



ONCAMPUS
Cambridge Education Group

Undergraduate Foundation Programme Business, Economics, Finance and Management

Programme details

Who is this programme designed for?

This programme is designed to prepare international students, who have completed senior secondary education, for entry to undergraduate studies at one of our partner universities. All students who successfully complete the UFP are guaranteed placement on a suitable programme of undergraduate study. The UFP is set at level 3, which is equivalent to A-level standard in the UK.

How long will I study for?

This programme lasts one academic year (nine months). The year is divided into three terms of seven to eight teaching weeks and one reading week. You will undertake up to 25 hours of classroom-based study per week.

What will I study?

This programme includes English and three academic subject modules. English will be integrated into the teaching of academic subjects, as well as being taught separately if you need additional support to develop your English language.

How will I be assessed?

You will be assessed at regular intervals throughout the programme to ensure you are making the progress required to successfully complete the programme. Full assessment of the programme will take place in the final term. Assessment methodologies are aligned to those that will be experienced in the University environment, and include project work, essays, presentations and unseen examinations.



• Economics and Finance

This module is focussed on Economic theory across the globe, how accounting works, and mathematical skills needed to understand how businesses work and performance is monitored. The main topics of this module are: economic theory, the business's costs, revenues and profits, break-even analysis, budgets, cash flow analysis, and accounting and finance.

Detailed study guide showing the key topics and what you should be able to do after completion:

1. The basic economic problem

- Understand and explain the link between business and economics
- Explain the basic economic problem, scarcity, efficiency and opportunity costs
- Describe and produce 'Production Possibility Frontiers'
- Understand that in the economy decisions are made by millions of individuals and firms about; What to make? How to make it? For whom to make it?
- Explain that there is specialisation by countries, regions and individuals
- Explain the 'Division of Labour' and its importance in modern society
- Describe the 'Sectors of the Economy'
- Explain who the Economic Actors are and what are their motives

2. Free market and mixed economies

- Explain how 'Free Markets' operate
- Explain the link between Free Markets, the Economic Actors, and Ownership and Competition
- Explain the role of government in a Free Market
- Explain the role of government in a mixed and planned economy
- Access the pros and cons of free and mixed economies
- Describe the relative degree of mixing in the world's Economies
- Apply to current markets

3. The demand curve

- Draw a typical demand curve
- Explain the inverse relationship between price and quantity demanded
- Explain that price changes cause a movement along the demand curve
- Explain what causes shifts in the demand curve
- Show that individual demand curves can be added together to form an industry demand curve
- Explain consumer surplus and show graphically

- Apply to current markets
- Explain the positive relationship between price and quantity supplied on the supply curve
- Explain producer surplus and show it graphically
- Explain the reasons why supply curves shift
- Demonstrate graphically how supply curves shift
- Explain how one can derive an industry supply curve from individual firms' supply curves
- Demonstrate how to derive an industry supply curve from individual firm supply curves
- Explain consumer surplus and show graphically
- Apply to current markets

4. Costs, Revenues and Profits

- Understand the role of the business within the economy
- Separate business costs into fixed, variable and semi-variable costs
- Understand what is meant by the term revenue, cost and profit
- Calculate the profit or loss being made by a business
- Understand the relationship between cost, price, revenue and profits

5. Break-even analysis

- Calculate contribution and contribution per unit
- Calculate break-even output
- Construct a break-even table
- Construct a break-even chart, fully labelled

6. Raising Finance

- Describe the main internal sources of finance
- Describe the main external short and long term sources of finance
- Show awareness of the important factors when choosing between alternative sources of finance (assess benefits and limitations)

7. Setting Budgets

- Describe the reasons for setting budgets
- Show an awareness of the different types of budgets that are produced by a business
- Produce a sales budget, production budget, cost budget and profit budget
- Discuss the problems linked to setting budgets
- Understand variances and how they are calculated

8. Cash Flow

- Understand the nature and importance of cash flow to a business start-up
- Understand why businesses prepare cash flow forecast
- Be able to amend or complete a cash flow forecast
- Evaluate the difficulties of cash flow forecasting
- Understand the causes of cash-flow problems
- Be able to suggest how a business can improve its cash flow

9. Introduction to Financial Accounting

- Read, understand and analyse financial statements
- Demonstrate an awareness of accounting problems and the underlying economic factors that generated them
- Prepare a balance sheet
- Prepare an income statement
- Prepare a cash flow statement
- Understand and record liabilities (current, bonds, leases), assets, and inventories

• Business Behaviours

This module is focussed on how organisations are developed, how people interact in business environments, and laws which affect how businesses are run. The main topics of this module are: entrepreneurship, legal structures, organisational structure, recruitment and selection, motivation, and business law.

