



Undergraduate Pathway: Business

[BA \(Hons\) Marketing](#)

[BSc \(Hons\) Accounting and Finance](#)

[BSc \(Hons\) Banking and Finance](#)

[BSc \(Hons\) Business and Human Resource Management](#)

[BSc \(Hons\) Business Management](#)

[BSc \(Hons\) Business Management and Finance](#)

[BSc \(Hons\) Business Management and Leadership](#)

[BSc \(Hons\) Economics](#)

[BSc \(Hons\) Events Management](#)

[BSc \(Hons\) International Business Management \(three-year option\)](#)

[BSc \(Hons\) International Business Management \(two-year option\)](#)

[BSc \(Hons\) Tourism Management](#)

Whether you're a numbers-person or a people-person, our Pathway in Business prepares you to understand business locally and globally. With instructors and students from all over the world, what better place to understand our global market than the award-winning business school in Anglia Ruskin Chelmsford and Cambridge. Do you want to own your own business, be a consultant or manager, market new and interesting products? Whatever the end goal, a foundation in Business will help students understand real-world application of business theory and strategy.

Our Pathway in Business begins by helping you understand the basics needed in any business-industry and a variety of intercultural situations. Based in Cambridge, you'll interact with businesses and get inspired by guest speakers like our 'Be Your Own Boss' Seminar series. Our business school has many opportunities to begin implementing your ideas, even before you graduate with many industry contacts and Anglia Ruskin's Big Pitch business idea competition.

Here is the place to set yourself up for the professional world.

Element Overviews:

Interactive Learning Skills and Communication (ILSC)

This Element has been designed to help students develop their academic literacy, and research and communication skills in preparation for undergraduate study. The areas of reading, writing, speaking, and listening will be covered. ILSC also helps students understand the institutional culture, practices, norms and expectations of the UK higher education.

A subsidiary aim of this Element is to ensure that students develop transferable skills of effective and professional communication to support ongoing study, as well as providing a basis to foster career and life-building skills.

Information and Communication Technology (ICT)

No previous technical experience is required for this Element, which provides students with an introduction to practical ICT skills. This foundation will be needed for academic success



across many areas of higher education. The students will use industry standard office productivity software and techniques to produce presentations, written assignments, and charts and tables in spreadsheets.

Alongside practical skills, fundamental topics surrounding technology use will be discussed, together with societal and ethical perspectives. The Element will enable students to discuss the main challenges facing society and consider the implications of their technology use.

By the end of the Element, students should have sufficient mastery of the Microsoft Office productivity suite to allow them to plan and produce presentations, use functions and write formula to display, format and analyse quantitative data and produce written assignments to a standard appropriate to higher education.

Critical Thinking

This Element aims to enable candidates to participate in and practice independent learning tasks for deeper thought and investigation as needed for Higher Academic pursuits. This Element is designed to teach, reinforce, and practice independent learning and critical thinking, as opposed to rote memorisation for success in University and professional life. An open-class forum of discussion is used to encourage critical thinking skills within academic and professional-facing contexts.

This Element enables candidates to invest in strategies that will deepen understanding and interpretation of processes, motives, argument, rationale, credibility, and possibilities which will then be applicable to a range of studies. Students will undertake research, based on an issue related to their degree programme, to review the main points of examining an argument in depth. They will learn to create a personal response that analyses the content of the issue under study.

Core Maths

Core Maths is a course that ensures students have the necessary basic mathematical skills required for their Level 4 studies. By the end of the course, students will be able to carry out basic mathematical manipulations and understand the relevant key concepts required in order to progress to their chosen degree course. Each mathematical concept is introduced by a lecture, in which examples of how to use and apply the concept are demonstrated. Students practise problems in a tutorial for each topic, using worksheets given out in advance of the sessions. The worksheets include problems applied to the various everyday scenarios to indicate the importance and applicability of mathematics to their future degrees. The subjects covered are a range of arithmetic skills, algebra, solving equations, probability and basic statistics.

Year 0: Ethics

This Element seeks to consider and critique different principles and theories about ethics. This course will investigate the status of several major ethical theories and claims and consider some practical ethical issues (such as global poverty and animal welfare) which are impacted by these theories. Students should critically think about potential ethical dilemmas and engage with difference value systems.

Ethics asks questions about claims in order to better grasp the nature of acceptable principles in behaviour and treatment. These ideas cover areas in reference to psychology, technology, education, business, and the medical and legal fields. With respect to ethical questions, this element will investigate competing answers to an idea and critically engage



with them to examine their strengths and weaknesses. Students should gain a broad understanding of how ethics can be applied to a variety of subject areas and what questions should be asked to evaluate validity.

Intercultural Studies

This Element explores significant moments of difference between cultures and subcultures around the world. Students draw from their own cultural experiences as well as learning from others and lecturer-lead case studies, gaining the skills required to explore and articulate similarities and differences between different cultural practices, institutions and beliefs.

This Element will provide a platform for students to explore intercultural issues in contemporary global society, describing the key concepts and components of culture. Students will compare and contrast different cultures' analytical frameworks. This Element will introduce key concepts and explores various perspectives in intercultural studies, covering different expressions globally and historically of power. It aims to make students aware of and develop empathetic understanding toward other cultures and value systems. The inter-disciplinary nature and critical thinking approach of the program empowers students for a meaningful encounter and cooperative action with other cultures and systems.

Business Law

This Element has been designed to present some fundamental aspects of Business Law and aims to:

Provide an introduction to the legal concepts and rules and the machinery involved in their introduction, application and enforcement;

Explore and critically assess the value of legal rules, processes and institutions; and

Develop skills of communication, interpretation, reasoning and analysis in relation to Business Law.

Introduction to Business

Introduction to Business is an Element that presents students with a foundation in core theories, concepts and principals of Marketing, Economics, Accounting, and Management. The Element is intended to develop an understanding of how businesses operate in different aspects, such as introducing the role of marketing, PEST and SWOT analysis, demand and supply, profit maximisation etc. The key techniques and their theoretical underpinning will be explained in lecture sessions and students will be expected to work on practical examples and case studies for discussion and clarification in tutorials needed in order to write a business proposal.