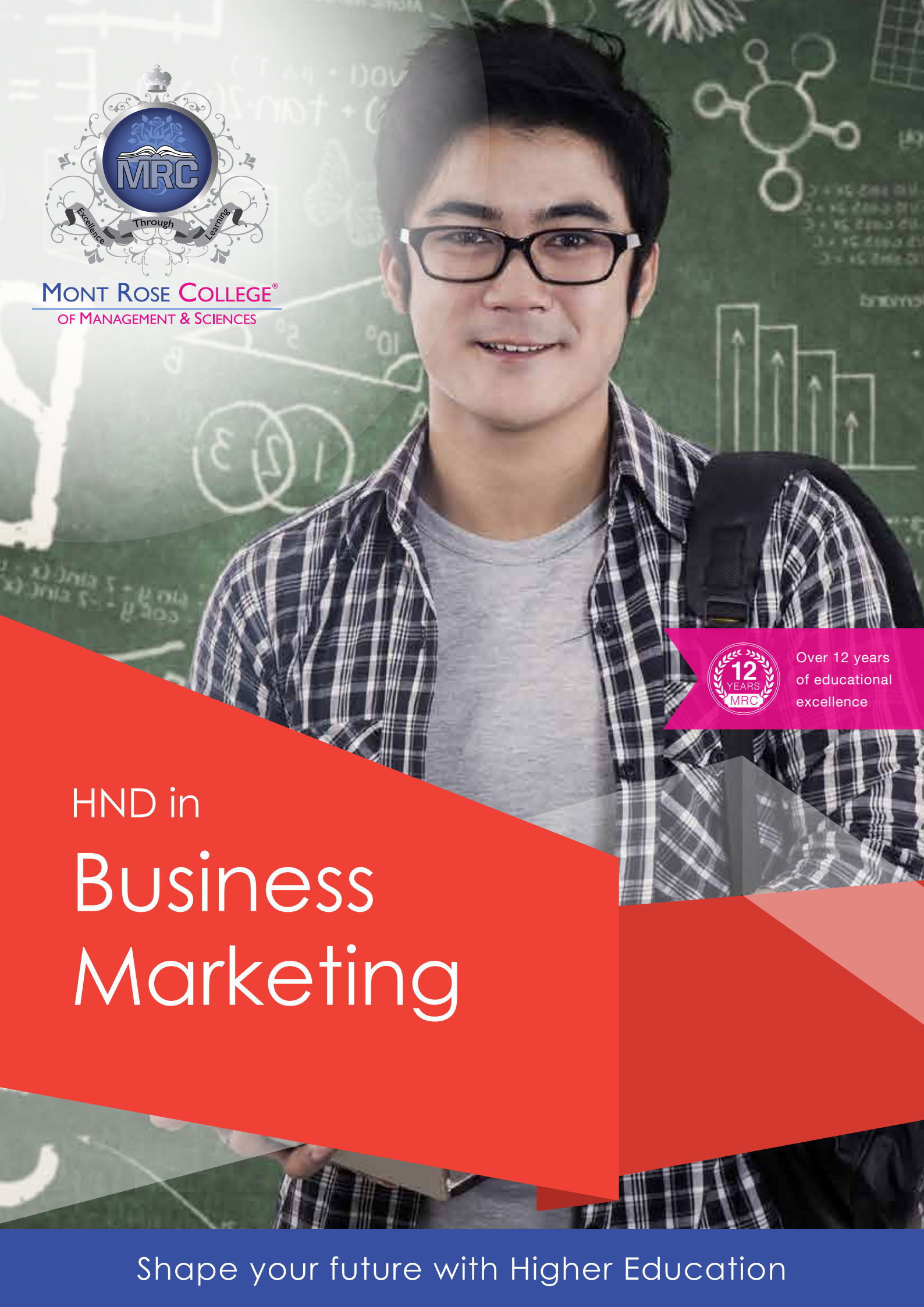

MONT ROSE COLLEGE®
OF MANAGEMENT & SCIENCES

12 YEARS MRC

Over 12 years of educational excellence

HND in Business Marketing

Shape your future with Higher Education

Are you fascinated by the business sector and thinking about pursuing a successful career in Business? Whether you want to become a known figure in Business Sector Mont Rose College can help shape your future with higher education.

Mont Rose College has supported many students to achieve their career destinations and flourish in the world of Business. Our HND course focuses on student needs, giving them a competitive edge and a tailored structured programme, which helps them kick-start a career in the Business sector.

Intended Learning Outcome

After completing the course you will be able to:

- Demonstrate knowledge and understanding of organisations, the external environment in which they operate, how they are managed and a thorough understanding of the interdisciplinary nature of the business field.
- Conduct research
- Demonstrate cognitive skills of critical thinking, ability to solve structured and unstructured business problems
- Communicate both orally and in writing, effectively and appropriately
- Read and use literature on business accounting with a good, critical understanding
- Be able to think independently and solve problems in accounting, auditing and taxation
- Apply subject knowledge and understanding to address familiar and unfamiliar problems
- Recognise and be able to discuss the moral and ethical issues in accountancy
- Appreciate the need for ethical standards and professional codes of conduct in accounting
- Has the capacity to give a clear and accurate account of a subject, assemble arguments in a logical way and engage in debate and dialogue both with specialists and non-specialists
- Be able to appreciate the interdisciplinary nature of business
- Have a degree of specialisation in accountancy through the optional modules

Course Contents/Description

The award is made up of 15 units:

Mandatory core units are

- Business and the Business Environment
- Marketing Essentials
- Human Resource Management
- Management & Operations
- Management Accounting
- Managing a Successful Business Project
- Research Project
- Organisational Behaviour

Specialist Units

- Product and Service Development
- Integrated Marketing Communications
- Digital Marketing

Optional Units

- Entrepreneurship & Small Business Management
- Innovation and Commercialisation
- Business Strategy
- Sales Management

Teaching & Learning

Learners must achieve a minimum of 240 credits (of which at least 120 must be at level-4 and 120 are at level-5) to be awarded the level-5 HND.

The learning and teaching strategy for the HND/C Business studies is explicitly designed to contribute to the achievement of intended learning outcomes which are clearly expressed at programme and module level.

The general approach to the learning process for most modules involves:

- Lectures
- Tutorials
- Case studies
- Class discussions
- Presentations

HOW TO APPLY

We want to help you achieve a quality qualification that improves your future employment prospects anywhere in the world. Our professionally focused courses will give you the skills and knowledge to go straight into your chosen career. Mont Rose College encourages and supports all sectors of the community to access Higher Education and in accordance with the College Admissions Policy places will be offered on the basis of students meeting the entry criteria:

- Level 3 qualification equivalent to A-Levels or BTEC National
- English & Maths Diagnostic Test
- Course interview

Students are requested to produce formal documents to assist with their application please contact the Admission Team to find out what they are.

WAYS TO APPLY

VIA UCAS

Using institutional code M88

ONLINE

Directly apply for your chosen course

www.mrcollege.ac.uk

VISIT THE COLLEGE

You can contact the Admissions Team and make an appointment

Mont Rose College
267 Cranbrook Road Ilford, Greater London IG1 4TG.

FEE INFORMATION

We believe Higher Education should not be only be accessible but affordable to as many students.
Our course fee's are £6,165 per year for UK and EU students.

Shakespeare House *(South Campus)*
267 Cranbrook Road Ilford Essex IG1 4TG

Churchill House *(North Campus)*
287-289 Cranbrook Road Ilford Essex IG1 4UA

Telephone Number
020 8556 5009

Email Address
admissions@mrcollege.ac.uk

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