



PostGraduate Diploma in MANAGEMENT



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Birmingham College

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Access to the University Resources

All students studying at Birmingham College will have access to thousands of books, journals and online resources of partner universities. A local city library is just a five- minute walk from the college campus and a large number of business-related journals, articles, magazines and books are available on:
<http://wwwm.coventry.ac.uk/Library/services/Pages/Collaboratinginstitutions.aspx>

Duration

The duration of the course is 12 months full-time.

Intake Details

There is only one intake during the academic year (September). However, the Pre-session courses (3 months and 6 months) are available for students.

Fees

Tuition fees for international students are £6,900 p.a. for full-time study. Scholarships and Early Payment Discount is available.

Career and Higher Education opportunities

With this qualification participants can expect to pursue careers in Management, in Business and in Industry both nationally and internationally. On completion of the programmes, individuals may be able to join MA, MSc, MBA programmes with some experiences.

Admission Requirements

Candidates applying for admission onto the programme will normally be expected to have:

- ▶ At good honours degree from a university or its equivalent;
- ▶ Evidence of satisfactory English language skills is required for candidates where English is not their first language, such as IELTS 6.5. A booster Pre-session course session is available which focuses both on IELTS and academic study skills.

Candidates without the above but with significant appropriate experience may be admitted to the award, providing they can satisfy the University as to their capacity to respond to the challenge of a postgraduate award.

Candidates may be admitted to the award with Advanced Standing on the basis of exemptions from previous studies, or postgraduate credits acquired from similar awards from other HE institutions.

please visit www.bcol.co.uk for more information.



Accreditation & Awarding Body Coventry University (www.coventry.ac.uk)

Coventry University is a state-funded university in the UK. Coventry is an evolving and innovative university with a growing reputation for excellence in education. Independent surveys show that the institution provides a caring and supportive environment, enriched by a unique blend of academic expertise and practical experience. Coventry University was 'Highly Commended' in the Entrepreneurial University of the Year category at the Times Higher Awards 2008.

Delivery Location

The course will be delivered at Birmingham College.

Faculty

The Faculty includes independent professors, senior lecturers and professionals who have considerable experience of teaching at UK universities. All team members are individuals with enthusiasm for their subject areas in terms of updating their specialist knowledge and imparting their experience and expertise to others.

How to apply?

'Online', 'MS Word & PDF format' application forms are available on the www.bcol.co.uk
Contact the College directly via telephone: 00 44 121 212 0888 or email: in@bcol.co.uk
Contact our local representative (see below)

CONTACT Birmingham College

BMI Building, 9 Margaret Street,
Birmingham B3 3BS UK.

Tel: +44 (0) 121 212 0888
Fax: +44 (0) 121 212 0666

E-mail: in@bcol.co.uk | www.bcol.co.uk





BMI Building



Library Facility at BMI



Classroom



Lecture Theater



Café Bar



Student Services



Programme structure & Assessment

The programme is modular in structure, comprising 120 credits which are studied on a full-time basis over a period of 12 months.

Managing Human Resources in the Global Context (20 credits)

The module is evaluated by a coursework assignment (70%) and a group-based presentation (30%).

The aim of this course is to provide students with an appreciation of the key developments of various aspects of human resource management in the global context. It will also cover issues related to the integration of human resource strategy into the corporate strategy and its impact on organisational performance. Further, it will help students to understand the dynamics related to the core topics of resourcing, learning and development, employment relations, managing diversity and emerging patterns of work practices in the multinational.

International Finance Management and Accounting (20 credits)

The module is evaluated by a group written assignment of 4,000 words (40%) and a two-hour closed book examination (60%).

The module aims to increase students' knowledge of the theory and practice of International Financial Management and Accounting. The module reviews various theoretical approaches adopted or proposed for the development of International Financial Management and their role in multinational organisations. The module covers materials on the practice of International Financial Management and Accounting and presents this discipline in a broad context of organisational management. The module will be based on the notion that the primary aim of a multinational business organisation is to identify and pursue a successful long-term competitive strategy. A specific emphasis will be given to the role and application of accounting in general and international accounting standards in particular in multinational organisations.

Marketing Management in a Globalised Business Environment (20 credits)

The module is evaluated by a two-hour closed book examination (50%) and a group written assignment of 4,000 words (50%).

The module aims to provide a critical and systematic understanding of theory and practice in marketing within a global environmental context. Marketing is the business discipline which delivers value to customers and it is within this context that students will gain a comprehensive understanding of marketing tools and techniques and their limitations. Insights into the relationship between marketing and strategy, marketing and the customer, marketing and operations and marketing and the brand will emerge from service, manufacturing, technological and consumer product perspectives. The course will trace the development and application of marketing theory embracing the experiences of FMCG approaches, through to business to business and marketing relationships and by critically identifying theoretical synergies which underpin marketing decision making from both domestic and international perspectives.

Cross Cultural Management Skills (10 credits)

The module is evaluated by a written three-hour unseen examination based on a pre-seen case study that requires participants to apply their knowledge of relevant theory and apply their analytical and problem solving skills.

