

University Foundation

In all Brunel University London business, economic and finance and computer study degrees, students develop a range of skills valued by employers such as communication, critical thinking, analysis, teamwork, career planning and project management. Each programme has a strong contemporary feel and relates theory and concepts to the practical issues facing employers and employees in the 21st Century. Successful completion of the degree can lead to career opportunities in marketing, enterprise, business accounting, accountancy, business operations, HRM, finance, recruitment consulting and other graduate level job depending on which degree path is followed after the Foundation study is completed.

In Stage 1 of the programme you will take the following core modules, four in the first semester and four in the second.

In Semester One you will study:

- Interactive Learning Skills and Communication
- Principles of ICT
- Management
- Mathematics

In Semester Two you will study:

- Principles of Accounting
- Economics
- Statistics
- Marketing

Module Overview

Interactive Learning Skills and Communication

This module will help you learn how to study effectively at University. Students will be introduced to techniques and strategies to help support and enhance your learning at undergraduate level.

Principles of ICT

The module introduces candidates to the interesting opportunities and challenges that ICT presents today for businesses and covers many anchor points that may serve as a bridge to their interests and lifestyles from the viewpoint of the user.

Management

This module will introduce you to the concepts of management and the management process. You will learn about the basic fundamentals of organisational management and how motivational concepts are applied in the workplace.

Business Mathematics/ Mathematics for Economics and Finance

The application of mathematics to real life problems in the business and everyday world is an essential part of every business and this module will not only introduce you to basic arithmetic but provide a good basis for future study. There are different mathematic routes depending on your chosen degree.

Principles of Accounting

This module will give students a comprehensive grounding in rudimentary book-keeping. Students will be able to enter business transactions in the relevant ledgers, distinguish between different types of transactions, close accounts and extract a Trial Balance, and from given data produce a simple set of final accounts with only a few adjustments.

Economics

You will learn about Microeconomics through the demand and supply model through to Market structures. The second part of the module is devoted to Macroeconomics and International trade.

Statistics

This module will introduce you the basic concepts of statistics and how they are used in business modelling and interpretation of how well a business is performing.

Marketing

In this module you will gain an overview of marketing and the marketing environment and an insight into Human Resource Management from people resourcing through to managing performance and relationships with employees.