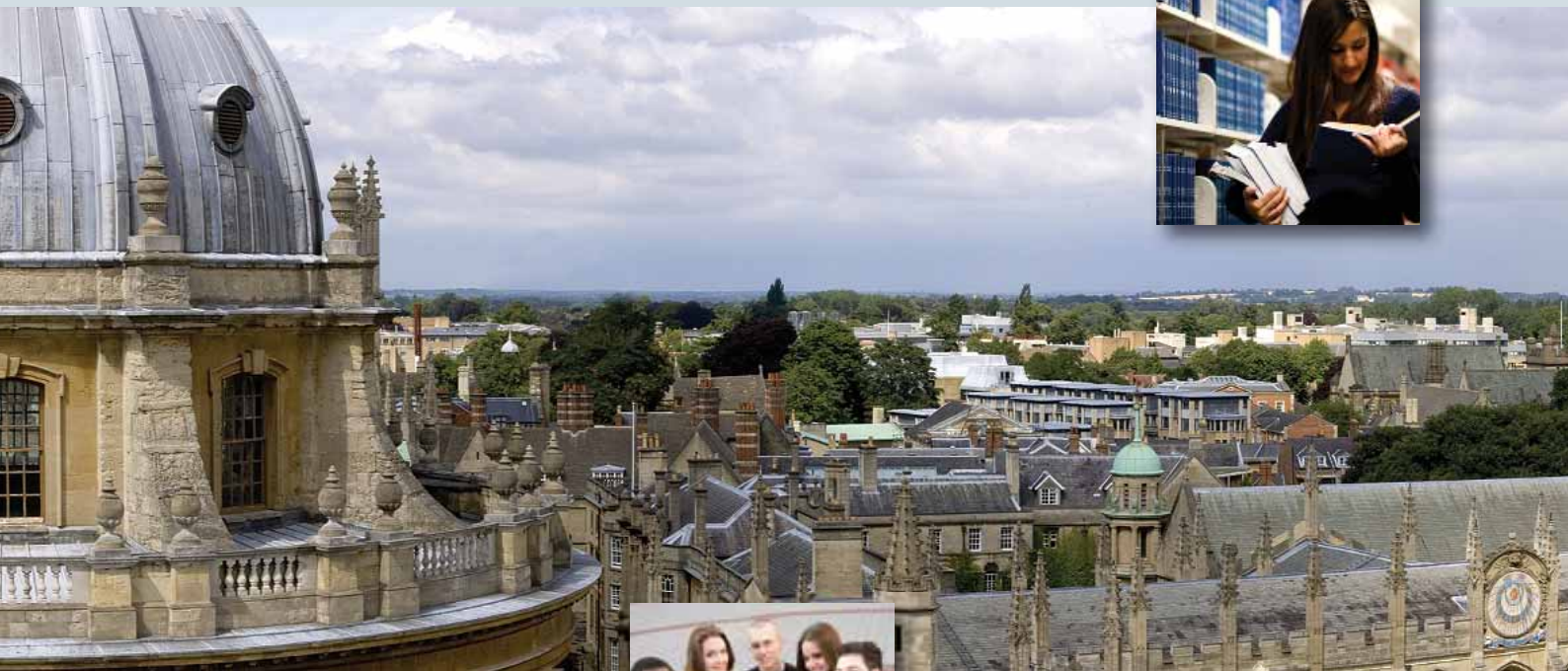


OXFORD BUSINESS COLLEGE



An independent centre of excellence
offering courses to suit all levels

UNIVERSITY PREPARATION COURSES

HNC/HND IN BUSINESS

TOP-UP BA (HONS) IN BUSINESS MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION (MBA)

PROFESSIONAL MARKETING COURSES (CIM)

PROSPECTUS



Oxford has been a city of learning since the 13th century and, over the years, has continued to grow in status, with the University becoming an acclaimed centre of education. The number of students that come here to study continues to increase, as many other educational establishments are formed alongside the University, naturally securing much benefit from the academic climate which predominates in the city. Oxford is also fortunate to have an extensive range of social, cultural and sporting opportunities. Inside the city there is a wealth of cinemas, theatres, galleries, concerts and societies. Outside, Oxford is surrounded by wonderful countryside. There are good rail and bus links both between other major cities and within Oxford itself. The city thrives as a Centre of educational and cultural excellence.



The College is supported by a large number of qualified tutors.

Neil Anderson, BA, CELTA
Business English, Academic English

Nigel Brown, BSc, MBA, DipTEFLA
Human Resource Management

Andrew Delves, BSc, MBA (Oxon),
CPIE Strategic Management

David Fogg, BA
Marketing

Robin Harrison, MA, MCIM
Marketing, Business Environment

Mark Hull, BSc, MBA,
International Finance, Strategic Management

Thor Indridason, BA, MSc, PhD (Oxon)
Human Resource Management, International Business Strategy

Mark Norton BA, CELTA, PGCE
Business Management

Andrew Pearson, MBA, MCIM
Marketing, Operational Management

Ramesh Ramiah BEcon, MBA
Operational Management

Tony Tooth, MA, MBA
Accounting, Quantitative Methods

The College is recognised as efficient by the British Accreditation Council.



Principal
Stanley Hunter MA (Oxon) MCIM

Vice Principal
Priscilla Clark-Christopher

Head of Admissions
Anthony Considine BA (Hons) CELTA

College Bursar
Sharon Foulkes ACCA

Accommodation Officer
Verona King



OXFORD BUSINESS COLLEGE

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Web: www.oxfordbusinesscollege.co.uk

