graduate Certificate in Business (Pre-Masters) would not automatically qualify for entry onto the MBA programmes unless they fulfilled the entry requirements detailed in the above table. The English language entry requirement for the MBA is IELTS 6.5 or equivalent. If you wish to apply for the MBA, the English Language Centre will test your English, free of charge, following your Graduate Certificate (Pre-Masters) programme.

Programme structure

This full-time programme will last for one semester and consists of three 20-credit taught modules, in line with UEL's Academic Framework. There are three semesters in each academic year, beginning in September, February and June.

All the modules are compulsory and will be delivered in the following way:

Module	Delivered By
<p>Business English The content of the module will enable you to reach a minimum 6.0 IELTS language proficiency level or equivalent, which is required to undertake postgraduate degree studies. It will also develop your knowledge of business vocabulary and the language you will</p>	English Language Centre

use in your subject area. Moreover, your level of awareness of cross-cultural issues in the international business environment will be raised. This will be achieved with reference to the content of the Contemporary Business and Management module. This module has 6 classroom hours per week.

Study Skills

This module integrates language and academic skills work with subject-specific business content, and develops the intellectual skills of critical thinking and analysis. It aims to bring students to a level of competence to be able to comfortably and successfully undertake postgraduate degree studies.

The content of this module is closely linked to the content of the Business English and Contemporary Business and Management modules and has 6

English
Language
Centre

classroom hours
per week.

**Contemporary
Business and
Management**

The primary aim
of this module is
to provide you
with an
appreciation of the
concepts of
business and
management and
the tools necessary
to study Masters-
level business
programmes. We
aim to build your
knowledge of
management as
well as to develop
your skills in
applying that
knowledge in
practice through
case studies. It
addresses
organisations from
a global
management
perspective,
investigating a
diverse range of
approaches
emphasising the
philosophy,
strategy and style
of management
that organizations
can use to gain
competitive
advantage.

Business
School

The programme is designed so that you come to understand the integrated nature of business activity and functions, beginning with an analysis of the international business context and the managerial skills required to operate effectively within it.

The programme has been designed to be fully integrative. You are encouraged to view the modules not in isolation but to see the skills within and content of all 3 modules as interlinked. This is achieved through topics of study in the Contemporary Business and

Management module informing and providing a focus for the language and skills provision in the other modules.

Upon successful completion of the programme, you will have reached the required IELTS, or equivalent, level English language skills to obtain entry onto a Masters programme. You will also have gained an appreciation of the context and practice of business and have developed the necessary study skills needed to pursue a Masters degree.

Learning environment

The programme is taught at the Business School, a new purpose-built facility in Docklands. The Business School is one of the largest schools at the University of East London, with over 2,000 students on campus, taught by some 60 academic staff. The University of East London itself is a diverse academic community with students from over 100 different countries.

There is a very high investment in appropriate technology and the Business School has extensive computing facilities.

The learning environment sets out to promote active and reflective learning by participants, with extensive scope for group work and problem-based learning, using case studies and analyses. This is achieved through four main forms of learning and study.

1. **Lectures** - which set the context for learning, introduce themes, and structure regular reading. The aim is an interactive experience in which programme participants can draw on - and challenge - module tutors.
2. **Seminars and workshops** - which offer scope for exploring case studies, group work in preparing presentations, and exploring the main academic literature of the disciplines.
3. **Self-directed learning** - based on a framework provided for each module, involving structured reading and problem-solving.
4. **A Virtual Learning Environment (VLE)** - your independent study is supported through the use of UEL Plus, which is our online learning tool.

Assessment

There is a range of assessment methods on the programme. Each module is assessed separately, using different mixes of assessment - such as coursework assignments, a learning journal, group presentations and reports, and exams. The aim is to assess a range of skills.

Assessment takes place during the semester in which the module is taught, and, as a rule, there are three assessment tasks in each taught module.

Our programmes adhere strictly to the University regulations on assessment, designed to ensure fairness and maintain the quality of our awards. All work for assessment is internally moderated and monitored by external examiners.

Students who are unsuccessful at their first attempt will be allowed to retake the relevant assessment at the next available opportunity. This is usually the following Semester.

Relevance to work/profession

The learning outcomes of this programme reflect the approach taken by the UK Quality Assurance Agency in its guidelines for Level 3, pre-masters programmes in business and management. Pre-Masters programmes add value to first degrees by enabling individuals to develop in three ways that are central to a career in a commercial business or international organisation.

- **Firstly**, they develop an integrated understanding of the field: that is, they enable you to see business in its context, and in its relationship to other central dimensions of business life.
- **Secondly**, they require participants to become critically aware in their engagement with the subject; that is, they enable you to assess evidence for and against a point of view, to challenge the presuppositions of a theory, and to be equipped to engage in research to corroborate or refute an argument.
- **Thirdly**, you will develop a skill-set relevant to Masters level study, including recognised managerial competencies and the capacity to undertake both 'hard' and 'soft' analysis. Cross-cultural sensitivity will enable their application of these skills in multi-national and multi-cultural environment

These skills are central in fostering the mature, positive, yet critical approach which organisations need if they are to develop and thrive in a complex and rapidly changing economic, business and political context.

