

**ALPHA PLUS GROUP AND UNIVERSITY OF BUCKINGHAM
ACADEMIC AFFILIATION AGREEMENT**

Alpha Plus Group has agreed an academic affiliation with the University of Buckingham to offer a 3 year Business & Management undergraduate degree programme from Abbey College London.

Alpha Plus Group operates five prestigious sixth-form colleges – the four Abbey Colleges located in Birmingham, Cambridge, London and Manchester, as well as DLD College in Marylebone, London. The agreement will allow the Colleges to offer their students the University of Buckingham’s established 3 year Business and Management degree programme, initially from Abbey College London.

The University of Buckingham is the UK’s foremost independent university. Its status is underlined by its consistently high ranking in UK league tables. The University came top again – for the sixth year running – in the National Student Survey, reflecting their commitment to small group teaching and an ethos of student support and nurturing. The University also came 21st in *The Times* 2012 Good University Guide published recently, placing them ahead of a number of Russell Group universities. In the *Guardian’s* University Guide, the University appeared in the Specialist Institutions league table and was ranked at no.10 in 2011.

Abbey College London will offer the degree in conjunction with the well established Abbey DLD Colleges Foundation Programme to create a 4 year programme leading to the degree award. All the Abbey DLD Colleges are renowned for the effectiveness of their small group teaching and this will continue through the degree programme, with a focus on small group tutoring and teaching in a ‘traditional Oxbridge style’ education. Business, economics and management has always been one of the traditional strengths of the five Abbey DLD Colleges, and last year saw over 25% of our students win places at UK Universities to study business, economics or finance.

An outline of the programme below illustrates the focus on equipping students with a detailed understanding of the essential fundamentals for future success in business and management, covering the full range of disciplines from finance, management, strategy, marketing and operations through to human resources, law, ethics, entrepreneurship and international business.

ABBEY DLD FOUNDATION YEAR						
Term 1	ICT	Critical Thinking	Business Studies I	Accounting	Maths	EFL (if required)
Term 2	Presentation Skills I	Critical Thinking	Business Studies II	Economics I		EFL (if required)
Term 3	Presentation Skills II	Critical Thinking	Business Law	Economics II		EFL (if required)
UNIVERSITY OF BUCKINGHAM BUSINESS & MANAGEMENT DEGREE						
FIRST YEAR						
Term 1	Introduction to Management		Quantitative Methods I		Core Study Skills & Introduction to Office Software	
Term 2	Introduction to Business		Introduction to Financial Accounting		The Economic Environment of Business	
Term 3	Business and Information Technology		Introduction to Management Accounting		Marketing I	
SECOND YEAR						
Term 1	Marketing II		Quantitative Methods for Business		Law for Business	
Term 2	Business Operations		E-Commerce		Business Ethics	
Term 3	Organisational Behaviour		Entrepreneurship			
THIRD YEAR						
Term 1	Human Resource Management		Consumer Behaviour		International Marketing	
Term 2	International Business		Business Psychology		Operations Strategy	
Term 3	Corporate Strategy and Strategic Management		Either: Service Management; Or: Supply Chain Management			