

Business Studies

In the business world specialist skills are now the key to success and the top jobs go to those who can demonstrate their ability with recognised Bachelors & Masters degrees.



Pictures:
1> Lectures are delivered in fully air-conditioned classrooms by tutors who are entertaining as well as knowledgeable.
2> Professional training backed by recognised qualifications can give you invaluable business confidence.

WLC has taught business studies since 1978 and now offers a complete range of programmes from Certificate level to Bachelor's degree (BBA) and Master's degree (MBA & MSc.) level. The emphasis is on quality business education at relatively low cost and with flexible entry. This is achieved by combining professional qualifications with university degree programmes. Consequently, students can achieve degrees at substantially lower cost than on comparable courses at UK universities. All courses are taught at the College. It is not necessary to attend the university - other than for the graduation ceremony!

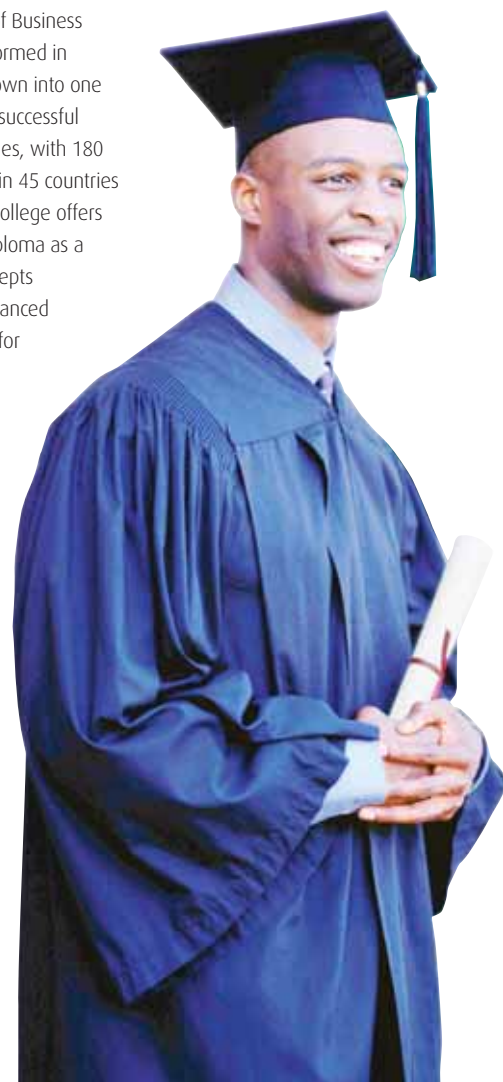
Heriot-Watt University

Heriot-Watt University was originally established as a school of science in 1821 and is named after the famous engineer James Watt, who invented the steam engine. The University is authorised by Royal Charter and has developed a strong reputation in

the fields of management, engineering and science. The campus is located in Edinburgh, Scotland and also houses the Edinburgh Business School. WLC has offered courses leading to Heriot-Watt University degrees since 1993.

About the ABE

The Association of Business Executives was formed in 1973 and has grown into one of the UK's most successful examination bodies, with 180 teaching centres in 45 countries worldwide. The College offers the Advanced Diploma as a Pre-MBA and accepts Diploma and Advanced Diploma holders for advanced entry to the BBA.



Senior academic staff are available to give individual counselling if students fall behind.

Flexible Entry

WLC offers a highly flexible system of entry whereby students can join at a level best suited to their needs and appropriate to the education level they have already achieved.

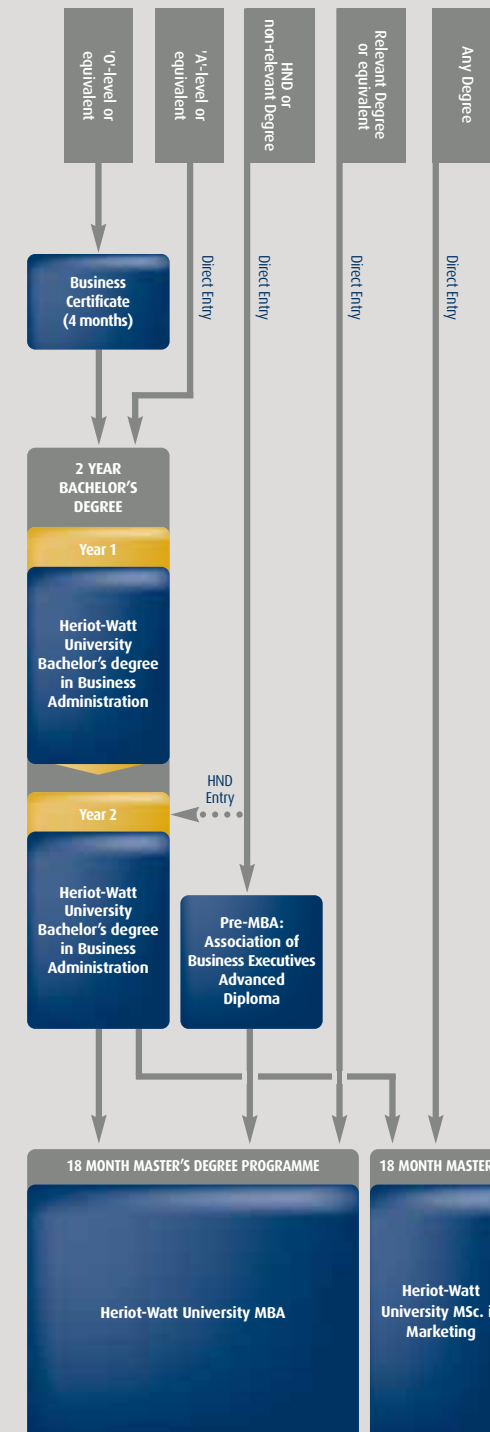
Applicants with O-levels or equivalent can enrol at Certificate level and in only four months can qualify for entry to the Bachelor's degree. Those with A levels enter at degree level and those who have achieved a post-A level diploma or higher diploma can expect to be granted advanced entry to the degree programme.

