



Yenza Academy



# Top Up in Business and Management

## ABOUT

Complete your bachelor's degree in Business with a focus on global business strategies through your choice of leading international universities.

## ACCREDITED BY



## QUALIFICATION DETAILS



120 Credits



12 months

## POWERED BY

**GenEx**

# Why Choose Yenza Academy?

Yenza Academy provides students with flexible, stackable qualifications in various career pathways, recognised worldwide. Our programme is designed for individuals seeking to fast-track their academic and professional goals. Through comprehensive courses and partnerships with top universities, Yenza Academy prepares students for successful careers and advanced degrees.

## Programme Goals



Provide foundational and advanced skills to prepare students for career readiness and further study.



Offer flexible, stackable qualifications with seamless progression from diplomas to degree programmes.



Deliver globally recognised qualifications accredited by ATHE and Qualifi, enhancing international career and academic opportunities.

## Key Benefits



**Flexible Learning:** Study at your own pace with online courses tailored to fit your schedule.



**Global Accreditation:** Earn qualifications recognised by ATHE and Qualifi, opening doors to international career and academic opportunities.



**Industry-Relevant Learning:** Engage in practical assignments and case studies that reflect real-world challenges, enhancing your employability.

## Accreditation & Partnerships

Yenza Academy courses are accredited by ATHE and Qualifi and recognised on the Ofqual Register. Our academic partnerships with prestigious institutions, such as the University of Bolton and Bangor University, provide seamless progression for students who wish to continue their studies with a Bachelor's top-up degree.

ACCREDITED BY



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# Programme Structure



## Course Overview

The University of Bolton BSc (Hons) Business Management (Top-Up) degree enhances students' business knowledge, providing global insights, real-world experience, and essential skills for career development. It fosters critical thinking and personal growth.

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## Assessment Methods

Students are assessed through formative and summative assessments within their modules of study and are required to complete a dissertation.

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## Admission

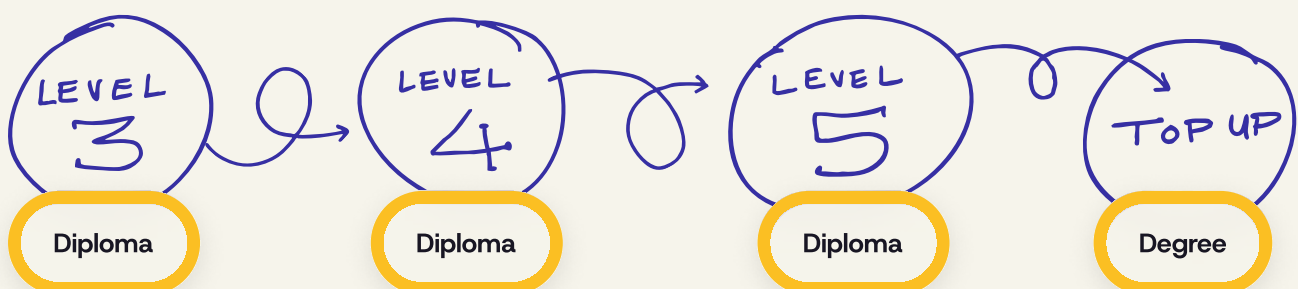
Applicants with Level 5 qualifications or two years of university study may transfer to the final year of the BSc programme. Students may need to demonstrate English at IELTS LEVEL 6.0.

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## Technical Requirements

Our platform is fully technology-driven; therefore, students will need a reliable PC, laptop, or tablet, or regular access to the aforementioned. Students will need a stable internet connection with sufficient data to access online resources and participate in programme activities.



# Course Structure

**1**

## Strategic Management

This module develops your ability to think strategically for business growth and competitiveness. Students will explore how internal and external factors influence strategic decisions and long-term success. The focus is on problem-solving and real-world business analysis, with an emphasis on sustainable competitive advantage and global citizenship.

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**2**

## E-Commerce and Contemporary Marketing Practice

This module provides an understanding of traditional and digital marketing theories, focusing on planning and multichannel strategies. Students will analyse case studies that highlight the role of digital technology in marketing, gaining skills to identify opportunities and create marketing plans for domestic and international markets. Effective communication and adaptability are key components of this module.

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**3**

## Logistics and Operations Management

In this module, you'll explore the strategic role of logistics and operations in global business. Students will study how to deliver materials and goods efficiently while controlling costs. Using real-world examples, this module highlights the importance of collaboration and problem-solving in optimising logistics and operations.

# Course Structure

**4**

## International HRM

This module emphasises the critical role of human resources in international business. Students will explore how IHRM contributes to gaining a competitive edge and understand its applications in a global context. The focus is on developing adaptability and global citizenship in managing people across borders.

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**5**

## Research Methods

This module introduces key research methodologies, including both quantitative and qualitative approaches. Students will learn to design studies, formulate research questions, and ethically analyse data. The skills you gain will be applied to independent research projects, preparing you for real-world business challenges.

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**6**

## Dissertation

This module enables you to conduct independent research on a relevant business management topic. Students will undertake rigorous, original research addressing specific business challenges, applying contemporary theories and methodologies. The module emphasises resilience, adaptability, collaboration, and lifelong learning.