

# Achieve An Honours Degree While You Work



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## Why is Edinburgh Napier University creating a presence in Northern Ireland?

We believe employers are looking for ways to retain staff or attract the best calibre of employee and they do consider up-skilling as a way to ensure a suitably skilled and stable labour force. We also know that graduates with work experience make a valuable contribution to the workplace. The Applied Business programme combines the two.

Our market research highlighted that within the Northern Ireland active labour market just over 55% of workers in the region are qualified below degree. We know from similar Edinburgh Napier University programmes that people in lower level and middle management jobs are held back from promotion due to a lack of skills and qualifications.

## What is unique about your course?

Edinburgh Napier University Business School is positioned as the Business School for empowerment, enterprise and employability for all, and its aim is "to employ a practice led

approach to developing individuals who will make a positive contribution to organisations and society".

The programme design builds on existing Business School strengths in programme delivery for people in full-time work. The value propositions of the BA (Hons) Applied Business, which will commence in 2020\*, includes the creation of a cohort of students who remain together as they progress through the programme, forming strong external networks and sharing strategies for managing full-time work and a full-time degree.

The programme aims to develop graduates who have enterprising and innovative mind-sets and who are well prepared to thrive in complex uncertain environments. To ensure that students have many opportunities to develop, more than fifty percent of the degree is made up of taught entrepreneurship and innovation modules and a range of applied project modules.

As the students will be in a paid job for the duration of their studies, they will be applying their learning on a continuous basis within their work setting. Course attendance is day-

release in the first year, and a blended approach in the final years to allow students to conduct bespoke projects specific to their organisation's needs.

## What are the benefits for the organisation?

This programme has been developed in partnership with industry to bridge the skills gap in key sector areas within Northern Ireland. The flexible nature of work-based learning allows the employer to influence the development of the employee to directly benefit the business. From our experience, students are proven to deliver tangible business benefits, including increased productivity, talent development and retention, improved service delivery and staff engagement in their own professional development.

## Who is the target market?

It is applicable for existing employees who wish to enhance their skills while remaining in their job role.

The second opportunity for employers is to recruit new staff to specifically

take up a place as undergraduate students (providing they meet the University entrance criteria). The staff member would be embedded within the company's organisational structures and processes whilst undertaking their degree studies.

## How is the course being marketed?

Our marketing team work collaboratively with Coleraine based company Gradworks who provide a local point of contact. For companies or potential students who wish to hear more about the programme, please contact the Gradworks team.

\*subject to approval

## Eye

You can contact Catherine McBride at Gradworks via:  
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