With Master's degrees the College has a very liberal entry policy, allowing holders of non-relevant Bachelor's degrees direct entry to the Master's Degree in Marketing programme and, via the Pre-MBA, entry to the Master's Degree in Business Administration.

Holders of relevant degrees are often granted exemption from a subject module of their chosen Master's degree programme, thus substantially reducing the cost.

Business Studies COURSE SELECTOR

Use this flow-chart for a quick understanding of entry requirements and course progression.

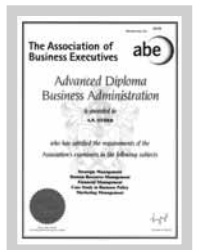


EXAMINING BODIES:



CERTIFICATION

Apart from our internally awarded foundation 4 month Business Certificate, all our Business Studies programmes lead to externally validated professional qualifications or British university bachelor's and master's degrees.



Pre-BBA: Certificate in Business Administration

An easy-access foundation course with a syllabus specifically designed for BBA entry

Course Overview

Applicants to the Heriot-Watt University BBA programme who lack the A-level or equivalent qualifications required for direct entry can solve this problem by taking this intensive preparatory course. The syllabus has been written specifically for this purpose so Certificate in Business Administration holders are likely to be better prepared for the rigours of the BBA programme than direct entrants to the programme. Satisfactory completion of this course also fulfils the English language proficiency requirement of the BBA.

Course Duration
> 4 months

Entry Requirement
> A good secondary education equivalent to GCE 'O' level standard

Course Starts
> January
> September

Qualification
> WLC Certificate in Business Administration

A STUDENT SAYS...

"I particularly wanted to study in London because it's such a famous and exciting capital city. Now I'm in the second year of my BBA Bachelor's degree and hope to do an MBA here too. WLC is a really friendly college and I have made lots of great new friends during my time here. And London really is a brilliant place - everything I expected it to be!"



Wendy Hao Wei
from China

COURSE REFERENCE: 1A



THE CERTIFICATE IN BUSINESS ADMINISTRATION SYLLABUS:

- > Business English
- > Mathematics for Business
- > Accounting
- > Management
- > Principles of Business

EXAMINING BODY:



Heriot-Watt University Bachelor's degree in Business Administration (BBA)

An intensive two year programme leading to a respected British university degree

Course Overview

This degree programme provides firm foundations for any career in business and is particularly attractive to those seeking a Bachelor's degree that can be completed in two years rather than the usual three. Taught by WLC under licence from Heriot-Watt University (see page 10) which awards the degree and provides the course material, this is an excellent opportunity to become a graduate

of a top-ranking university and to qualify for entry to Masters' degree programmes.

Credit Entry

Please note: Advanced entry may be granted to holders of existing business qualifications. For example, holders of relevant HNDs or the ABE Advanced Diploma in Business Administration may be admitted directly to Level 3 (Year 2).

Course Duration
> 24 months

Entry Requirements
> *Level 1 entry:* Two 'A' levels or equivalent (plus IELTS 6 for those whose first language is not English), or the West London College Certificate in Business Administration.
> *Level 2/3 entry:* Subject to individual application.

Course Start Dates
> January
> July

Qualifications
> Bachelor's degree in Business Administration Designatory letters: BBA (Degrees awarded at a graduation ceremony at Heriot-Watt University).

COURSE REFERENCE: 1B



HERIOT-WATT UNIVERSITY BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION SYLLABUS:

- Level 1**
- > Accounting
 - > Economics
 - > Management
- Level 2**
- > Human Resources Management
 - > Finance
 - > Marketing
- Level 3**
- > Business Statistics
 - > Financial Decisions & Markets
 - > Operations Management
- Level 4**
- > Business Strategy
 - > Accounting in Business
 - > Business & Employment Law

Pre-MBA: Advanced Diploma in Business Administration

Top up an HND or convert a non-relevant degree for MBA entry

Course Overview

The ABE Advanced Diploma is a respected qualification in its own right but is used here as an entry qualification to the MBA for those with either a relevant HND or a non-relevant degree. A bonus is the core subject exemption that holders are entitled to, reducing the modules on the MBA to eight and reducing the MBA tuition fee by up to £950!