Thesis/Dissertation/project work

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Added value

International students on this programme will be able to attend a comprehensive induction programme run by the International Office as well as the Pre-Masters programme induction. Furthermore, you will be invited to take advantage of day trips around the UK and various other social activities.

This programme provides the skills and knowledge to enable you to progress onto programmes of Postgraduate study and provides direct access to many of the Masters programmes in the Business School.

Your future career

Graduates from the programme can be expected to progress to the Masters programmes.

Our graduates will be helped in their career progression as international managers and provided with a rich foundation for the development of their managerial and leadership competencies in the future.

How we support you

The programme aims to provide consistent and continuing support for you through staff involved in teaching, administration and programme management. A key contact point is the

Business School Helpdesk, which can help with a range of enquiries. Academic support will be provided by module leaders and the programme leader

In general support is provided through,

- a programme leader, who will normally be your personal tutor
- accessible and supportive module tutors
- student support centre with dedicated staff
- UEL's Student Services team of experts
- induction process that aims to develop key skills for UK study
- an ongoing parallel support programme of English language and study skills
- an on-line facility for learning skills
- large learning resource facility with on-line databases
- self-study areas

Bonus factors

You will benefit from our modern Business School building and Learning Resources Centre at our Docklands campus, which is within easy reach of the City of London and very close to the rapidly developing financial centre of Canary Wharf. The campus and UEL are also at the heart of a vibrant and growing area preparing for the 2012 Olympics.

Outcomes

Programme aims and learning outcomes

What is this programme designed to achieve?

This programme is designed to give you the opportunity to:

- Build your knowledge of concepts of business and management in an international context as well as to develop an understanding of the skills required to apply that knowledge
- Develop a range of academic and business English language and analytical skills
- Develop communication skills and the ability to assume a variety of team and leadership roles
- Develop the skills to be able to collect, analyse and synthesise qualitative and quantitative information from across a range of business areas, in order to support the decision-making process
- Develop your overall English language base to reach the standard required for postgraduate studies, with a focus on business English and vocabulary
- Enable you to adapt to a different academic culture and way of learning
- Develop your ability to become a more independent learner
- Improve your reading, writing, speaking and listening skills in a British academic context

What will you learn?

Knowledge

- Demonstrate an understanding of the key business and management concepts
- An appreciation of emerging issues in international business and management
- Demonstrate an understanding of the functional aspects of a business, such as Human Resources, Marketing and Finance
- Recognise the interdependencies of these different business functions, organisational strategies and the business environment
- Produce complex grammatical structures and know how to use them accurately and appropriately in a wide range of business contexts

Thinking skills

- Critically reflect upon the various alternatives that have to be considered in the decision-making process
- Conduct secondary research on identified issues and to analyse and evaluate the findings
- Engage effectively in a variety of interactive situations
- Adapt to the requirements of a new academic environment, such as critical thinking/reading in order to formulate an argument

Subject-Based Practical skills

- Write effective business reports, responding to the needs of different stakeholders and audiences
- Integrate your business and management learning with your developing English language and study skills

Skills for life and work (general skills)

- Offer an enhanced skill set to increase employability, including planning, reflection, time management and research skills
- Undertake two-way communication with different audiences, using a range of media
- Show high levels of personal effectiveness, such as self-reflection, sensitivity to diversity and self-management
- Work effectively as a member of a team and individually

Structure

The programme structure

Introduction

All programmes are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 0 - equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme
- 1 - equivalent in standard to the first year of a full-time undergraduate degree programme
- 2 - equivalent in standard to the second year of a full-time undergraduate degree programme
- 3 - equivalent in standard to the third year of a full-time undergraduate degree programme
- M - equivalent in standard to a Masters degree

Credit rating

The overall credit-rating of this programme is 60 Level 3 credits.

Typical duration

The length of the programme is one semester, which is 15 weeks.

How the teaching year is divided

Entry is at three points per year, in September, February and June. A typical student registered in a full-time attendance mode will study three 20 credit modules per semester.

What you will study when

Module title	Credit status	
Business English	30	Core
Study Skills	30	Core
Contemporary Management	30	Core

Requirements for gaining an award

In order to gain the Graduate Certificate (Pre-Masters), you will need to obtain 60 credits at Level 3.

Masters Award Classification

Where a student is eligible for an Masters award then the award classification is determined by calculating the arithmetic mean of all marks and applying the mark obtained as a percentage, with all decimal points rounded up to the nearest whole number, to the following classification

70% - 100%	Distinction
60% - 69%	Merit
40% - 59%	Pass
0% - 39%	Not Passed

Assessment

Teaching, learning and assessment

Teaching and learning

The programme embraces a range of teaching and learning approaches, each intended to enable you to develop the knowledge and skills required for entry onto a Business Masters programme.