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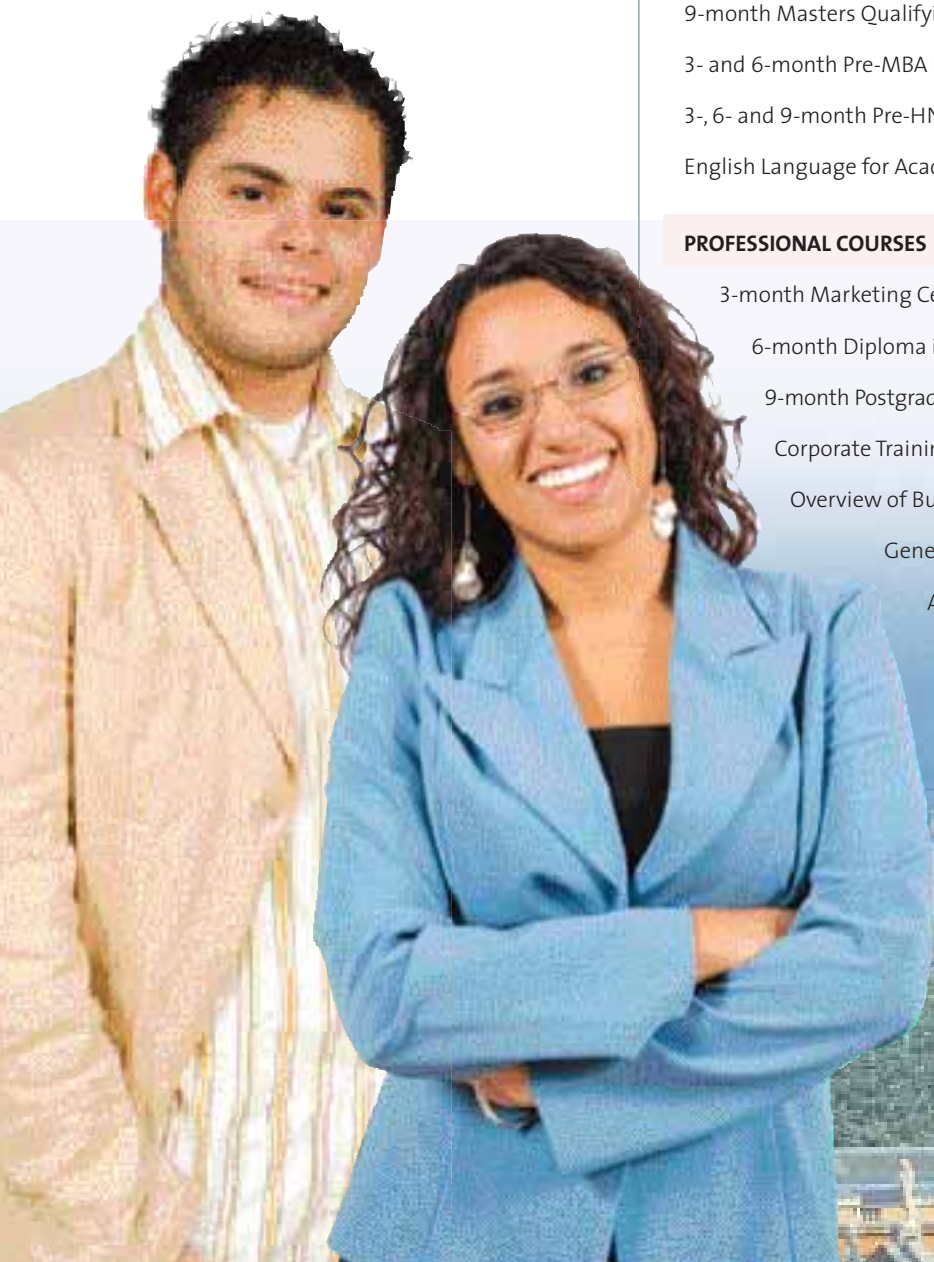
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INTRODUCTION TO THE COLLEGE

Oxford Business College is an independent education training establishment situated in the centre of Oxford, close to many of the university colleges, and therefore in a perfect position to enjoy all the facilities the city has to offer.



CHOICE

The College has always been at the forefront of education. 20 years ago we introduced the University Foundation Programme, a modular course that is suitable for university entry, without A-levels. The College now has a Higher National Certificate (HNC) and a Higher National Diploma (HND), which provides students with access to a University of Sunderland 1 year top-up degree at Oxford Business College. Alternatively, students can apply to study their Degree at a UK university, starting in either the second year (after successfully completing the HNC) or the third year (after successfully completing the HND).



The College has also teamed up with the University of Sunderland for their top-up Master of Business Administration (MBA). The course consists of a 6-month Diploma in Management Studies (DMS), a renowned qualification in its own right, followed by a 9-month top-up MBA.

...every tier of learning, from preparatory courses for degrees through to qualifying courses for University Masters programmes

The College has a number of qualifying courses, from 3 to 9 months duration, which enables students who do

not meet our entry standards the chance to gain an acceptable entry qualification. For the past 16 years the College has been delivering Professional Marketing courses, administered by the Chartered Institute of Marketing (CIM) and more recently we have been delivering corporate training courses to delegates from Ernst & Young (Japan) in Business Communication techniques.



Thus, the 'choice' at the College covers virtually every tier of learning, from preparatory courses for degrees through to qualifying courses for University Masters programmes, including the College's own MBA Programme. The College is also now in a position to offer fully accredited and recognized University degrees and Masters programmes.

FLEXIBILITY

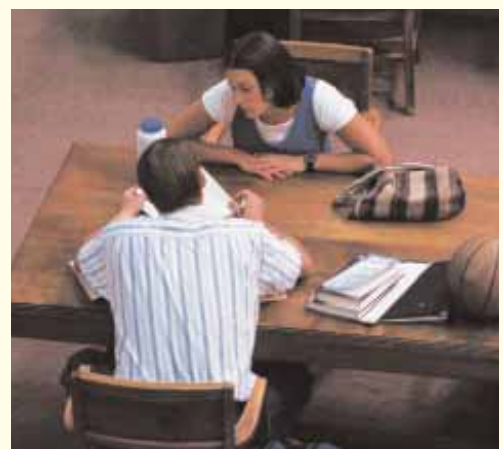
The Higher National Certificate (HNC) and Higher National Diploma (HND) allows students to start their studies in September, January, April and July with the majority of subjects being assessed rather than examined – students can either remain at the College to complete their Degree course or can go on to a wide selection of top UK universities, starting in either the second or third year, after successfully completing the HNC and HND respectively.

Similarly, the Masters Qualifying Programme (MQP), degree courses and the MBA all have flexible start dates with examinations being held four times a year and also four times a year.

OPPORTUNITY

The success of the College stems from the opportunities available to students on completion of their course of study. The HNC and HND can either give direct entry into university (without A-levels), on either the second or third year of a degree programme, or provide an entry qualification for a professional course, such as the Chartered Institute of Marketing's Professional Certificate / Professional Diploma. They can also be used as a stepping stone into employment.

Whether it is a business or marketing course that you wish to study, or a degree and Masters qualification, the College, with its 20 years of experience, is able to offer you guidance and help on a one-to-one basis.



BUSINESS AND MARKETING COURSES

HIGHER EDUCATION COURSES: UNIVERSITY OF SUNDERLAND

Oxford Business College has, over the years, gained a reputation as a centre of excellence amongst various Examining Bodies and Professional Institutes. The College offers business and marketing courses to suit all levels of ability.



HIGHER EDUCATION COURSES: UNIVERSITY OF SUNDERLAND

The College offers courses which lead to an Undergraduate Degree and Postgraduate Masters qualifications, awarded by the University of Sunderland, as well as providing students with direct access to programmes of study at the majority of UK universities. Alternatively, our courses provide you with the opportunity to move straight into a career. See pages 4 to 9 for more information.

HIGHER EDUCATION COURSES: OXFORD BUSINESS COLLEGE

The Oxford Business College is able to provide students with access onto a bespoke Master of Business Administration (MBA) with an option to specialize in either Business Management or Marketing. The Marketing MBA includes the Chartered Institute of Marketing's (CIM) renowned Diploma in Marketing, effectively giving students two distinct qualifications. Moreover, students can elect to study on a 12, 15 or 18 month programme of study, dependent on their level of English and their academic ability. See pages 8 to 11 for more information.

QUALIFYING COURSES

Students may not have the requisite qualifications for entry on to one of the Higher Education courses and so a number of qualifying courses are available. The College has a Pre-HNC/HND programme that can be studied on a 3, 6 or 9 month period as well as a Pre-MBA over 3 or 6 months and a Masters Qualifying Programme (MQP) over a 9 month period. For specific information relating to these programmes, and which period is most appropriate for you, please consult pages 12 to 15 in this Prospectus.

PROFESSIONAL COURSES

The marketing courses are administered by the Chartered Institute of Marketing, which is now the largest and most successful marketing organisation in Europe.

The following marketing courses are available:

- **Professional Certificate in Marketing**
- **6-month Professional Diploma in Marketing**
- **9-month Professional Post-Graduate Diploma in Marketing**
- **Bespoke short Corporate Training courses**

Students on all courses have access to the internet and general use of the College's computer facilities.



