Studying Business Management at Cass

This Online Chat session is for anyone who is interesting in studying Business Management at Cass. The session will be run by current students giving you the opportunity to ask questions about your subject of interest and find out what life is like as a university student. Throughout the session you can type questions for the students to answer and there will be interactive quizzes on student life and your subject.

Hi! I’m course director for the Business Management degrees. The taster lecture is a very quick sample of what we do because it covers management concepts and also links them to some real business examples.

Hi, I am from the Marketing Team. I look forward to answering any questions you may have.

Hi I’m a final year business studies student happy to answer any questions you may have ;)

Hey everyone! I am studying BSc Business Management, Digital Innovation & Entrepreneurship at Cass Business School and I’m looking forward to answering your questions today!

Hello everyone! I’m a second year Business Management, Digital Innovation and Entrepreneurship student and I’m excited to answer all your questions today!

Welcome to the Business Management taster session! Now we’ve all introduced ourselves, here’s a quick run down of what we will cover in the next hour...

- A short taster session about disruptive innovation lead by the Course Director
- A subject-based quiz
- Advice from our current students
- Q&A. (Any questions you have for our students or staff welcome. Please save your questions for the question and answer session at the end.)

So to begin with please watch this short taster session.

Business Management Taster Session

https://youtu.be/zjRuodNhoLc
What are the entry requirements?

Hi, You can find the entry requirements for the course under 'Application' on the course page https://www.cass.city.ac.uk/study/undergraduate/courses/business-management

BSc Business Management degree London | Cass Business School

On the BSc Business Management degree, you'll gain from the latest Cass research in areas such as finance, marketing, innovation, and responsible management. Beyond the course materials, we'll encourage you to pursue your own interests in business.

We hope you found the taster session useful! We will have time for questions towards the end of the session but for now it's time for our subject-based quiz to see how much you have remembered... Don't worry it's just a bit of fun, nothing to worry about. Please note if you're using a mobile please swipe left to see the quiz and if you're using Internet Explorer you may need to click on the question mark to view the questions. Ok here we go...

1. In the 1990s Apple was a manufacturer of

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<tr>
<th>Option</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Vinyl records</td>
<td>12.50%</td>
</tr>
<tr>
<td>Mobile phone</td>
<td>4.167%</td>
</tr>
<tr>
<td>Computers</td>
<td>83.33%</td>
</tr>
</tbody>
</table>

You will have 30 seconds to answer each question ;)

1. The correct answer was C - computers

Next question!
2. Disruptive innovations have the effect that.

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<th>Option</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>a. They can threaten the success of large established businesses</td>
<td>63.16%</td>
</tr>
<tr>
<td>b. They depend on businesses adopting aggressive marketing approaches</td>
<td>10.53%</td>
</tr>
<tr>
<td>c. They cause gradual change in a business sector</td>
<td>21.05%</td>
</tr>
<tr>
<td>d. Their effects are predicted by writers about business</td>
<td>5.263%</td>
</tr>
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2. The correct answer was A - Disruptive innovations can threaten the success of large established businesses

Quite a few oh you got that one, well done! Okay, question number 3...

3. The trajectory of innovation is important because

<table>
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<th>Option</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>a. It tells you the limitations of a technology</td>
<td>13.64%</td>
</tr>
<tr>
<td>b. It means that you can predict the effect of a technology</td>
<td>40.91%</td>
</tr>
<tr>
<td>c. Businesses that exploit disruptive innovation can overtake this trajectory</td>
<td>45.45%</td>
</tr>
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</table>

3. The correct answer was C - Businesses that exploit disruptive innovation can overtake this trajectory
4. A dominant mobile phone supplier just before the advent of smartphones was...

