



University of  
**Salford**  
MANCHESTER

UNDERGRADUATE

# Applicant Visit Day

25/04/20

# What we'll cover...

- The Exchange Programme
- The Professional Experience Year
- Introduction to Programme Leaders
- Brief overview of *current* programme contents:
  1. BSc (Hons) International Events Management
  2. BSc (Hons) International Business
  3. BSc (Hons) Marketing
  4. BSc (Hons) Tourism Management
- Contact details for PL's and Admissions Tutor
- Opportunities for questions



# The Exchange Programme

- Available to all SBS students
- Opportunity to study overseas
- Partners in France, Spain, Germany, Austria, Turkey, Finland, Slovenia, USA, Canada,
- Takes place in year two
- Grants available\*
- Up to 85% reduction in tuition fees



# SBS Placement Year

- Placements are open to all undergraduate students and are a 12 month paid graduate level position with no tuition fees (UoS)
- Student can be based in NW, UK, Europe or world wide
- Students apply for placements during their second year
- Support given by SBS Employability team and central university careers support team
- A placement extends your degree from three to four years
- Your degree certificate is accredited “with Professional Experience Year”
- 95% of placement students achieve a first class honours degree
- 50% of placement students work for their placement company upon graduation



# Placement student in Tanzania

## Tent with a view, a safari camp operator



# Programme

## BSc (Hons) International Events Management

| First year  | Second year  | Final year  |
|---|--|---|
| Multi-Level Team Project  | Multi-Level Team Project   | Multi-Level Team Project  |
| Principles of Marketing   | Professional Development   | Business Ethics & Sustainability  |
| Digital and Business Skills   | Sport in a Digital World or<br>Event Tourism or<br>Language  | Dissertation or<br>Business Entrepreneurial Simulation<br>Project or<br>Language  |
| Multi-Level Team Project  | Multi-Level Team Project   | Multi-Level Team Project  |
| Principles of Events Business   | Legal Aspects of Business  | Strategic Management  |
| Optional modules:<br><i>Principles of HRM</i><br><i>Principles of Accounting</i><br><i>Language</i> | Optional modules:<br><i>Business Research Analysis and<br/>Methods</i><br><i>International Project</i><br><i>Project Management</i><br><i>Language</i> | Optional modules:<br><i>Dissertation</i><br><i>Service Sector Entrepreneurship</i><br><i>Search and Social Media</i><br><i>Marketing</i><br><i>Language</i> |



# Programme

## BSc (Hons) Marketing

| First year                | Second year                  | Final year                         |
|---------------------------|------------------------------|------------------------------------|
| Principles of Marketing   | Prof Development             | Business Ethics and Sustainability |
| Digital Marketing         | Integrated Marketing Comms   | Strategic Marketing                |
| Digital & Business Skills | Int Marketing                | Strategic Management               |
| Principles of HRM         | Legal Aspect of business     | Search and Social Media Marketing  |
| Principles of Accounting  | <b>OPTIONS (pick 2)</b>      | <b>OPTIONS</b>                     |
| <b>OPTIONS (pick 1)</b>   | UW Language prog             | Dissertation SBS UG (40)           |
| UW Language prog          | Cont Issues In Int Marketing | Language Programme (20)            |
| Orgs in a Global Env      | Consumer Behaviour           | Market Research (20)               |
|                           |                              | Brand Management (20)              |



# Programme

## BSc (Hons) Tourism Management

| First year                  | Second year              | Final year                       |
|-----------------------------|--------------------------|----------------------------------|
| Tourism Principles          | Service Sector Marketing | Contemporary Issues in Tourism   |
| Digital and Business Skills | Professional Development | Business Ethics & Sustainability |
| Multi Level Team Project    | Multi Level Team Project | Multi Level Team Project         |
| Tourism Operations          | International Project    | Tourism Futures                  |
| Business Essentials         | Visitor Attractions      | Strategic Management             |
| Multi Level Team Project    | Multi Level Team Project | Multi Level Team Project         |