BUSINESS AND MARKETING COURSES

HIGHER EDUCATION COURSES: UNIVERSITY OF SUNDERLAND



EDEXCEL AND UNIVERSITY OF SUNDERLAND

BA (Hons) in Business Management

YEAR 1: HIGHER NATIONAL CERTIFICATE (HNC) AND HIGHER NATIONAL DIPLOMA (HND)

The BA (Hons) programme in Business Management is made up of a one year BTEC Higher National Certificate (HNC) and a Higher National Diploma (HND) followed by a one year 'top up' degree course which is awarded by the University of Sunderland.

The HNC/HND are accredited BTEC qualifications, awarded by Edexcel and are made up of sixteen subjects – ten subjects relate to the HNC and six subjects to the HND. The course is assessed predominantly through assignments – there are just two examinations on the HNC and two on the HND. All of the sixteen subjects have comprehensive workbooks, which students can keep for future reference, and teaching is conducted in small groups.

Course Structure

HIGHER NATIONAL CERTIFICATE (HNC)

Marketing
Managing Financial Resources and Decisions
Organisations and Behaviour
Business Environment
Business Decision Making
Managing Professional Development
Working With and Leading People
Managing Activities to Achieve Results
Managing Communications, Knowledge and Info.
Research Project

HIGHER NATIONAL DIPLOMA (HND)

Introduction to the Internet and E-Business
Human Resource Management
Marketing Planning
Common Law
Project Management
Business Strategy

For more detailed information about these subjects please contact the Oxford Business College

EDEXCEL: PROFILE

The HNC and HND qualifications are administered and awarded by Edexcel.

Edexcel is the largest awarding body in the UK with a history spanning nearly 30 years. During this time Edexcel has developed a diverse range of academic and vocational qualifications and prepared course specifications, as well as assessing, examining and providing quality control of qualifications and certifying achievement.

In the UK Edexcel qualifications are offered by over 4200 secondary schools, 450 further education colleges, more than 80 higher education institutions, 800 public and private sector employers and, increasingly, e-learning providers. Internationally, Edexcel operates in 112 countries.

“Studying the HNC/HND at Oxford Business College suits my learning style where, for the majority of subjects, I handed in an assignment to be assessed rather than sit an examination. I also had so many choices of where I could study my Degree once I completed the course.”



The Edexcel HNC and HND qualifications are recognized by all UK universities giving direct entry to their respective Business related Degree programmes.

Students who successfully complete the HNC at Oxford Business College will be eligible for direct entry to the second year of a Business related Degree at a majority of UK Universities. Those students who gain a Merit profile or Distinction profile on the HND can enter the third year of the Degree. Alternatively, students can remain at the College and join the final year of the University of Sunderland Degree in Business Management.

ENTRY REQUIREMENTS

Education

There are no formal entry qualifications – Edexcel has said: “the qualifications should be free from any barriers that restrict access and progression.” However, Edexcel has also said that teaching Centres should “assess each applicant’s potential and make a professional judgement about their ability to successfully complete the programme of study and achieve the qualification.” Each applicant will, therefore, be assessed by our academic staff as to their suitability for the level of course they have chosen.

Minimum age

18 years old

Length of course

12 months (4 academic terms)

Course start dates

September, January, April and July

Overseas students will need an IELTS score of at least 5.5 or an equivalent English qualification.

Please note: students wishing to study their degree at a UK University will, ideally, need to start their studies in either September or January as this will provide a perfectly timed transition from OBC to their respective University. Most university Degree courses start in October and January of each year.

There is no such issue with students who choose to remain at the College and complete the University of Sunderland Degree in Business Management – this Degree programme can be started at any of the above four ‘Course start dates.’



BUSINESS AND MARKETING COURSES

HIGHER EDUCATION COURSES: UNIVERSITY OF SUNDERLAND

UNIVERSITY OF SUNDERLAND

1-year *Top-Up* BA (Hons) in Business Management



YEAR 2: UNIVERSITY OF SUNDERLAND DEGREE IN BUSINESS MANAGEMENT

The University of Sunderland 1 year *top-up* degree programme allows students to upgrade their existing knowledge, (this 'knowledge' is likely to be the HND qualification), enabling them to graduate with a full Honour's Degree in Business Management. A common question asked by students is whether the 'top-up' degree is different from the University's traditional 3 year degree – the answer is that it's no different and a student will graduate alongside existing University of Sunderland's students and receive the same degree.

This degree programme will provide you with the necessary skills and knowledge to evaluate business concepts and apply them to real-world situations. The degree is taught through a combination of assignments, case studies and examinations – successful students will be awarded a BA (Hons) Degree in Business Management.



Course Structure

MANAGING PROJECTS

This will provide you with a good understanding of project management, from the planning stages through to the implementation of the project.

MARKETING STRATEGY

You will be taught how significant marketing is to the overall success of businesses. You will learn various marketing models and concepts and then be expected to apply them to different business situations.

STRATEGIC MANAGEMENT OF HUMAN RESOURCES

The human resource function within an organisation is crucial in the development of a business – aspects of benchmarking, auditing and outsourcing will be explored along with performance management, employee relations and human resource development and retention.

FINANCIAL MANAGEMENT

You will learn how to analyse and interpret financial data in order to better manage the business and its resources.

CONTEMPORARY DEVELOPMENTS IN BUSINESS AND MANAGEMENT

You will look at the contribution that small medium enterprises (SMEs) have made to the economy, in particular in terms of innovation and knowledge creation.

STRATEGIC MANAGEMENT

You will develop skills to create strategic plans and communicate them to various stakeholders.



UNIVERSITY OF SUNDERLAND: PROFILE

The University of Sunderland was an institution of higher education for more than 100 years when, in 1992, it was awarded university status. During the past 100 years Sunderland has seen many changes and developments, both to its status as well as in its size, though perhaps the greatest changes have come in the past 25 years.

In 1993 Her Majesty the Queen visited the campus and saw plans for the flagship St Peter's Campus development, which has made a significant contribution to Sunderland's regeneration. By 2002 the £50m campus was renamed Sir Tom Cowie campus, which is now home to about half of the University's total student population of well over 14,000. Sunderland Business School opened there in 1994 and the spectacular David Goldman Informatics Centre followed two years later. In March 2004 the £9m Media Centre was launched by Minister for the Arts (now University Pro Vice-Chancellor) Baroness Estelle Morris.

The University of Sunderland is fast becoming a recognised international centre of excellence in business, computing and the creative industries, and it continues to look forward to an improving future.

Those studying relevant courses at the Oxford Business College will become registered students of the University of Sunderland and have access to both their 'Virtual Campus' and on-line library facilities.

Students who successfully complete the top-up Degree may attend a graduation ceremony at the University of Sunderland, identical to those students who had studied at the University.

ENTRY REQUIREMENTS

Education

Students will have studied a business-related subject to at least HND level, or have an equivalent qualification.