- Nokia: 100.0%

4. The correct answer was D - Nokia

It looks everyone got that one - great work! Okay, Question 5:

5. Clayton Christensen's most influential book was

- The Innovator's Toolkit: 8.696%
- The Innovator's Dilemma: 78.26%
- Wellsprings of Innovation: 8.696%
- Open Innovation: 4.348%

5. The correct answer was B - The Innovator's Dilemma

Okay, final question now!
6. Christensen argued that businesses struggle to exploit disruptive innovation when

<table>
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<tr>
<th>Option</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>a. They assume that the best people in the sector work for them</td>
<td>5.263%</td>
</tr>
<tr>
<td>b. They are too focused on achieving gradual improvement in products</td>
<td>36.84%</td>
</tr>
<tr>
<td>d. They know too much about the business and cannot adapt to a changed situation</td>
<td>57.89%</td>
</tr>
</tbody>
</table>

The correct answer was D - Christensen argued that businesses struggle to exploit disruptive innovation when they know too much about the business and cannot adapt to a changed situation.

And that's the end of our quiz!

How did you find the quiz? Did you score well? Next we'll move on to some advice from our current students. They will post their advice on how you can prepare for studying at Cass, and feel free to start asking any questions you have as well as we'll now also open up the Q&A.

After studying undergraduate in business management is it possible to get a job in London or post graduation is required or preferable?

Quite a lot of our students go straight on to graduate jobs in London - for example in management consultancy or working in large companies or even startups. Equally we have some who always intended to go on and do a postgraduate degree afterwards.

what modules do u study in this course
You can find the module breakdown on the course page
https://www.cass.city.ac.uk/study/undergraduate/courses

Undergraduate Courses | Cass Business School
Cass Business School’s undergraduate courses cover finance, management, business, and actuarial science.

What is the difference between undergraduate in business management and international management? While studying the undergraduate course in international management is it compulsory to do a study abroad?

There are study abroad options available on all the business management degrees but if you do international business you are expected to take one of them. The first year is common to all the degrees but in the second and third year if you do international business you will take some specialist modules such as international business strategy.

What is the City employability award and What do we have to do in order to earn the City employability award?

Hi, you can find information about the City employability award here
https://www.city.ac.uk/careers/city-opportunities/city-employability-award

City Employability Award
Student Development Manager

How many people are usually in the Business courses?

Hi! The number of students in each course is a little different but there are usually around 60-70

Are there any differences between a Business degree and a Business Management degree?

What we offer at present is a cluster of degrees around business management because you learn about different businesses but also about management concepts which are relevant to all sorts of organisations including the public sector etc.
Hi, Each module is usually broken down into 30% coursework and 70% exam but some modules will have slightly different weightings. The coursework can come in forms of group essays or presentations, tests or individual coursework. Throughout your degree you will have a mixture of all of them.

What do you look for in personal statement? Any tips?

We actually a post dedicated to giving you tips on writing your personal statement! Check it out here: https://api.unibuddy.co/og/city-university-of-london/blogs/5e820050b9e4a402449307dc

**10 Top Tips For Writing Your Personal Statement**

If you read our [Guide to Writing a Personal Statement](https://api.unibuddy.co/og/city-university-of-london/blogs/5e81fe36b9e4a01e658c288) you would know that the personal statement breaks down into roughly 6 sections: 

- **Introduction**
- Love of subject evidence
- Your studies
- Work experience
- Extra activities
- Conclusion

To make writing your personal statement even easier we have listing below some great tips for writing each of the sections. Not only that, we’ve also included some general tips along way to make sure you are ready and prepped to get writing.

**Tip 1** _GENERAL TIP: If you’re applying for courses with different titles, talk about the subject area and don’t use a course title – so that it works for all of your choices. However, if it’s TOO different, you need to really consider if you need to narrow down your choices any further.

**Tip 2** _GENERAL TIP: Write it in Word or Google Drive etc and not straight into UCAS – so you can save it and amend it as much as you need to, as UCAS has a 35 minute time limit and if you forget to save, you’ll lose your work!

**Tip 3** _INTRODUCTION TIP: Don’t use phrases like ‘from a young age’, ‘from an early age’ or ‘I have always wanted to do ...’ - you haven’t, and that’s fine! If you have only discovered a love for a subject since starting sixth form that’s fine. The most important thing is that you’re letting us know why you love this subject.