This module aims to prepare participants for careers in an environment of strong global interdependence, with wide differences in organizational and cultural values and growing cultural diversity among employees and customers. It will enhance participants' cross-cultural competence in readiness for their career with an ever-increasing number of cross-cultural interactions in the workplace. It provides participants with insights that develop and enhance values and behaviours that can be regarded as 'appropriate' in international business, especially skills necessary for cross-cultural interaction. In essence this module encourages the development of a global mindset for the global market place.

Operations Management (10 credits)

The module is evaluated by a three-hour closed book examination (50%) and coursework in groups of 3 people (50%)

This module aims to provide students with the theoretical understanding needed to underpin business processes and decision-making across strategic, tactical and operational levels; to build upon this learning in order to allow students to develop the techniques for modelling a variety of scenarios improving organisational performance; to allow students to develop their critical understanding of the tools and techniques of operations management in order to integrate suppliers and customers with the internal supply chain.

E-business Management (10 credits)

The module is evaluated by an individual assessment (50%) in a written essay of 2500 words and a three-hour examination (50%).

The module aims to equip the students with knowledge and skills to understand and manage new ways of doing business in the digital economy. The module takes an organizational and business approach as opposed to a technological one and introduces the key concepts of e-business, highlighting such important issues as the new business environment, business models, internet marketing and implementation. This module addresses theoretical and practical aspects of e-business through an exploration of the digital economy.



By the end of the module it will strengthen the students' understanding of IT applications in business and enable them to utilise IT for competitive advantage.

Entrepreneurship, Innovation & Creativity (10 credits)

The module is evaluated by a 20-minute presentation of a business plan (30%) and a 3000 words business plan document (70%).

The purpose of this module is to create awareness of how the socio-economic context shapes the entrepreneurship process and alert participants to the critical success factors that impact on entrepreneurial venturing. By considering case studies and findings of relevant research, participants will become aware of the significance of entrepreneurial activities in different contexts and develop a sound knowledge base and valuable skills relating to identifying and exploiting successfully entrepreneurial opportunities in the private, public and third sector.

Different aspects of the entrepreneurship process will be considered, including the importance of contextual forces, the relevance of creativity and innovation, the ability to mobilise resources, nurture a conducive culture, strategise effectively and exercise control, as well as the role of relevant policy in stimulating entrepreneurship. The module aims to actively engage learners through a series of lectures/seminars focusing on specific topics covering these domains and their interrelation.

Business Ethics (10 credits)

The module is evaluated by an individual assignment (50%) and a group presentation (50%).

This module aims to provide students with knowledge of ethical issues involving business, a sound understanding of both individual and social aspects of business ethics and an appreciation for new or alternative perspectives of ethics, particularly in relation to issues of globalisation.

This module introduces the concept of ethics in business, ethical codes of business conduct, the understanding of ethics across cultures, examples and the notion of business ethics. This module takes ideas from a range of disciplines to help understand, analyse and resolve ethical dilemmas in management. It explores the concept of CSR (Corporate Social Responsibility) and Sustainability in relation to ethics.

Global Business Economics (10 credits)

The module is evaluated by a coursework assignment (60%) and a group-based presentation (40%). A 30-minute Group Presentation - (20-minute presenting and 10-minute question & answer session).

The aim of the module is to help students understand the dynamics of global business and the complex environment within which individuals, firms and nations operate. Its primary focus will be multinational enterprise but within the comparative and cross-cultural management perspectives. It will provide global frameworks that act as an overall guide to strategy formulation and help broaden the individual's and firm's knowledge and understanding about multinational management issues. An analysis of key contributions in the field of international strategy (e.g., entry modes to international markets and Porter's framework) will help students to understand how multinational companies and nations become global economic players. Further, an understanding of a range of cross-cultural issues (national culture, managing human resources in a global context) will provide a basis for understanding and evaluating the economic and organisational implications of strategic decision-making in the multinational and cross-cultural contexts.

Diverse Teaching Methods - One Size Does Not Fit All

As part of the programme, the student has opportunities to learn in a variety of ways, including case studies, role-plays, and simulations. Because we know that not one approach can effectively address the range of challenges to be encountered throughout a career, this diverse education is designed to give the breadth and depth of skills and experience needed for success.

We choose the most appropriate method for each subject. For example, a strategy course might use case studies while an accounting course might combine discussions and case studies.

We firmly believe in learning by doing. Being a small programme enables us to provide our students with intimate, hands-on learning experiences that give ongoing opportunities to bridge academic theory and real-world practice.

Teaching Methods

- ▶ Case studies
- ▶ Discussions
- ▶ Face-to-face feedback
- ▶ Learning labs
- ▶ Problem-solving sessions
- ▶ Role-plays
- ▶ Simulations
- ▶ Team projects
- ▶ Theoretical overviews

Visiting Leaders (Tap the Best Minds)

The top industry leaders visit Birmingham College regularly, giving students real-world insight into critical management issues. We invite industry leaders to share their knowledge with students through courses co-taught with faculty, lectures, and a variety of other forums.

Faculty members often invite leading practitioners to help students test ideas against real-world experience. In many cases, these guests teach jointly with the lecturer.

