



#### DISTANCES TO SUNDERLAND

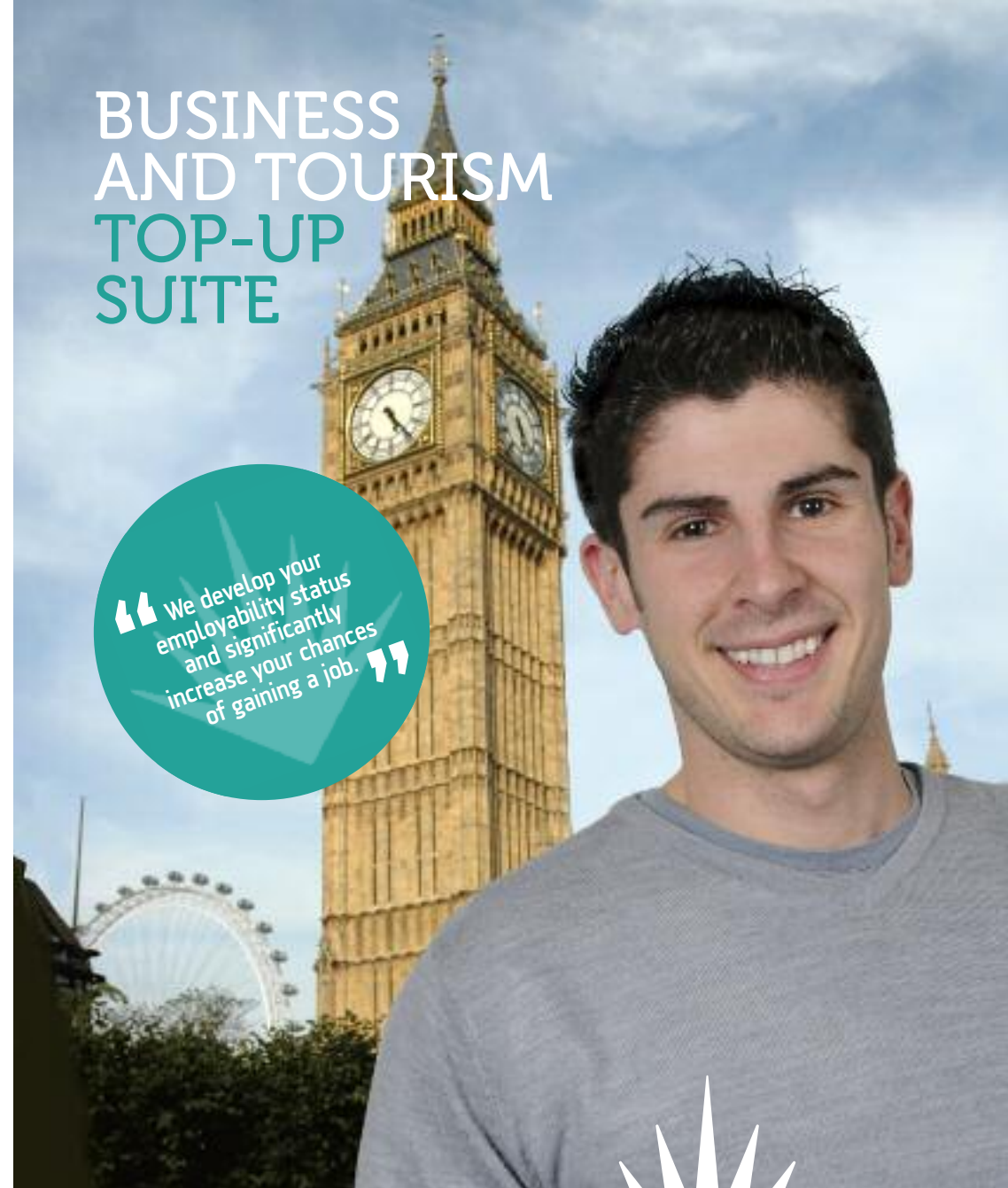
FROM	RAIL	COACH	CAR	AIR
Berwick	1 hr 20 mins	3 hrs 50 mins	1 hr 50 mins	•
Birmingham	3 hrs	4 hrs	3 hrs 25 mins	1 hr
Darlington	1 hr 10 mins	1 hr 10 mins	40 mins	•
Edinburgh	1 hr 30 mins	3 hrs 20 mins	2 hrs 15 mins	•
London	3 hr 30 mins	5 hrs 20 mins	4 hrs 50 mins	1 hr
Manchester	3 hrs	4 hrs	2 hrs 40 mins	•
Middlesbrough	55 mins	50 mins	45 mins	•
Newcastle	20 mins	1 hr 15 mins	23 mins	•
York	1 hr 30 mins	2 hrs	1 hr 50 mins	•