**Tip 4** _INTRODUCTION TIP: We recommend avoiding using quotes anywhere in your personal statement, but especially in the introduction. We would always rather hear your words than someone else’s.

**Tip 5** _LOVE OF SUBJECT EVIDENCE TIP: Do not just list what you did, REFLECT on it and let us know how it has been useful in helping to prepare you for the course you are applying for.

**Tip 6** _YOUR STUDIES TIP: Let us know about any presentations, group work or anything extra you have done as part of your course, and what you gained from these experiences.

**Tip 7** _WORK EXPERIENCE...
What is the teaching style like and do you provide tutorials?

Hey, the teaching style is informal yet professional, you can ask your lecturer any questions you want at their office hours. When it comes to tutorials, it depends on the module, some modules have tutorials and some don’t.

for the foundation year, is there anything you could do to prepare yourself? such as books or things you could just look at

In most cases we would send you a reading list before the start. If you want a flavour not so much of the foundation year but of business management as a whole 'Management - and introduction' by David Boddy is a good and comprehensive book to study.

Thank you

how many lectures/seminars do you have in a typical 1st year week?

Hi, typically in first year you have 8 modules and each has one lecture and tutorial per week. Where lectures will be 2 hours and tutorials are 50 minutes :)

What are some of the clubs and societies at CASS for students studying business with marketing

Hi Anish, as a CASS student, you can join any society you like at CASS or City university!

If you want to study business and management what sort of things should you be looking to include in you personal statement (e.g would you recommend any specific books)

On top of the link that has already posted - tell us what you have learned from what you have done so far. I sometimes say in the lectures that you have all been managers already, for example if you’re in a sports team or a club at school.

Hi, I’m in year 12 now and how should I be preparing for studying a course like this? is it important to have work experience before/ should I be doing reading now?

Hi! Work experience is not mandatory but it would really help if you had some. Could be some part time jobs over the summer as well. For readings, I would suggest that you look at current affairs and probably some business books you like reading to get yourself familiarised with the events.

what do you think sets out studying a business management course at city compared to other unis?
Without going into what other unis do, I can tell you what our course sets out to achieve. We do a really strong blend of theory and practice, very much along the lines of the sample lecture which links theory to what business actually do. And we offer opportunities for you to take the concepts you have learned and run with them and go beyond the course material, so we have some great examples of students applying course concepts to businesses that they know something about.

what do you think sets out studying a business management course at city compared to other unis?

As a student in my final year I can definitely say that City offers a more practical approach to your studies than other universities.

what would be one advice you would give to someone starting the course?

Hi! If I can give only one advice I would ask you to be enthusiastic and open minded. This is a time to be exploring and you will have the opportunities to do what you want. You just need to take them.

I am currently doing A levels in India. Am I eligible for the 1 year foundation course?

Hi, you can view our entry requirements for Indian students on our website. Just click on the drop down list of countries to view: https://www.cass.city.ac.uk/study/undergraduate/application-and-funding/entry-requirements

Entry requirements | Cass Business School

Entry requirements
Hello, would you recommend having done maths at A level in order to do this course? Thanks.

You will have an easier time in the first term if you have done maths A level because some of the quantitative material will duplicate what you have already covered. But if you haven't done maths A level we will give you lots of support to get you up to speed.

Do you offer any extra help incase something is not understood in the course?

Lecturers always have office hours during which you can arrange meetings with them and they are always available via email :)

Are there any books you could recommend for business management course?

Management - an introduction - by David Boddy and also Critical Thinking by Tom Chatfield would be good. We will send you a reading list if you are an offer holder.

Hi, I'm interested in business and planning on doing business management however I wanna discover other areas so I was just on the investment and banking online chat... and I'm kind of interested in the finance side so I'm planning on business w finance? however marketing looks good too I think,,, I still have to read around those areas.... but I'm happy to do BM degree as it is broad and general. Business, digital and innovation sounds like a side I won't be interested in....