Minimum Age

19 years old

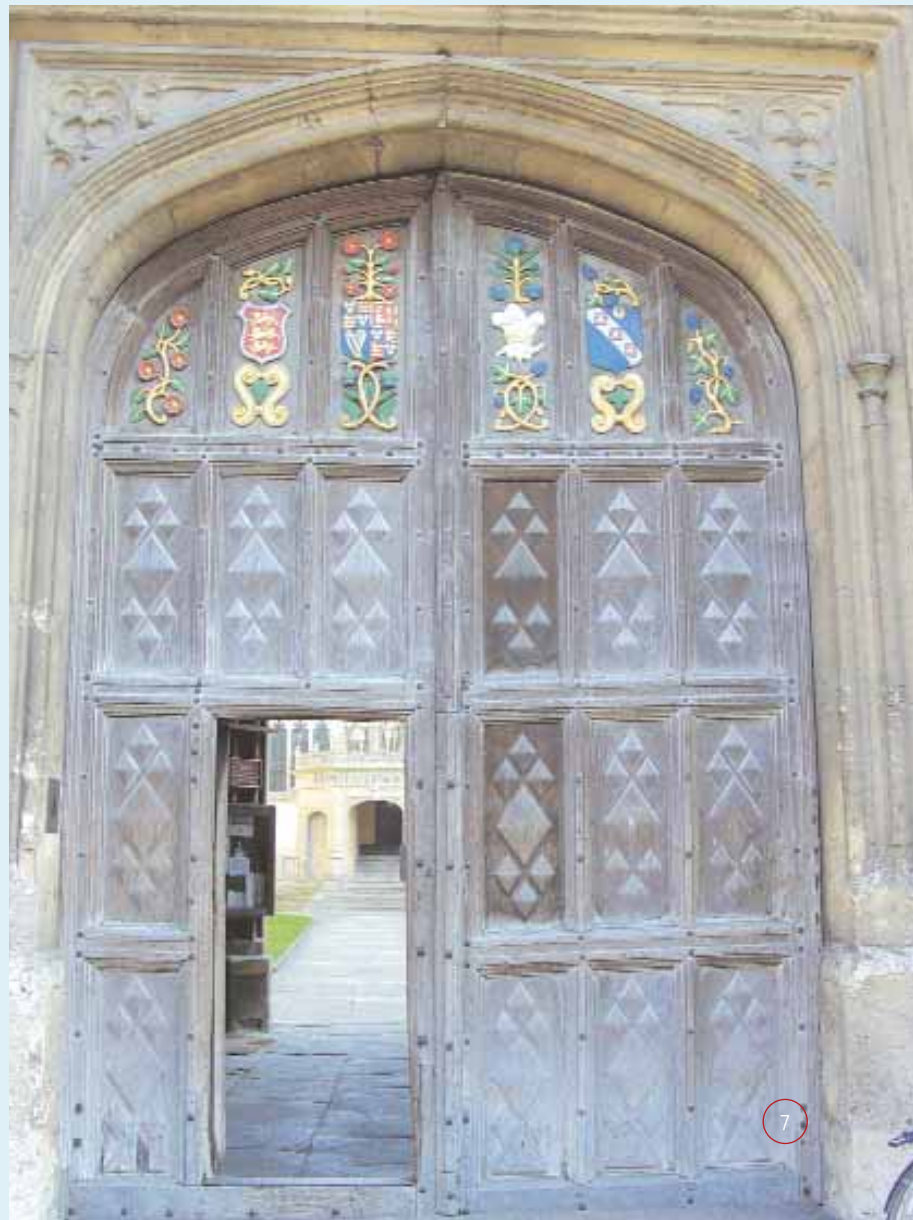
Length of course

9 months (3 academic terms)

Course Start Dates

September, January April and July

International students will need an IELTS score of at least 6.0 or an equivalent English qualification.



HIGHER EDUCATION COURSES: UNIVERSITY OF SUNDERLAND



UNIVERSITY OF SUNDERLAND

15-month Master of Business Administration (MBA)

15 MONTH UNIVERSITY OF SUNDERLAND MASTER OF BUSINESS ADMINISTRATION (MBA)

This MBA programme consists of two qualifications – a Diploma in Management Studies (DMS), which last for 6 months, and the University of Sunderland’s ‘top-up’ MBA programme, which takes 9 months to complete.

STAGE 1: 6-MONTH DIPLOMA IN MANAGEMENT STUDIES (DMS)

The Diploma in Management Studies (DMS) is a postgraduate qualification and is a natural precursor to the study of the *top-up* MBA programme. It is awarded by Edexcel and is, therefore, a well recognised qualification in its own right. It is accepted by the majority of UK universities for direct entry onto a range of Business related Masters Programmes.

As well as preparing students for the *top-up* MBA programme of study the DMS also acts a stand-alone qualification and will equip you with the knowledge, understanding and skills for continued professional development in first-line management positions.

Course Structure

Advanced Professional Development
Managing Change in Organisations
Management Research - Project
Strategic Planning and Implementation
Managing Financial Principles and Techniques
Human Resources Planning and Development
Strategic Marketing Management
Quality and Systems Management
Leadership of Your Organisation

For more detailed information about these subjects please contact the Oxford Business College

ENTRY REQUIREMENTS (DMS)

Education

Although there are no formal education requirements for this course, as it is an Edexcel qualification, we would nevertheless expect applicants to have at least an Edexcel Level 4 BTEC Certificate in Management or a first degree qualification. A minimum of 2 years work experience and at least 1 employment reference is also required.

Minimum Age

22 years 6 months

Length of Course

6 months (2 academic terms)

Course Start dates

September, January, April and July

International students will need an IELTS score of at least 6.0 or an equivalent English qualification.

Successful completion of the DMS (Stage 1) will enable students to remain at the College and begin the University of Sunderland’s Master of Business Administration (MBA) – this is Stage 2 and will last for a further 9 months.



The Diploma in Management Studies (DMS) is a postgraduate qualification and is a natural precursor to the study of an MBA programme.



HIGHER EDUCATION COURSES: UNIVERSITY OF SUNDERLAND

UNIVERSITY OF SUNDERLAND

Stage 2: 9-month *Top-Up* Master of Business Administration (MBA)

This internationally recognised MBA programme will significantly enhance your ability to function as a senior manager within a wide range of commercial and service organisations. During this course you will develop your modeling techniques, strategic management knowledge, competence and problem solving ability. You will also become familiar with international management practice, and the development of business cultures and performance enhancement.

On successful completion of this course you will graduate from the University of Sunderland with a Master of Business Administration.

Course Structure

Global Corporate Strategy
International Business Environment
Modelling Techniques for Management
Applied Research Methods
Dissertation

For more detailed information about these subjects please contact the Oxford Business College

6 months will be spent studying the first 4 subjects, effectively the academic modules, with a final 3 months being spent on completing the dissertation.

Those studying this course at the Oxford Business College will become registered students of the University of Sunderland and have access to both their 'Virtual Campus' and online library facilities.



ENTRY REQUIREMENTS

Education

Students are expected to have an honour's degree, or an internationally recognised degree or professional qualification and have successfully completed the DMS qualification, plus 2 years relevant work experience

Minimum Age

23 years of age

Length of Course

9 months (3 academic terms)

Course start dates

September, January and April



HIGHER EDUCATION COURSES: OXFORD BUSINESS COLLEGE



OXFORD BUSINESS COLLEGE

12-month Master of Business Administration (MBA)

The Oxford Business College MBA is suitable for students who wish to study a self-contained qualification without first having to complete a postgraduate Diploma in Management Studies (DMS). The MBA is as rigorous and challenging as a UK university MBA qualification and it offers students the same career prospects and job opportunities. The College first began teaching this MBA qualification in 1997 and many students who have successfully completed this course are now in better jobs and, in some cases, are now running their own thriving businesses.