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# BUSINESS AND TOURISM TOP-UP SUITE

“ We develop your employability status and significantly increase your chances of gaining a job. ”



UNDERGRADUATE STUDY

lifechanging



**University of Sunderland**



# WELCOME TO THE BEST TIME OF YOUR LIFE

## BUSINESS AND TOURISM TOP UP SUITE

Choosing what and where to study is probably one of the biggest decisions you will ever have to make. Therefore you need to choose an institution that really cares about you and most importantly your career.

Being part of the Sunderland Business School allows you to gain so much more than a qualification. We offer you a wide range of benefits which include opportunities to talk to senior managers in the region and even a chance to start your own business. We are a dedicated team with professional and academic experience. We have a long-standing reputation for teaching quality; which is monitored and reviewed by the Quality Assurance Agency for Higher Education and we have also been awarded best student experience in the UK (THES).

**Don't take our word for it, come visit us. Contact our Recruitment Team on 0191 515 3341 and we will arrange for you and your guests to visit our fantastic department and learn more about what we can do for you.**

# WHY CHOOSE SUNDERLAND FOR YOUR 'TOP-UP' DEGREE?

Do you have a BTEC HND qualification, foundation degree or equivalent in a business or tourism discipline area? If yes, you can progress onto one of our 'top up' programmes which will convert it into a full honours degree with just one more year of study.

Our Department is reviewed and inspected by the Quality Assurance Agency (QAA) which means you will benefit from our high quality teaching which will prepare you for the real world.

We pride ourselves on having over 92% employability rate. We know that after leaving us you'll not only be well educated in theory but also be able to make an immediate contribution to your employer's business. Our Top-Up programmes combine an international curriculum with academic training which includes practical, vocational, and transferable skills. You will develop the core academic skills of independent learning, critical thinking, problem solving, and communication. But you will also develop a wide range of vocational skills, such as team working, report writing and presentation skills.

We want to make sure you make the most of your time at the University whilst also having fun and an all round productive and enjoyable experience; one that you will never forget.

Consequently we place much emphasis on creating value added activities which will develop your employability status and significantly increase your chances of gaining a job on completion of your studies. This may mean that you choose to; take part in the **Business Club**; attend our **Guest Speaker Programme**, or even **start your own business**; there is truly something for everyone here at Sunderland Business School.

## Business Club

Now is the time to start making new friends, meeting business professionals and doing your bit for the local community. The Business Club gives you the opportunity to do all this and much more. You'll be involved in organising social and charity events as well as employer visits allowing you to gain more and be different.

The aim is to promote a social context to your studies, enhance your employability and develop a civic awareness and contribution.

The Business Club is a voluntary society that aims to enhance your student experience and ensure you get the most out of your time as a Business and Management student at our Faculty.

## Guest Speakers Programme

The 'Guest Speakers Programme' is designed to enhance your specialist business knowledge. This programme will help to improve your business understanding of up-to-date issues and strategies through listening to those already in management positions.

You will be given the chance to discuss the business issues that the particular organisation will face. As a student, you will find the experience extremely rewarding, as you are able to guide your own questions. This will serve to further enrich your theoretical studies as well as allowing you to take valuable knowledge away about each company.



“

By asking senior managers for their views on the current marketplace, I was able to gain a greater understanding of business in the real world. Having this opportunity was both exciting and enjoyable.

”

Marjol Bozo,  
Business Student and Alumni Member





# THE HATCHERY

## Turning Business Ideas into Reality

Do you have what it takes to be an entrepreneur?

- Want to bring your business idea to life?
- Would you like to be your own boss?
- Looking for support, information or facilities?

No matter what type of business you want to start, or the stage of development you're at, the Hatchery is here to help. We have supported many students and graduates to set up creative, innovative and successful new companies. Based in the Business School, the Hatchery is where you will have the opportunity to develop your business ideas and knowledge in a risk free environment. All Hatchery members have access to FREE facilities and support from a business mentor.

### Field Trips

Tourism is a thriving industry in the North East of England and you will have some excellent opportunities on your doorstep. As well as day visits to some of these attractions, courses feature residential field study visits – recently students have visited many European cities including Paris, Rome and have even ventured as far afield as New York.