| <b>FULL-TIME: INTERNATIONAL BUSINESS MODE A (Traditional Degree Structure)</b> |                                      |                          |                               |                                   |   |                      |   |                      |
|--|--------------------------------------|--------------------------|-------------------------------|-----------------------------------|---|----------------------|---|----------------------|
| Year   | 1                                    |                          | 2                             |                                   | 3   |                      | 4   |                      |
| Trimester  | 1                                    | 2                        | 1                             | 2                                 | 1   | 2                    | 1   | 2                    |
| Level  | Level 4                              |                          | Level 5                       |                                   | Level 6                                       |                      |   |                      |
| Full-time  | Principles of Marketing              | Principles of HRM        | Professional Development      | Legal Aspects for Business        | Business Ethics and Sustainability            | Strategic Management |   |                      |
| (3 years)  | Digital and Business Skills          | Principles of Accounting | Cross-cultural Communications | International Business Strategies | Contemporary Issues in International Business | Strategic Marketing  |   |                      |
|  | Principles of International Business | OPTION A                 | OPTION B                      | OPTION C                          | OPTION D                                      | OPTION D             |   |                      |
| Level  | Level 4                              |                          | Level 5                       |                                   | Level 5                                       |                      | Level 6                                       |                      |
| Full-time with Industrial Experience   | Principles of Marketing              | Principles of HRM        | Professional Development      | Legal Aspects for Business        | Professional Experience Year                  |                      | Business Ethics and Sustainability            | Strategic Management |
| (4 years)  | Digital and Business Skills          | Principles of Accounting | Cross-cultural Communications | International Business Strategies | 60 credits                                    |                      | Contemporary Issues in International Business | Strategic Marketing  |
|  | Principles of International Business | OPTION A                 | OPTION B                      | OPTION C                          | Also available for the Dual Award             |                      | OPTION D                                      | OPTION D             |

## FULL-TIME: INTERNATIONAL BUSINESS (DUAL AWARD) 210 ECTS

| University of Salford |                                      | Tampere University of Applied Sciences |  | University of Salford |   | Tampere University of Applied Sciences |  |   |
|-----------------------|--------------------------------------|--|--|-----------------------|---|--|--|---|
| 60 ECTS               |                                      | 60 ECTS                                |  | 60 ECTS               |   | 30 ECTS                                |  |   |
| Year                  | 1                                    |  | 2  |                       | 3   |  | 4  |   |
| Trimester             | 1                                    | 2                                      | 1  | 2                     | 1   | 2                                      | 1  | 2 |
| Level                 | Level 4                              |  | Level 5  |                       | Level 6                                       |  |  |   |
| Full-time             | Principles of Marketing              | Principles of HRM                      | Management, Strategic Marketing Planning, International Brand Management, Marketing in the Digital World, Finnish as Foreign Language 1, Intercultural Communication, Global business Management, Business Game, Managing Multicultural Organizations, Modern Leadership Skills, Customer Journey and Market analysis, Strategic Marketing |                       | Business Ethics and Sustainability            | Strategic Management                   | Innovations & business management: Consultation projects placement |   |
| (3.5 years)           | Digital and Business Skills          | Principles of Accounting               |  |                       | Contemporary Issues in International Business | Strategic Marketing                    | Research Plan & Bachelor's Thesis, Final Report                    |   |
|                       | Principles of International Business | OPTION A                               |  |                       | OPTION D - not Dissertation                   | OPTION D - not Dissertation            |  |   |

| Name  | Credits | Rules  |
|---|---------|--|
| Data Analysis for Business                          | 20      | OPT A: Choose 1 x 20 credit                                      |
| University-wide Language Programme                  | 20      | OPT A: Choose 1 x 20 credit                                      |
| Service Sector Marketing                            | 20      | OPT B: Choose 1 x 20 credit                                      |
| International Logistics and Distribution Management | 20      | OPT B: Choose 1 x 20 credit                                      |
| University-wide Language Programme                  | 20      | OPT B: Choose 1 x 20 credit                                      |
| International Project                               | 20      | OPT C: Choose 1 x 20 credit                                      |
| Business Research Analysis and Methods              | 20      | OPT C: Choose 1 x 20 credit                                      |
| Dissertation (Business)                             | 40      | OPT D: Choose 1x 40 credit or 2 x 20 credit (one each trimester) |
| University-wide Language Programme                  | 20      | OPT D: Choose 1x 40 credit or 2 x 20 credit (one each trimester) |
| Brand Management                                    | 20      | OPT D: Choose 1x 40 credit or 2 x 20 credit (one each trimester) |
| Service Sector Entrepreneurship                     | 20      | OPT D: Choose 1x 40 credit or 2 x 20 credit (one each trimester) |

# Contact Details

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# Admissions Contact

**Dr Richard Bell**

Admissions Tutor

Marketing and Leisure Programmes

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University of  
**Salford**  
MANCHESTER

Questions?