Course Structure

FOUNDATION MODULES

Corporate Finance & Accounting
Marketing Management
Human Resource Management
Operational Management

INTEGRATING MODULES

International Marketing Management
Strategic Management
Business Environment
Research and Planning Project

ELECTIVES

Two electives are taught from an extensive list
Dissertation Preparation Programme

THE DISSERTATION

15,000 word Dissertation

For more detailed information about these subjects please contact the Oxford Business College

ENTRY REQUIREMENTS

Education

Students should have an honour's degree, or an internationally recognised degree or professional qualification and have at least one year's work experience

Minimum Age

22 years old

Length of course

12 months (4 academic terms)

Course Start Dates

September, January, April and July

International students will need an IELTS score of at least 6.0 or an equivalent English qualification

15-MONTH AND 18-MONTH MBA OPTIONS

Some students may not have been involved in any formal study for a number of years and would prefer to first undertake a preparatory course, prior to starting the 12 month MBA programme. Oxford Business College has designed two preparatory qualifications – a 3-month and a 6-month Pre-MBA course, which creates a 15-month and an 18-month Oxford Business College MBA programme.

For further details and information about these preparation courses please see page 13 of this prospectus.



HIGHER EDUCATION COURSES: OXFORD BUSINESS COLLEGE

OXFORD BUSINESS COLLEGE

15-month Oxford Business College MBA with a Specialism in Marketing

Oxford Business College has introduced a 15 month MBA with a specialism in marketing. Students will complete the Foundation and Integrating modules from the 12 month MBA course (6 months duration) and combine these with the internationally recognised Chartered Institute of Marketing's (CIM) Diploma in Marketing (again, 6 months duration) – thus, the academic component of the course lasts for 12 months, leaving a final 3 months for the completion of the MBA dissertation, making a total of 15 months.

This course would suit students who are looking to gain a broader understanding of marketing and who may be thinking of moving into a marketing environment on completion. Students will also receive two distinct qualifications – the OBC Master of Business Administration and the CIM Diploma in Marketing.

Course Structure

FOUNDATION MODULES

Corporate Finance & Accounting
Marketing Management
Human Resource Management
Operational Management

INTEGRATING MODULES

International Marketing Management
Strategic Management
Business Environment
Research and Planning Project

DIPLOMA IN PROFESSIONAL MARKETING (CIM) – SEE PAGE 17 FOR MORE INFORMATION

Marketing Research and Information
Marketing Planning
Marketing Communications
Marketing Management in Practice

THE DISSERTATION

15,000 word Dissertation

For more detailed information about these subjects please contact the Oxford Business College

ENTRY REQUIREMENTS

Education

Students are expected to have an honour's degree, or an internationally recognised degree or professional qualification

Minimum Age

21 years old

Length of course

15 months (5 academic terms)

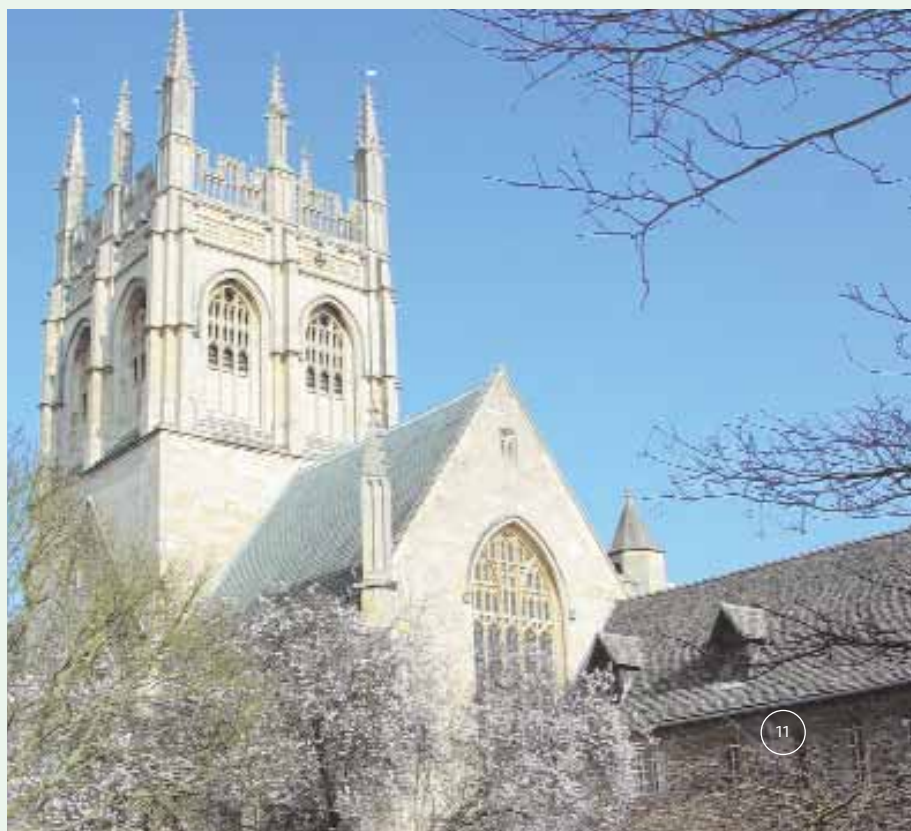
Course Start Dates

September, January and July

International students will need an IELTS score of at least 6.0 or an equivalent English qualification.

Please note students will not be able to start this course in April

This course would suit students who are looking to gain a broader understanding of marketing and who may be thinking of moving into a marketing environment on completion.



QUALIFYING COURSES: OXFORD BUSINESS COLLEGE



OXFORD BUSINESS COLLEGE

9-month Masters Qualifying Programme (MQP)

Many international students have the maturity and ability to complete a Master's qualification but do not have the required degree for entry onto this level of qualification.

Oxford Business College has been placing students on Masters Programmes for over 20 years and has thus built up a close relationship with many of the top Universities.

The MQP course will not only strengthen a student's academic qualifications and help them to perfect their English but it will also give them entry onto an

MBA or Masters (MA or MSc) programme, without the necessary honour's degree.

Dependant on their ability and background students will usually spend 9 months studying the MQP at the Oxford

Business College, followed by a further year at a UK University in order to complete a Masters course. In other words, in less than 2 years, from starting the MQP, a student can complete an MBA or Business Masters Course at a UK University.

Students can elect to remain at the Oxford Business College and enter either our own MBA programme or the University of Sunderland's MBA course (see pages 8 to 11 for more information)

Oxford Business College is has been placing students on Masters Programmes for over 20 years and has thus built up a close relationship with many of the top Universities.

Course Structure

Quantitative Methods
Corporate Finance
Marketing
Human Resource Management
Management in Practice
Economics
Study Skills

Overseas students will need an IELTS score of at least 6.0 or an equivalent English qualification. Before starting a Masters course at a UK University an overseas student will need to achieve an IELTS score of at least 6.5 and, in many cases, 7.0. For those students who have not reached this required level of English, separate subjects, Business English and Advanced English, will need to be studied alongside the above academic subjects.

For more detailed information about these subjects please contact the Oxford Business College

ENTRY REQUIREMENTS

Education:

Students will have studied a business-related subject in a school or college, on either a full-time or part-time basis. If you are planning to study an MBA at a UK university then you will need to have at least 3 years of work experience, as well the MQP.