OK - bear in mind that you can switch pathways (eg Business with Finance to Business with Marketing) at the end of the first or early in the second year. Lots of students figure out early in the course that one particular aspect gives you a benefit.

What books should we be reading to enhance our knowledge about business?

Hi! My personal recommendation would be 'Never eat alone' by Keith Ferrazzi. It is more about networking and a very key component you will be using in life especially in the world of business.

Is there an advantage to studying a business management degree at uni over studying it as part of a degree level apprenticeship?

It depends on your circumstances. We offer a conventional degree, so not a degree apprenticeship, but with lots of contact with employers and opportunities for practical work alongside businesses.

Would you say this is quite an English-based subject with lots of reading and writing required?
Hi, most degrees have an element of reading and writing as the assessments will include essay writing and written exams.

Sounds all good! I couldn’t find the right course because I loved business and this one seems perfect, I’m excited to start.

If you want to study international business and management, do you need to be doing any languages for A level?

No - although it’s always useful to have languages. We do offer language classes in parallel with the degree once you are on the course and these are usually very popular.

Sounds all good! I couldn’t find the right course because I loved business and this one seems perfect, I’m excited to start.

And we are excited to welcome you!

I am interested in International Business. Can you recommend some books about this degree?

Hi! I took an International Management module this term and we used the text ‘International Management: managing across borders and cultures’ by Helen Deresky. It might be a little complicated in places but there’s a good amount of text that is easy to understand and I think it’s the best book to start with.

I have heard that a business degree is seen as an easy degree, looked down on by top universities and employers - is this true?

That isn’t the feedback that we get from employers! More to the point we spend a lot of time looking at what employers want and organisations like the Chartered Association of Business Schools have surveyed employers to see where they perceive business graduates as needing extra skills. We are very influenced by this and have done our best to ensure that our graduates have skills that employers value.

Are the language courses also open for Business Management and Marketing students?

Yes - they are for all Cass undergraduate students.

When is it that the offer holders will receive a reading list?

Offer holders receive their reading lists in their monthly newsletters, in the summer (around June/July usually) hope that helps :)

Do you conduct interviews before you make offers?
We do not :)

Would you recommend doing a part time job side by side while studying at City?

Hi, this is completely up to you and depends on your financial situation. We do have an in house recruitment agency called Unitemps that offer part-time work to students and can be flexible around your work.

- [https://www.city.ac.uk/careers/city-opportunities/unitemps](https://www.city.ac.uk/careers/city-opportunities/unitemps)

Unitemps

Unitemps City branch provides temporary work at City, University of London and in the local area to students, graduates, and the general public.

My A level subjects are English, Math, Economics and Business. What are the preferable AS level grades for the same subject choices?

Hi, based on the course you are interested in you can find the grade requirements for qualifications via this link [https://www.cass.city.ac.uk/study/undergraduate/courses?p=11](https://www.cass.city.ac.uk/study/undergraduate/courses?p=11)

Undergraduate Courses | Cass Business School

Cass Business School’s undergraduate courses cover finance, management, business, and actuarial science.

Is there a mock timetable to see what our weeks would look like for business management, digital Innovation & entrepreneurship for the first year?

You could actually look at our timetables online but it's really complicated because there are lots of different groups especially in the first year. So you will spend some time in big lectures and some time in small groups of say 15-25 students but the scheduling depends a lot on which group you are part of.

Is there a link to the taster session, so I can re-watch it?
Of course, here it is: https://www.youtube.com/watch?v=zjRuodNhoLc. We will also be sending transcripts of these sessions, that include the above link, after the event. Hope that helps :)

**Business Management Taster Session**

Dr Martin Rich, Senior Lecturer in Information Management and Course Director for the business management undergraduate programmes leads a short taster sessi...

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Is there a mock timetable to see what our weeks would look like for business management, digital innovation & entrepreneurship for the first year?