“ Getting 'Campus Games' to where it is now has been very hard work and in all honesty would have been extremely difficult without the help we received, from The Hatchery, who provided us with very professional office facilities as well as access to mentors for business advice and direction. Being around other start-up businesses provided an excellent support network where ideas and experiences could be shared from other entrepreneurs who are experiencing or have experienced similar challenges. I would recommend the Hatchery to any student who may be considering starting their own business because the support received is first class.

Helmut Okike, Campus Games Ltd, Director  
Business Graduate and Alumni Member



## BA (Hons) Business Management (Top-Up)

The BA (Hons) Business Management Top-Up degree is designed to provide students with a solid foundation of international business knowledge from a wide range of business modules helping you become a more employable graduate. The programme content is current and up-to-date and reflects many changes in the global business environment. It is intended for students who have studied appropriate business programmes and who want to advance their knowledge to a Bachelor degree level. Therefore it deals mainly with strategic issues and builds on knowledge gained from previous studies.

### How can this benefit you?

If you have studied to HND level in a business related subject and you wish to advance your qualification then you can apply for the top-up, which after one-year leads to a full BA (Hons) degree.

This programme provides you with an excellent all-round business education, which will develop both academic knowledge and practical skills. This one year programme is ideal for students who wish to keep their options open so that they can learn a variety of business subjects. Teaching is spread across two semesters. You will develop key management skills and techniques found in the management of strategic projects financial analysis, strategic management of markets and people within the context of a dynamic contemporary business environment.

### Career opportunities

Recent graduates have gone on to diverse roles in accountancy, the legal professions, the health sector, and the marketing department of a major football club.

Many graduates also go on to undertake Masters courses to further their professional skills.

### Areas Covered\*

Financial Management • Strategic Management • Strategic Management of Human Resources • Contemporary Developments in Business Management • Marketing Strategy • Managing Projects

\*Correct at time of print

### Entry Requirements

The normal entry criteria for admission to this course is that students will have successfully completed a HND or its equivalent as follows:

- BTEC HND in Business
- BTEC Higher National Diploma in Business or related area
- ABE Advanced Diploma in Business Administration
- IBAM Advanced Diploma in Business Administration
- 240 credits or equivalent of a recognised UK undergraduate award in a relevant finance, business and management related discipline.

Applicants who do not meet the above requirements may be exceptionally considered at the discretion of the Programme Leader.

Students applying with English as a second language will be required to have achieved a minimum International English Language Testing System scheme (IELTS) 6.0 or equivalent to commence the programme. Relevant working experience in accounting and finance areas are very useful to support applications.

DYNAMIC  
QUALITY



## Don't just take our word for it... Alumni Profile

“ Through my time at the University of Sunderland I feel that I have been constantly challenged by the course and it has encouraged me to develop my skills, which will be valuable within employment in the industry. I feel the staff provided outstanding academic support throughout the course, which has helped me to achieve my full potential. The course is supported by fieldwork which allows you to put into practice the classroom based learning and makes it relevant to the current state of the industry. ”

Andy Atkinson,  
BSc Tourism Management and Alumni Member

## BA (Hons) Accounting and Financial Management (Top-Up)

The BA (Hons) Accounting and Financial Management programme (BAAFMT) is a top up degree aimed primarily at HND graduates in business which have contained elements of accounting and finance. It is ideal for you if you are seeking to top-up your studies to degree level with accounting and finance as their chosen area of expertise. BAAFMT will provide you with the development of intellectual and cognitive skills that are valuable to graduates in future employment.

The curriculum is designed to allow the key areas of accounting and financial management to be integrated within a business context. You will be encouraged to evaluate the ways that module ideas can be used to improve their understanding of the accounting and financial management of business and the role of the manager as one who is responsible for financial resources. The programme also generates integrative ways of looking at work problems.

### How can this benefit you?

By the end of the programme you will not only have highly-valued expertise in accounting and finance, you will also have degree level skills in thinking and problem solving. You can expect to become involved in case studies and activities which give insight into the practical, real-world application of your studies. Your new knowledge and skills will be up-to-date and relevant for business organisations, which rely on expertise in accounting and financial practice.

### Career Opportunities

Your degree qualification opens up opportunities in financial and management accounting.

Equally, you can use your degree to move into more varied roles in general management. You will require a good understanding of the management of finance along with other vitally important resources. In all of these areas, your financial expertise will give you a head start and a career advantage.