Minimum Age:

21 years old (for a Masters course), 23 years old (for a UK University MBA course)

Length of course:

9 months (3 academic terms)

Course Start Dates:

September, January, April and July

International students will need an IELTS score of at least 5.5 or an equivalent English qualification.



QUALIFYING COURSES: OXFORD BUSINESS COLLEGE

OXFORD BUSINESS COLLEGE

3- and 6-month Pre-MBA Programme

The Pre-MBA Course offers a student all the necessary preparation work for entering a challenging MBA Course at a UK University or at the Oxford Business College.

It is designed for students who already have an honour's degree but feel that they are not ready to immediately begin their MBA studies – this could be because they have not been involved in any formal study for a number of years and prefer to first undertake a period of preparatory study.

This is also a useful course for international students who may wish to simply improve their level of English, sufficient for them to cope with the demands of an MBA programme of study, whilst at the same time adding to their academic knowledge.

The College offers two levels, a 3 month and a 6 month Pre-MBA course – the choice of level will depend on the student's current ability and, to some degree, on their own preference. If you are unsure as to which level is suitable, or simply which level to choose, then contact the College and a member of staff will be happy to offer advice and guidance.

The following Course Structure is a **full** list of all the available subjects – on the 3 month course students will study 2 of the subjects and combine this with Study Skills and on the 6 month course students will study 4 of the subjects, plus Study Skills.

Course Structure

(Either 2 or 4 subjects, plus Study Skills, will be studied)

Quantitative Methods
Corporate Finance
Marketing
Human Resource Management
Management in Practice
Economics
Study Skills

The College will decide which subjects are appropriate for each student at the time of enrolment.

"I found the 6-month pre-MBA course enormously useful...it gave me the necessary skills and confidence to study for the Oxford Business College MBA programme."

ENTRY REQUIREMENTS

Education

Students are expected to have an honour's degree, or an internationally recognised degree or professional qualification and if they are planning to study for a non OBC MBA then they will need at least 2 to 3 years relevant work experience.

Minimum Age:

21 years old (for an OBC MBA course), 23 years old (for a UK University MBA course)

Length of course:

3 months (1 academic term) or 6 months (2 academic terms)

Course Start Dates

September, January, April and July

International students will need an IELTS score of at least 5.5 or an equivalent English qualification.



QUALIFYING COURSES: OXFORD BUSINESS COLLEGE



OXFORD BUSINESS COLLEGE

3-, 6- and 9-month HNC/HND Preparation programmes

Oxford Business College has introduced a 3, 6 and 9 month Pre-HNC/HND set of courses, chiefly for international students. International students who have not had any formal education in the UK may initially feel daunted and overwhelmed by the challenging Edexcel HNC course. The three preparatory courses are designed to introduce students to a range of skills that will equip them for the demands of the Edexcel HNC course. The 9 month course can be used as a recognised qualification onto a 3 year UK university Degree course.



COURSE SUITABILITY

3 month course: this would suit students who are 18 years of age and will have completed at least an A/S or equivalent level of education. Two subjects, from a choice of 6 subjects, plus Study Skills, will be taught over the 3 month period

6 month course: this would suit students who are 17 years of age and will also have completed a GCSE or equivalent level of education. Four subjects, from a choice of 6 subjects, plus Study Skills, will be taught over the 6 month period

9 month course: this would predominantly suit students who are looking to study a 3 year business-related Degree programme at a UK University but would rather not study the

HNC/HND, (which are externally moderated qualifications). Students who are interested in this option should be 18 years of age and should have completed secondary education, but not necessarily achieved any formal qualifications. The 9 month course is recognised by the majority of UK universities for direct entry onto a wide range of their 3 and 4 year business and management Degree programmes.

Students may elect to study the 9 month course and still go on to study the HNC and HND qualifications at Oxford Business College.

Course Structure

Business Studies
Financial Accounting
Economics
Business Law
Core mathematics
Computer Information Technology
Study Skills

FOR INTERNATIONAL STUDENTS

English 1 (Academic reading, writing and listening)
English 2 (Academic reading, writing and listening)

Please note that the above is a full list of all the available subjects – should a student opt for a 3 or 6 month course then the College will decide, at the time of enrolment, which subjects will be taught.

ENTRY REQUIREMENTS

Course Start Dates

September, January, April and July

International students will need an IELTS score of at least 4.5 or an equivalent English qualification.

“I feel that the 3 month preparation course made all the difference to my success on the HNC course at Oxford Business College. It gave me essential knowledge, an introduction to Study Skills and the confidence, which I did not have at the beginning.”



QUALIFYING COURSES: OXFORD BUSINESS COLLEGE

OXFORD BUSINESS COLLEGE

English Language for Academic Study for international students

The English Language for Academic Study courses are designed to provide international students with the language and skills needed in order to be successful in a number of Oxford Business College courses as well as for further and higher education courses.

The course aims to develop students' level of general English, while also providing skills such as the planning and writing of academic texts, understanding lectures and note taking and the preparation and presentation of seminars.

The length of time a student should allow for language preparation depends on their ability and learning capacity. As a guide, students generally improve at a rate equivalent to one full IELTS band every three months.

Course Structure

READING

The course will teach students how to read academic texts and in so doing will consider the skills of reading for gist, skimming, scanning and gleaning meaning from context.

WRITING

The writing skills required for producing academic texts will be explored, and students will be given guidance on essay planning and structuring.

LISTENING

As lectures and seminars form a large part of all academic courses, the listening skills of students will be addressed. The techniques of effective note taking will also be advanced by exercises, which utilise audiotapes, videos and real life lectures.

SPEAKING

Presentation of talks and seminars is central to all academic study. Students will study the forms and conventions of academic seminars, and will then have the opportunity to research and present seminars to the class.

PRESENTATION

Students will explore the conventions, forms and language of academic debate and the presentation of arguments, both written and spoken.

Students wishing to sit a formal IELTS examination will be given lessons in how to prepare for the different test elements.

ENTRY REQUIREMENTS

Length of course:

4 to 48 weeks, dependent on language ability.

Course Start Dates:

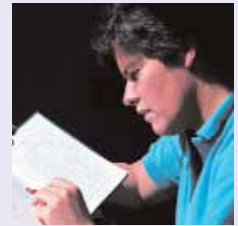
Any Monday

SUPPLEMENTARY ENGLISH

International students who already have a good level of English may still need to improve further, dependent on their choice of course – please see the level of English required for your chosen course. The College may recommend you take additional English lessons, alongside your academic teaching, should you be marginally short of the required standard. This is likely to be no more than 4 hours of English lessons per week.

SUMMER ENGLISH LANGUAGE PROGRAMMES

The College also runs three English Language Summer Programmes from 1 week to 8 weeks duration. For more information please consult our separate brochure 'Oxford English Summer School'.



The length of time a student should allow for language preparation depends on their ability and learning capacity.



PROFESSIONAL COURSES



CHARTERED INSTITUTE OF MARKETING

Professional Marketing Courses

The 3 month Professional Certificate, the 6 month Professional Diploma and the 9 month Professional Postgraduate Diploma in Marketing are awarded by the Chartered Institute of Marketing (CIM) and designed to develop individual potential and competence in Marketing.

The courses follow a comprehensive, practically orientated syllabus for those either thinking of embarking on a career in Marketing or for individuals currently working in Marketing.