Hi, as mentioned above it could be complicated to find yours now. But attached here is a sample of how my lectures were last term for a week. You will have tutorials in between and others as well. This only represents the lectures.

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What can a student expect from studying abroad with Cass, when doing a course like International Business for example?

Students who study abroad get a great experience. Usually they will cover similar material to what they would do while at Cass, but they do it in a different context and often learn about how business works in the country where they are studying. For instance students who spend time in Singapore get a great insight into how business operates in Asia because they will be learning about Singaporean case studies and sometimes have contacts with local businesses. Also having students who have studied abroad is great for everybody at Cass because we have a diverse cohort with lots of different experience.

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What can a student expect from studying abroad with Cass, when doing a course like International Business for example?

Hi, I did a year abroad last year and I was a great experience. I believe you can learn from a study abroad is being adaptable to change, working with diverse set of people, getting the chance to understand differences in how business is approached across the globe. It will help build on your interpersonal skills for sure and you will learn about differences and similarities across the globe :)

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I am interested in studying business management but I have no knowledge of this subject, what advice can you recommend to get me started?

Hi, I would say you can start by exploring what jobs you can do after graduating with a business management degree and see if you like them or not and then you can read more about the ones you like.
What are the entry requirements

Hi, based on the course you are interested in the entry requirements can be found on the course page using this link: [https://www.cass.city.ac.uk/study/undergraduate/courses?p=11]

**Undergraduate Courses | Cass Business School**

Cass Business School's undergraduate courses cover finance, management, business, and actuarial science.

I'm interested in Marketing - do you have any recommendations for books?

The standard marketing textbook is by Solomon et al and is called *Marketing: Real People Real Choices* and covers lots about the subject.

During the admissions process, what do you look for in a candidate?

Hi, have a read of this blog post that gives you some really good tips about writing your personal statement. Other than the qualifications you gain, this is what will really make your application stand out: [https://api.unibuddy.co/og/city-university-of-london/blogs/5e820050b9e4a4024440307dc]

**10 Top Tips For Writing Your Personal Statement**

If you read our [Guide to Writing a Personal Statement](https://api.unibuddy.co/og/city-university-of-london/blogs/5e820050b9e4a4024440307dc) you would know that the personal statement breaks down into roughly 6 sections: Introduction, Love of subject evidence, Your studies, Work experience, Extra activities, Conclusion. To make writing your personal statement even easier we have listing below some great tips for writing each of the sections. Not only that, we've also included some general tips along way to make sure you are ready and prepped to get writing.

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- **Tip 6** _YOUR STUDIES TIP: Let us know about any presentations, group work or anything extra you have done as part of your course, and what you gained from these experiences._

- **Tip 7** _WORK EXPERIENCE..._
Do you need to do any specific A-level subjects?

This can also be found on the website provided in your previous question.

Is it possible to get a reading list before we get an offer so we can include some of the books in our personal statement?

I've mentioned a few of the books in this chat and they would be worth following up.

I'm good at languages so my cousins suggested international business... how is that different to normal business? And if I do that, can I change after my first year to BM for example as the first year is the same... also in BM is there a module of international business as that would be great to see if I want to continue that as a degree?

Hi, you will be studying the same modules in the first year for all business management courses including international management. You have the option to change at the end of the first year to your preferred pathway. International Business teaches you how to deal with business across borders in detail. However, there is an optional first-year module which is offered in January for BM students to take. I took it this year and it was wonderful. I think if you need just a glimpse of how it would be, then this optional module should be enough.

Do you think there are any subjects that you need to specifically be good at to do well in this course?

If you are taking business or economics during your A-levels or other qualifications, I would say this would really help towards understanding concepts you would be learning throughout the 3 years and mathematics is essential as you will be have modules involving statistics and financial calculations.

I am thinking about applying for a business/biology degree, some unis have a degree that combines both so if my personal statement was half business & half bio would that be OK?

It should be - we do recognise that you might be applying to different degrees at different unis so would need a personal statement that works for all of them.

Hi! How many hours of courses do we have each week? Does homework represent a big part of the work?