### Areas Covered\*

Financial Management • Strategic Management Accounting • Business Modelling for Decision Making • International Financial Reporting • Managing Projects • Contemporary Developments in Business and Management

\*Correct at time of print

### Entry Requirements

The normal entry criteria for admission is that students will have successfully completed a HND or its equivalent as follows:

- BTEC HND in Finance
- BTEC Higher National Diploma in Business or related area;
- ABE Advanced Diploma in Business Administration
- IBAM Advanced Diploma in Business Administration
- 240 credits or equivalent of a recognised UK undergraduate award in a relevant finance, business and management related discipline.

Applicants who do not meet the above requirements may be exceptionally considered at the discretion of the Programme Leader.

Students applying with English as a second language will be required to have achieved a minimum International English Language Testing System scheme (IELTS) 6.0 or equivalent to commence the programme. Relevant working experience in accounting and finance areas are very useful to support applications.

Professional  
INSPIRING



## BA (Hons) Business and Marketing (Top-Up)

Marketing is vital to the success of every business. For this reason, organisations need skilled, informed individuals who understand the role of marketing within business. This programme gives you that awareness along with an excellent all round business education. It will give you a broad critical understanding in what is one of the key factors satisfying customers needs and developing effective marketing using customer relationship strategies. The programme covers a range of areas from the basic fundamentals through to Critical Issues in Marketing and Consumer Psychology. Emphasis is on developing professional and transferable skills to succeed in a range of marketing environments.

### How can this benefit you?

If you have studied to HND level in a business related subject and you wish to advance your qualification then you can apply for the Top-Up, which after one-year leads to a full Bachelor of Arts with Honours Degree.

This programme provides you with an excellent all-round business education whilst specialising in marketing, which will develop both academic knowledge and practical skills. This one year programme is ideal for students who wish to gain essential skills in marketing whilst studying a variety of business areas.

You will therefore receive an excellent all round business education. The course has a strong international perspective that is well suited to the understanding of business in the global economy.

### Career Opportunities

Developments in the field continue to offer exciting and challenging prospects for marketing graduates. Opportunities exist with companies specialising in market research, marketing communications, sales and strategic management of markets. Recent graduates are working in market research, communications and as managers in companies such as Adidas, IBM and Marriott Hotels.



### Areas Covered\*

Business Research Dissertation • Corporate Strategy • Critical Issues in Marketing and Consumer Psychology • E-marketing Strategy • Cultural Diversity in International Business

\*Correct at time of print

### Entry Requirements

Students will have successfully completed a HND or its equivalent as follows:

- BTEC HND in Business
- BTEC Higher National Diploma in Business or related area;
- ABE Advanced Diploma in Business Administration
- IBAM Advanced Diploma in Business Administration

- 240 credits or equivalent of a recognised UK undergraduate award in a relevant finance, business and management related discipline.

Applicants who do not meet the above requirements may be exceptionally considered at the discretion of the Programme Leader.

Students applying with English as a second language will be required to have achieved a minimum International English Language Testing System scheme (IELTS) 6.0 or equivalent to commence the programme. Relevant work experience in accounting and finance sectors are very useful to support applications.



## Don't just take our word for it... Alumni Profile

“Sunderland is a great place to study, the staff are really supportive and I have really enjoyed my time here.”

Ya Mun Chong,  
BA (Hons) Business and Marketing, Top-Up and Alumni Member

Rewarding  
UNIQUE

## Don't just take our word for it... Alumni Profile



“ I chose Sunderland Business School because it has a modern campus, located by the sea and I got the best vibe from the open day compared to the other universities I visited. Sunderland was also in the top 5 best new universities in Britain. I undertook a placement which has given me a greater understanding of the industry in which I want to pursue a career. I learnt more than I ever expected and now feel much more confident and ready to work on completing my degree.

David Walker,  
Business Student and Alumni Member

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## BA (Hons) Business and People Management (Top-Up)

Many organisations argue that 'people are our most valuable resource and have to be handled with care and sensitivity'. People Management is vital to the success of every business. For this reason, they need skilled, informed individuals who understand the role of HRM in business. This course gives you that awareness along with an excellent all round business education. There is also a strong international perspective that will equip you with an understanding of business in the global economy.

### How can this benefit you?

If you have studied to HND level in a business related subject and you wish to advance your qualification then you can apply for the Top-Up, which after one-year leads to a full Bachelor of Arts with Honours Degree.