Detailed study guide showing the key topics and what you should be able to do after completion:

1. Introduction to Business and Enterprise & Entrepreneurship

- Understand types of business activity
- Understand and explain the terms 'enterprise' and 'entrepreneurship'
- Describe the potential risks, rewards and opportunity cost of becoming an entrepreneur
- Identify the characteristics of successful entrepreneurs
- Explain the main motives and drawbacks of becoming an entrepreneur

2. Choosing the Right Legal Structure

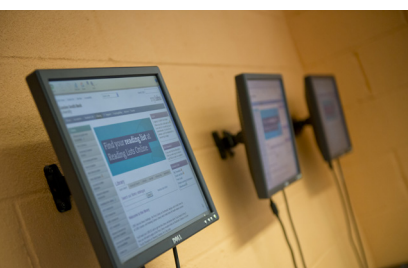
- Explain the key features, benefits and drawbacks of setting up as a sole trader, partnership, private limited, public limited company and a franchise
- Evaluate the most appropriate legal structure for an entrepreneur setting up a new business
- Be able to assess which type of legal structure is suitable as businesses progress

3. Improving Organisational Structure

- Describe the key elements of organisational structures; chain of command, span of control, authority & responsibility and delegation
- Analyse how organisational structure affects business performance
- Define the concepts of Delegation, Power, Accountability and Responsibility

4. Recruitment & Selection

- Understand the need for effective recruitment
- Describe the recruitment process
- Analyse the benefits and drawbacks of internal and external recruitment
- Describe the different methods of selection that can be used
- Discuss how recruitment and selection can improve the workforce



11. Motivation

- Describe the motivation theories of at least 2 different theorists
- Discuss the importance to a business of having a motivated workforce
- Describe the range of financial and non-financial methods used to motivate employees

12. Business Law

- Explain key differences between the UK legal system and the European Legal System
- Understand the impact of the law on the business
- Understand the basics of employment Law: the employment contract and health and safety at work
- Explain discrimination and dismissal and how these can be avoided

• Skill for Business

Skills for Business, is about developing transferable skills such as data collation and analysis (surveys, basic statistical techniques used in business), using case studies to evidence arguments, seminar speaking skills, developing argument in written forms, collaborating in group work such as debates, using academic papers to write essays, accurate referencing techniques, how to set up a business. The main topics of this module are: market research, CSR and Ethics (this material will be used to allow you to practice the transferable skills listed), business planning and presentation skills.

Detailed study guide showing the key topics and what you should be able to do after completion:

1. Conducting Start-Up Market Research

- Understand the purpose of market research
- Describe the difference between primary and secondary research and discuss the advantages and disadvantages of each
- Discuss the various methods available for collecting research
- Be able to assess the benefits and drawbacks of various methods of primary and secondary research
- Explain the difference between quantitative and qualitative research data
- Understand the benefits of, and comment on some of the potential drawbacks of market research
- Conduct secondary research
- Conduct primary research
- Analyse the results of the research

2. Ethics and Corporate Social Responsibility and learning Harvard Style Referencing

- Be able to discuss the role of a business in society
- Understand the different ways in which ethics can impact a business and society
- Understand sustainability and some ideas of how companies can act sustainably
- Be able to defend an opinion about the role of CSR and ethics in Business
- This will be one of the topics where students will write an academic essay
- Collect data from academic papers, and analyse the data found
- Write several essays to practice academic essay writing
- Understand the purpose and importance of referencing
- Practice Harvard style referencing



3. Business Planning and SWOT analysis

Business Planning

- Identify the key features of a Business Plan - Locating the business, market segmentation, market size, share & growth, assessing business start-ups & gathering secondary & primary data and employing people
- Review past plans and presentation - discuss their effectiveness
- Students use this time to brainstorm and research their Business ideas

SWOT analysis

- Introduce SWOT – use to help identify viable business proposals
- Students will work in teams to come up with an idea for a new business. Students will then write a business plan as a self-managed team, sharing and dividing the work
- Students will present their business plan in their teams. Each student must speak in front of the audience

• Advanced Maths for Business and Finance (University of Amsterdam only)

This module is designed to cover many elements of pure mathematics, including topics such as: Calculus, Vectors, Matrices and Complex Numbers, Proof, Differential Equations, Mechanics and Discrete Mathematics.

Sample timetable

	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5
Mon	EAP and English test prep	EAP and English test prep		Lunch	Subject 2	Subject 2		Personal tutorial
Tues		Subject 1	Subject 1	Lunch	EAP and English test prep	EAP and English test prep		
Wed	Skills for ...	EAP and English test prep	EAP and English test prep	Lunch	Subject 2	Subject 2		
Thur		Subject 1	Subject 1	Lunch	EAP and English test prep	EAP and English test prep		Skills for ...
Fri	Subject 2	Subject 2	Skills for ...	Lunch	Subject 1	Subject 1	EAP and English test prep	EAP and English test prep



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