Hey, there is not really a specific number of hours as it depends on what modules you decide to take but usually its 4 modules and each module has a 2 hour lecture, some might have a tutorial as well depending on the module. From my personal experience, I think the time spent in class goes down as you go from year 1 to year 2, with more readings and things to do in your own time rather than in class.

After applying in October 2020, when do offers start coming in? Are they conditional offers and final offers are made after A-level 2021 results come in?
Hello! Thank you for your question. It is hard to give an exact date of when we start making offers, our Admissions teams work hard to process all applications and provide decisions as soon as possible. But to clarify, offers are made before A- Levels results day.

Thank you so much. Looking forward to start in September itself. Till then, Stay safe and healthy.

Thank you!

What is the acceptance rate for the business and management course? Kind Regards

I don't have the statistics I’m afraid but what's more important is ensuring that you have the qualifications we are looking for so far.

What things can you do for business management to put on your personal statement?

Hi, I would say anything that you have done that shows your leadership skills or interest would be very helpful. Also, your knowledge about current events will be looked at. Apart from that talk about your ambitions and what you aim to get out of this degree as well.

I am thinking about applying for a business / biology degree, some unis have a degree that combines both so if my personal statement was half business & half bio would that be ok?

So much so, our Admission team do also accept an additional personal statement that you can send, which is solely dedicated to your reasons behind pursuing Business Management. All you have to do is email cassug@city.ac.uk. Oh, and make sure you include your UCAS Personal ID! Hope that helps :) 

How is the course assessed?

Hey, assessments differ from module to module, but usually it consists of 2 parts. Coursework which could be a presentation, essay or project and an exam during the exams sessions.

As the university would be more about independent learning, how is it that we would develop knowledge for the modules and also the exams?

Although it’s independent learning we do give you a lot of guidance as to what to expect. So we will explain some theory to you in a lecture and then expect you to be able to apply it. Some modules are more factual so we are assessing what you know. Others are more analytical so we are giving you tools and techniques and you need to show that you can apply them.

Less than 5 minutes left of the session! Hence, please do ask any final questions you have now.
Do you look a lot at the reference?

The reference is important and will need to come from a previous teacher. This will evidence your commitment to study.

Is there an advantage to studying a business management degree at uni over studying it as part of a degree level apprenticeship?

Hi! Although I didn’t do an apprenticeship and I can’t really compare them, studying a degree at Uni has really helped me gain real-life experience with the activities that I’ve taken here. You can still do internships and placements so you get work experience as well.

Is the degree from City well acknowledged in the local business world?

Yes - we do a lot with employers and have good feedback from them about our graduates

Is this a competitive course to get on

The entry requirements are quite demanding but you have a good chance if you meet them

As we are unlikely to take mocks this year for 2021, how will you assess applications prior to A level results?

We understand that the Coronavirus is likely to have an impact on all applicants in many different ways. At this stage, we are not yet in a position to say definitively how this will affect the decisions we make on applications. But when decided, this will definitely be communicated to you. Hope that helps :)

Thanks for the advice and tips

Glad to have helped! Have a great day :)

Is there a degree for management in marketing at city?

Yes, there is a Business Management degree with a specialisation in marketing

The taster session has now finished. Thank you for joining us and if you want any further information about our business degrees do feel free to get in touch.
Thank you so much for all your answers

For anyone who would like to refer to the Mock Lecture once more, here is the link: https://www.youtube.com/watch?v=zjRuodNholc

**Business Management Taster Session**

Dr Martin Rich, Senior Lecturer in Information Management and Course Director for the business management undergraduate programmes leads a short taster sessi...

thank you!

thank you so much everyone

You can also get in touch with us on Unibuddy to ask more about our experiences at City.

Have a great day and keep safe :)

Thank you so much for your help and knowledge!!

And if you have more questions for our student ambassadors you can message them here https://api.unibuddy.co/og/city-university-of-london/buddies/students/5e161ed2bd917c20dde3c219?buddyPosition=share