The People Management route gives you both the academic knowledge and practical skills needed in human resource roles. The programme provides you with an excellent all-round business education whilst specialising in human resources, which will develop both academic knowledge and practical skills. This one year programme is ideal for students who wish to gain essential skills in human resource management whilst studying a variety of business subjects.

### Career Opportunities

By the time you graduate you will be ready to pursue a career in areas such as personnel management, industrial relations, training, consultancy, and recruitment. Recent graduates have taken positions as trainee managers and human resource administrators, civil servants and teachers.

### Areas Covered\*

Business Research Dissertation • Corporate Strategy • Organisational and Human Resource Development Strategies • Employment Relations • Human Resources Strategy • Cultural Diversity in International Business

\*Correct at time of print

### Entry Requirements

Students will have successfully completed a HND or its equivalent as follows:

- BTEC HND in Business
- BTEC Higher National Diploma in Business or related area;
- ABE Advanced Diploma in Business Administration
- IBAM Advanced Diploma in Business Administration
- 240 credits or equivalent of a recognised UK undergraduate award in a relevant finance, business and management related discipline.

Applicants who do not meet the above requirements may be exceptionally considered at the discretion of the Programme Leader.

Students applying with English as a second language will be required to have achieved a minimum International English Language Testing System scheme (IELTS) 6.0 or equivalent to commence the programme. Relevant work experience in a management sector is very useful to support applications.



## BSc (Hons) International Tourism and Hospitality Management (Top Up)

Do you have a Higher National Diploma or a Foundation Degree in an area related to travel, tourism and hospitality? If so, this programme will upgrade your qualification to a full honours degree in just one year of study. It will strengthen and build on your existing studies and practical experience. As a result you'll have the skills and knowledge that are increasingly in demand from today's employers.

Tourism is a growth area and there are exciting opportunities in managing and developing tourism and hospitality businesses. Tourism has a wider application into leisure based events covering cultural, festivals, heritage and even sports related activities.

### How can this benefit you?

During the programme you will develop wider skills in communication, team working, problem solving, application of number, use of information technology, and improving your own learning and work performance. These will not only help you launch your career but also provide a framework for life-long learning. The programme is enriched with tourism destination studies.

### Career Opportunities

Recent tourism graduates have gone on to positions within major tourism companies, economic development agencies, tourism development bodies and local authorities. There are also opportunities in regional and national government in the UK and overseas. Plus, you'll be equipped for many positions in the wider service sector and for moving on to postgraduate research.

### Areas Covered\*

E-Tourism • Urban Tourism • International Hospitality Management • Strategic Planning for Tourism and Leisure • International Tourism and Hospitality • Management Major Project

\*Correct at time of print

\*Representation of areas covered

### Entry Requirements

- You will need a Higher National Diploma (HND), Foundation Degree or equivalent qualification in an area related to travel, tourism or hospitality or hospitality management.
- 240 credits or equivalent of a recognised UK Bachelor Degree

Applicants who do not meet the above requirements may be exceptionally considered at the discretion of the Programme Leader.

Students applying with English as a second language will be required to have achieved a minimum IELTS 6.0 or equivalent to commence the programme. Relevant working experience in accounting and finance areas are very useful to support applications.