The Professional Certificate (3 months) and the Professional Diploma (6 months) are now examined through assessment and not through traditional examinations.

THE CHARTERED INSTITUTE OF MARKETING

The Chartered Institute of Marketing (CIM) was founded in 1911 and is now the largest and most successful marketing management organisation in Europe with over 50,000 students throughout the world.

If you are committed to entering the marketing profession, whether it is in Public Relations, Product/Brand Management or Media/Advertising, then the CIM qualifications are the ideal platform. All major media, advertising and PR companies recognise and accept that CIM is a premier qualification.

The Professional Certificate (3 months) and the Professional Diploma (6 months) are now examined through assessment and not through traditional examinations.

3-month Professional Certificate in Marketing

Course Structure

MARKETING FUNDAMENTALS AIMS TO:

Give you an understanding of the development of marketing and the ways it can benefit business.

CUSTOMER COMMUNICATIONS AIMS TO:

Show you how to recognise organisations as open systems and explain the importance of relationships between the organisation and its suppliers, intermediaries, customers and other key stakeholders in a changing environment.

MARKETING ENVIRONMENT AIMS TO:

Provide you with the ability to distinguish between the types of organisation within the public, private and voluntary sectors, and understand their objectives and the influences upon them – both internal and external influences.

MARKETING IN PRACTICE AIMS TO:

Show you how to collect relevant data from a variety of secondary information sources and analyse and interpret written, visual and graphical data.

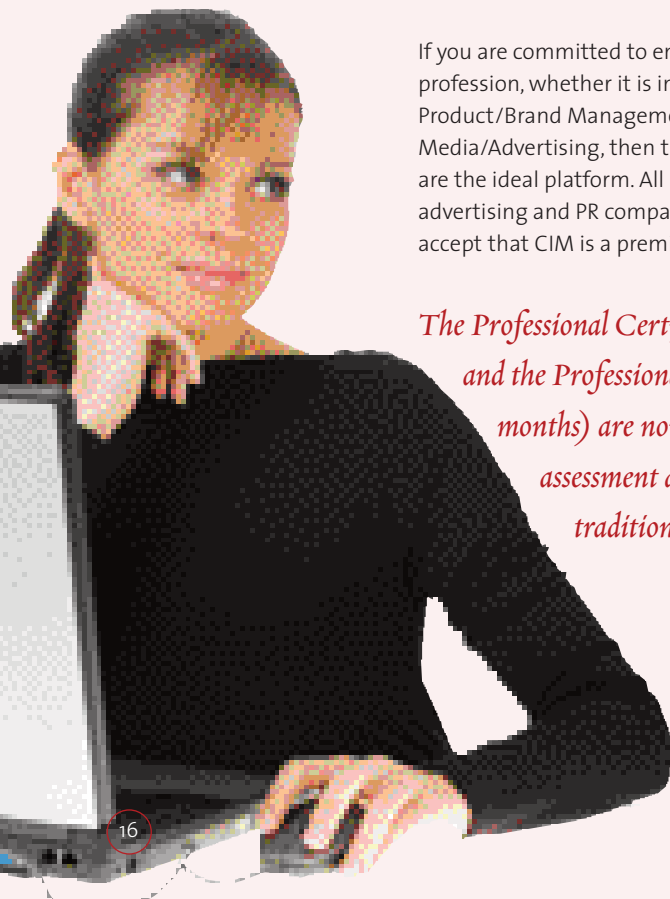
You may wish to remain at the College to study for the 6 month Professional Diploma in Marketing (see page 17).

ENTRY REQUIREMENTS

Education:

1 A-level or 1 year of relevant marketing experience. Minimum Age: 21 years old. Length of course: 3 months (1 academic term). Course start date: September only

International students will need an IELTS score of at least 5.0 or an equivalent English qualification.



PROFESSIONAL COURSES

CHARTERED INSTITUTE OF MARKETING

6-month Diploma in Marketing

Course Structure

MARKETING RESEARCH AND INFORMATION AIMS TO:

Look at various modes of market research from identifying appropriate marketing information and marketing research requirements for business decision making to writing a research brief to meet the requirements of an organisation to support a specific plan or business decision, and develop a research proposal to fulfill the brief.

MARKETING PLANNING AIMS TO:

Explain the role of the marketing plan within the context of the organisation's strategy and culture and the broader marketing environment (ethics, social responsibility, legal frameworks and sustainability). You will, amongst other things, be able to develop marketing objectives and plans at an operational level appropriate to the internal and external environment, setting and justifying budgets for marketing plans and mix decisions.

MARKETING COMMUNICATIONS AIMS TO:

Define the role of marketing communications and show how personal influences might be used to develop promotional effectiveness. It also explains how the tools of the promotional mix can be coordinated in order to communicate effectively with customers and a range of stakeholders.

MARKETING MANAGEMENT IN PRACTICE AIMS TO:

Explain the roles and structure of the marketing function and the nature of relationships with other functions within various types of organisation. You will learn how to interpret qualitative and quantitative data and develop marketing objectives and plans at an operational level appropriate to the organisation's internal and external environments.

You may choose to remain at the college and study for the CIM Professional Postgraduate Diploma in Marketing (page 18), starting in September.

ENTRY REQUIREMENTS

Education

CIM Certificate in Marketing, HND or Degree

Minimum Age

18 years old

Length of course

6 months (2 academic terms)

Course Start Date

September, January, July

International students will need an IELTS score of at least 5.5 or an equivalent English qualification.



PROFESSIONAL COURSES

CHARTERED INSTITUTE OF MARKETING

9-month Professional Postgraduate Diploma in Marketing

The demand for professionally qualified, practically oriented marketing executives within industry and commerce continues to grow. This is primarily a reflection of the general increase in awareness and recognition of the role and importance of marketing across all sectors of industry.



The professional postgraduate Diploma combines an advanced theoretical understanding of Marketing with important strategic and practical considerations, enabling the student to gain a full understanding of this discipline.

Course Structure

MANAGING MARKETING PERFORMANCE AIMS TO:

Show how to effectively manage marketing teams to maximise performance as well not manage change within an organisation. You will also be taught how to implement strategy through marketing activities and through working with other departments, and how to use measurement as the basis for improvement.

STRATEGIC MARKETING DECISIONS AIMS TO:

Give you a full understanding of the concepts, techniques and models in formulating a customer-focused competitive business or corporate strategy. You will also be able to develop a specific and differentiated competitive position including investment decisions affecting marketing assets.

STRATEGIC MARKETING IN PRACTICE AIMS TO:

Show you how to understand strategic marketing in a practical setting, incorporating the latest trends and innovations in Marketing.

ANALYSIS AND EVALUATION AIMS TO:

Give you an understanding of the concepts, techniques and models involved in developing a detailed understanding of the market, customers and competitive environment. A further aim is to show you how to understand the organisation's capabilities and assets, the opportunities available to it and its current performance.

"The marketing syllabus is so flexible and tailored to the needs and abilities of individual students... and Oxford is such a fabulous place to study and meet new friends... I've had a great time and learnt more than I thought possible in 9 months!"

ENTRY REQUIREMENTS

Education

CIM Professional Diploma in Marketing, or a Marketing related Degree

Minimum Age

20 years old

Length of course

9 months (3 academic terms)

Course Start Date

September start only.

International students will need an IELTS score of at least 6.0 or an equivalent English qualification.