You will be expected to lead discussions based on your own research, and be able to work in groups and present solutions to problems to your classmates. You will be encouraged to reflect on and take responsibility for your own learning. Workshop and seminar groups are a key component of the programme and aim to help you develop your language and study skills in order to analyse the underlying principles and practices of business and management. The main approaches to teaching and learning on the programme can be summarised as:

- An emphasis on the role of learners in acquiring knowledge
- A need to develop the skills of self-managed learning
- An awareness of the challenge of working at postgraduate level and the importance of developing a critical approach to study

Knowledge is developed through:

- Integrated tutor led lecture and class/group seminar/case study/discussion
- Business English language and Study Skills workshops
- Independent study to prepare for group discussion and presentations
- Independent study to prepare for assignments and report writing
- Reference and access to literature resources, including academic and business journals and databases

Thinking skills are developed through:

- Seminars, workshops and group work
- Case studies and associated problem-solving activities
- Structured group/seminar discussion
- Written assignments
- Presentations of prepared work

Practical skills are developed through:

- Researching presentations and projects both group and individual
- Analysis of secondary data
- Group work
- Case studies and workshops

Skills for life and work are developed through:

- Report writing

- Presentations
- Participation in group/team work
- Tutor directed learning

Assessment

A range of assessment is used on the programme, intended to establish whether the learning outcomes for each module have been achieved, and to promote self-managed and reflective learning.

Knowledge is assessed by:

- Group presentations
- Individual course work/assignments
- Tests

Thinking skills are assessed by:

- Group work
- Presentations
- Assignments, which may be based on case studies

Practical skills are assessed by:

- Compliance with presentational requirements for assignments
- Preparing and delivering the presentations
- Analysis of secondary data

Skills for life and work (general skills) are assessed by:

- Presentations
- Assignments
- Research case Analysis
- Tests
- A variety of tasks including those undertaken on an individual basis or in a group

Quality

How we assure the quality of this programme

Before this programme started

Before this programme started, the following was checked:

- there would be enough qualified staff to teach the programme;
- adequate resources would be in place;
- the overall aims and objectives were appropriate;
- the content of the programme met national benchmark requirements;

- the proposal met other internal quality criteria covering a range of issues such as admissions policy, teaching, learning and assessment strategy and student support mechanisms.

This is done through a process of programme approval which involves consulting academic experts including some subject specialists from other institutions.

How we monitor the quality of this programme

The quality of this programme is monitored each year through evaluating:

- external examiner reports (considering quality and standards);
- statistical information (considering issues such as the pass rate);
- student feedback.

Drawing on this and other information, programme teams undertake the annual Review and Enhancement Process which is co-ordinated at School level and includes student participation. The process is monitored by the Quality and Standards Committee.

Once every six years an in-depth review of the whole field is undertaken by a panel that includes at least two external subject specialists. The panel considers documents, looks at student work, speaks to current and former students and speaks to staff before drawing its conclusions. The result is a report highlighting good practice and identifying areas where action is needed.

The role of the programme committee

This programme has a programme committee comprising all relevant teaching staff, student representatives and others who make a contribution towards the effective operation of the programme (e.g. library/technician staff). The committee has responsibilities for the quality of the programme. It provides input into the operation of the Review and Enhancement Process and proposes changes to improve quality. The programme committee plays a critical role in the quality assurance procedures.

The role of external examiners

The standard of this programme is monitored by at least one external examiner. External examiners have two primary responsibilities:

- To ensure the standard of the programme;
- To ensure that justice is done to individual students.

External examiners fulfil these responsibilities in a variety of ways including:

- Approving exam papers/assignments;
- Attending assessment boards;
- Reviewing samples of student work and moderating marks;
- Ensuring that regulations are followed;
- Providing feedback through an annual report that enables us to make improvements for the future

Listening to the views of students

The following methods for gaining student feedback are used on this programme:

- Module evaluations
- Student representation on programme committees (meeting 2 times per year)

Students are notified of the action taken through:

- Summarising mid-module feedback on the UELPlus site (our Virtual Learning Environment) for the module and detailing relevant actions in response
- Discussion of summaries of all completed module feedback in the programme committee and relevant actions to be taken at modular and programme-level
- Posting the minutes of the programme committee on the Graduate Certificate's (Pre-Masters) UELPlus site

Listening to the views of others

The following methods are used for gaining the views of other interested parties:

- Formal contact with external examiners
- Approval for major changes in the programme via the School's Standing Quality Committee , programme committee and external examiners
- External industry and practitioner views
- Reports of the placement coordinator

Further Information

Alternative locations for studying this programme

Location	Which elements?	Taught by UEL staff	Taught by local staff	Method of Delivery
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Where you can find further information

Further information about this programme is available from:

- The UEL web site <http://www.uel.ac.uk>
- The student handbook
- Module study guides
- UEL Manual of General Regulations www.uel.ac.uk/qa
- UEL Quality Manual www.uel.ac.uk/qa
- Regulations for the Academic Framework www.uel.ac.uk/academicframework
- School web page www.uel.ac.uk/business