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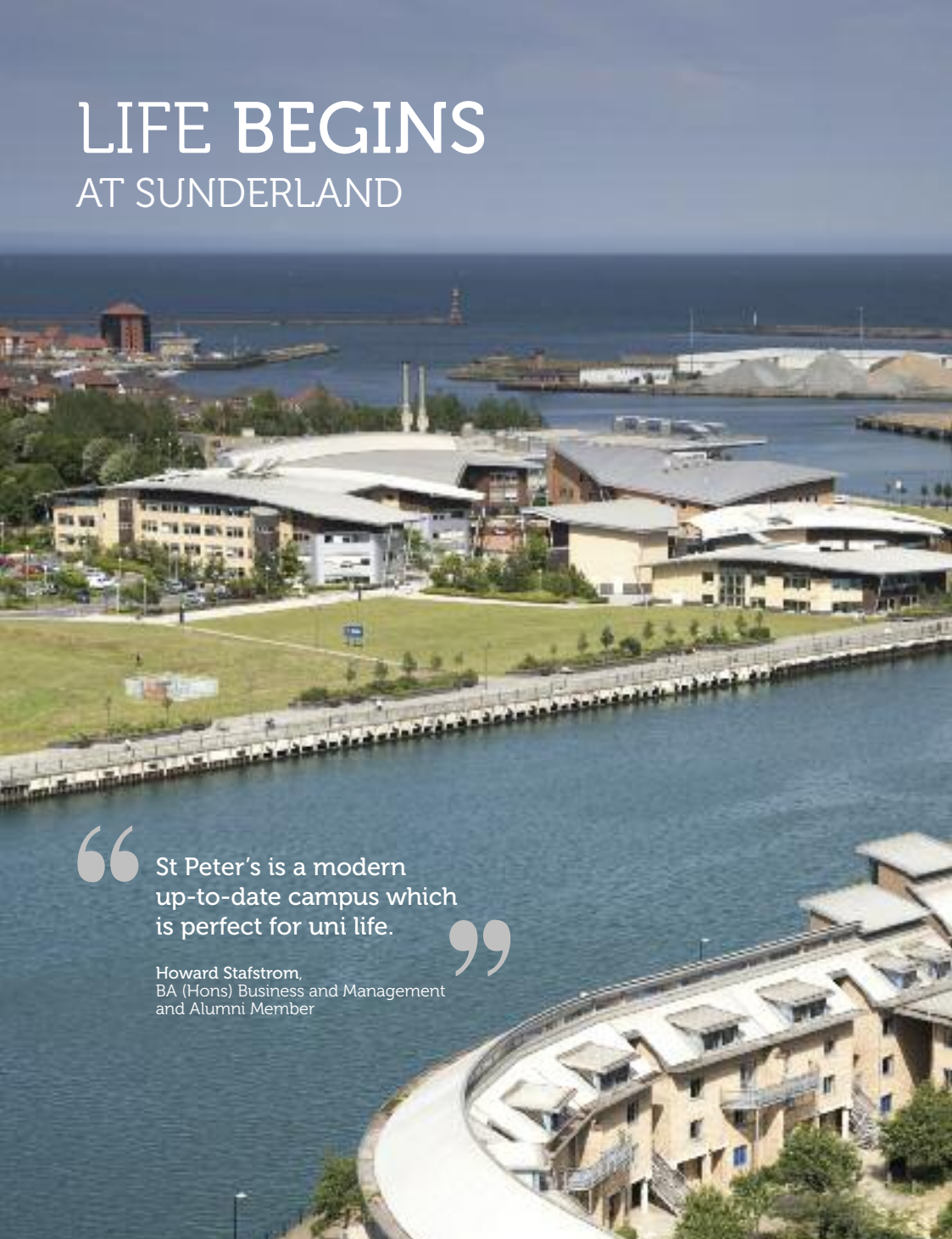
I really enjoyed learning here because of the helpful staff at the University and the excellent facilities.

Ye Zhang,  
Business Student  
and Alumni Member

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# LIFE BEGINS AT SUNDERLAND



“ St Peter’s is a modern up-to-date campus which is perfect for uni life. ”

Howard Stafstrom,  
BA (Hons) Business and Management  
and Alumni Member

Sunderland is moving forward fast. Hi-tech businesses have taken over from the traditional industries and officially, the city is now one of the seven most IT-intelligent communities in the world. Being at University is all about experiencing life to the full and knowing how to enjoy yourself!

With a host of restaurants, cafes and bars as well as several new clubs offering student discounts and a multi-screen cinema, there is no shortage of places to have a great time. The University also has its own club which is a regular venue for bands and DJs such as Radio One’s Trevor Nelson, Judge Jules, Mark Owen, Urban Cookie Collective, Futureheads and the Arctic Monkeys. The city has a varied and exciting music scene catering for all tastes. So much so, it was voted best underground music scene in the UK by the NME magazine. It’s also one of those places where your money goes further because food, drink and rent is roughly 30% cheaper than in London and the South East (source: Hotcourses.com comparison).

If you’re into sport, then between the city and the University you’ll find all the facilities you need. We are significantly enhancing our sports development provision by developing a new sports and social centre. The University’s sports centre offers an all-purpose sports hall for badminton, five-a-side, basketball, netball, aerobics and yoga. There’s also a two-storey fitness cardio suite. The North East region’s only Olympic sized 50 metre pool is located near by – making Sunderland a must for swimmers. The local area also offers outdoor sporting activities. At the marina you can try your hand at sailing or kayaking and as Sunderland has long stretches of beautiful sandy beaches, surfing, windsurfing and rowing are also an option. The City of Sunderland offers a fabulous range of entertainment, sports, arts and shopping with many top name high street stores and smaller boutiques. North Easterners really know how to enjoy themselves!