PROFESSIONAL COURSES

OXFORD BUSINESS COLLEGE

Corporate Training

Oxford Business College is now actively involved in preparing bespoke, short training courses for local and international businesses. The College is able to draw on a wide and varied range of expertise, from a list of tutors who are accredited to teach at Masters level.

CORPORATE TRAINING: CASE STUDY – ERNST & YOUNG (JAPAN)

Oxford Business College was approached by a Japanese agent who had already been working with the College, sending students for a number of the full-time Higher Education courses. The brief given by this agent was to produce a two week Business Communication course for Ernst & Young (Japan), a blue chip company that operates in many different countries throughout the world. The delegates would be high level executives who needed to improve their business communication skills in a relatively short period of time.

Staff at the College had a 'needs analysis' meeting with the client to assess precisely what was required. A programme was then developed which would:

- expand their knowledge of the contextual operation of the English language
- improve their ability to use grammatical structures and lexical items in business communication
- develop broad business communication strategies for use in the English-speaking world
- provide delegates with high quality family accommodation for the duration of their stay

Delegates are assessed throughout the course and receive a comprehensive report on their progress, which is passed to Ernst & Young, as well a Certificate confirming their achievement.

The main focus of the course had to be on improving listening and speaking skills, though writing and reading would be briefly covered.

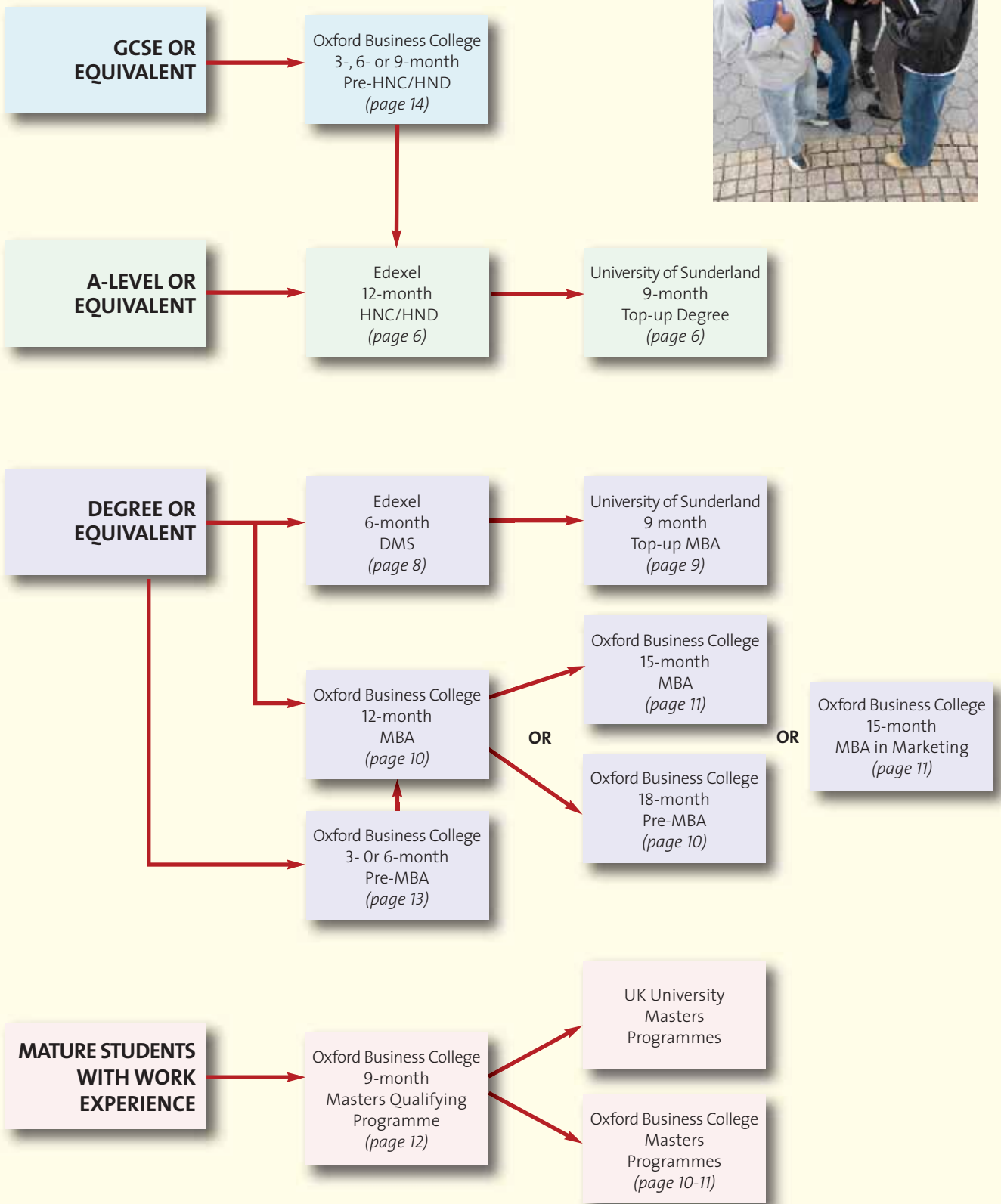
The College produced a course entitled: **Advanced Business Communication** – a rigorous and stimulating programme with 8 distinct units and a total of 45 lesson hours per week; delegates would be taught in groups of less than 4 students.

Delegates are assessed throughout the course and receive a comprehensive report on their progress, which is passed to Ernst & Young, as well a Certificate confirming their achievement.

Ernst & Young has now been sending delegates to Oxford Business College for this specific course for the past 2 years and, to date, more than 40 executives have been trained by the College.



OVERVIEW OF COURSES



For 3, 6 and 9 month Professional Chartered Institute of Marketing (CIM) courses, see Pages 16 to 19.

GENERAL INFORMATION

ACCOMMODATION

The College Accommodation and Welfare Officer is responsible for arranging accommodation for the majority of the students. It is essential to arrange the best possible accommodation because it is important students settle into Oxford and College life with the minimum of problems. As well as checking on the suitability of particular lodgings, the Accommodation Officer also carries out weekly inspections. A student's personal health and welfare problems are also dealt with by the Accommodation and Welfare Officer.

International students are given additional help in order for them to integrate more effectively into UK life – assistance in opening a UK bank account is an example of the type of help given.

SPORTS AND SOCIAL

A number of sporting activities are available through the College. Squash, football, rowing and weight training/aerobic classes are popular activities among our students. The College social committee organises social events which culminate in a special end-of-term event. Pub evenings, paint-balling and black tie dinner at Blenheim Palace are just a few of the events that have been organised.

ADMISSION

The courses, facilities and the resources available to students at the College are only touched upon in this prospectus, which is why we recommend you visit the College.

This gives you an opportunity to discuss individual academic and accommodation requirements with the College's experienced staff and to receive advice on the course that may be most suitable.

If you are interested in a course at the College then please telephone to arrange a convenient time for an informal interview.

International students may find it difficult to visit the College so, wherever possible, we recommend you consult a Local Agent that is working on behalf of the College.

All information contained in this prospectus is correct at the time of going to press. The Oxford Business College reserves the right to make changes to courses, tutors and so on as the College deems necessary.

Some of the general images of Oxford contained within this prospectus are intended to convey the unique atmosphere of this ancient University City and may not be directly related to Oxford Business College.



A student's personal health and welfare problems are also dealt with by the Accommodation and Welfare Officer.

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