Course Duration
> 6 months

Entry Requirement
> Any degree of a recognised UK or overseas university or
> Any relevant HND or
> The ABE Diploma*

Course Starts
> January > July

Qualification
> The ABE Advanced Diploma Designatory letters: MABE



COURSE REFERENCE: 1C



THE ASSOCIATION OF BUSINESS EXECUTIVES ADVANCED DIPLOMA SYLLABUS:

- > Corporate Strategy
- > Management Organisation
- > International Business (Case Study)
- > Strategic Marketing
- > Strategic Human Resource Management

EXAMINING BODY:



Pictures:
1> The entrance to West London College's Hannah House building.
2> Students taking the Heriot-Watt University BBA benefit from fully comprehensive university prepared training material.

EXAMINING BODY:



Heriot-Watt University Master's degree in Business Administration (MBA)

With 10,000 students worldwide, one of the world's most popular MBAs

Course Overview

For those who wish to achieve the ultimate business studies qualification, WLC offers full-time support tuition for the Heriot-Watt University Master's degree in Business Administration programme. As a qualification, the MBA is now globally recognised as being the most prestigious award available in business management and is fast becoming a prerequisite for the most senior managerial positions. In effect, students undertaking this programme are training to become the next generation of company chief executives!

Course Structure

The full-time MBA programme at West London College comprises nine subjects divided into three levels, with each level being taught over a period of 6 months. Support tuition is built around textual course materials in ringbinder format, provided by the University, which contain full course notes plus assignments, practice questions and model answers.

On passing each module students receive a Certificate of Achievement from the University. When three have been passed the student is eligible for a Post Graduate Certificate and, when six have been passed, a Post Graduate Diploma. When a student has passed all nine a Master's Degree is awarded at an (optional) graduation ceremony at the University in Edinburgh.



Course Duration

- > 18 months

Entry Requirements

- > Relevant Bachelor's degree or equivalent professional qualification (such as CIMA, ACCA or CIM).
- > NB. Graduates of non-relevant disciplines must first take the ABE Advanced Diploma in Business Administration as a 'pre-MBA' foundation course before embarking on the MBA programme.

Course Start Dates

- > January
- > July

Qualifications

- > Post-graduate Certificate in Business Administration (on passing Level 1)
- > Post-graduate Diploma in Business Administration (on passing Level 2)
- > Master's degree in Business Administration (on passing Level 3) - Designatory letters: MBA, MCMi*
- * Holders of the MBA are entitled to automatic membership of the Chartered Management Institute.



Each student receives a full set of University prepared course notes for each subject module

COURSE REFERENCE: 1D



HERIOT-WATT UNIVERSITY MASTER'S DEGREE IN BUSINESS ADMINISTRATION SYLLABUS:

- > Organisational Behaviour
- > Project Management
- > Negotiation
- > Economics
- > Accounting
- > Consumer Behaviour
- > Marketing
- > Finance
- > Strategic Planning



Pictures:
1> All smiles at an MBA graduation ceremony.
2> MBA course materials aid the learning process.

EXAMINING BODY:



Heriot-Watt University Master's degree in Marketing (MSc.)

A passport to an exciting career in strategic marketing at a senior level

Course Overview

Any business that depends on the sale of goods or services in a competitive environment also depends on its ability to market those goods or services to the consumer. For this reason companies are prepared to pay handsome salaries to those who have the necessary skills.

This Master's degree programme provides those skills, and is open to anyone with a Bachelor's degree

in any subject. It thus provides an excellent opportunity for graduates in subject areas that are not commercially viable to achieve a qualification and skills that are universally sought after by employers.

Course Structure

As per the Master's Degree in Business Administration (see page opposite).



Pictures:
3> Tutor support is always on-hand when required, whatever your course.
4> A lecture in progress in one of our air-conditioned, data equipped classrooms.



Course Duration

- > 18 months

Entry Requirements

- > Any Bachelor's degree

Course Start Dates

- > January
- > July

Qualifications

- > Post-graduate Certificate in Marketing (on passing Level 1)
- > Post-graduate Diploma in Marketing (on passing Level 2)
- > Master's degree in Marketing (on passing Level 3) - Designatory letters: MSc.

COURSE REFERENCE: 1E



HERIOT-WATT UNIVERSITY MASTER'S DEGREE IN MARKETING SYLLABUS:

- > Marketing
- > Marketing Research
- > Negotiation
- > Marketing Communications
- > International Marketing
- > Consumer Behaviour
- > Sales Force Management
- > Services Marketing
- > Principles of Retailing

EXAMINING BODY:

