



# Professional Business Diploma

# Inspiring & Exciting



# Welcome

I would like to warmly welcome you to Oxford Media & Business School and I hope that what you find in this prospectus, and on our website [www.oxfordbusiness.co.uk](http://www.oxfordbusiness.co.uk), will encourage you to visit us and learn more about our students and what we offer.

The atmosphere here at OMBS is warm and supportive with students who enjoy a balance between the intensity of the three-term Professional Business Diploma course and the university student lifestyle in the city.

Our ambitions for our students are wide-ranging. As well as acquiring the all-important

technical skills we also know that soft skills are equally important. Each year we look forward to seeing our students graduate at the end of the course, confident and inspired for their future.

I look forward to meeting you and sharing further my pride in leading this outstanding college.

**Andrea Freeman, Principal**



“ I had no idea what to expect from this course, but I now realise what a genuine insight into the world of business it is and being able to study and live in Oxford is a huge bonus! ”



# Professional Business Diploma

Our nine month course will teach you the advanced workplace skills you need to start any role in any business sector. With over 40 years' experience we know that in the working world, practical hands-on skills are the key to success and the best jobs go to those who can demonstrate an ability to perform from day one.

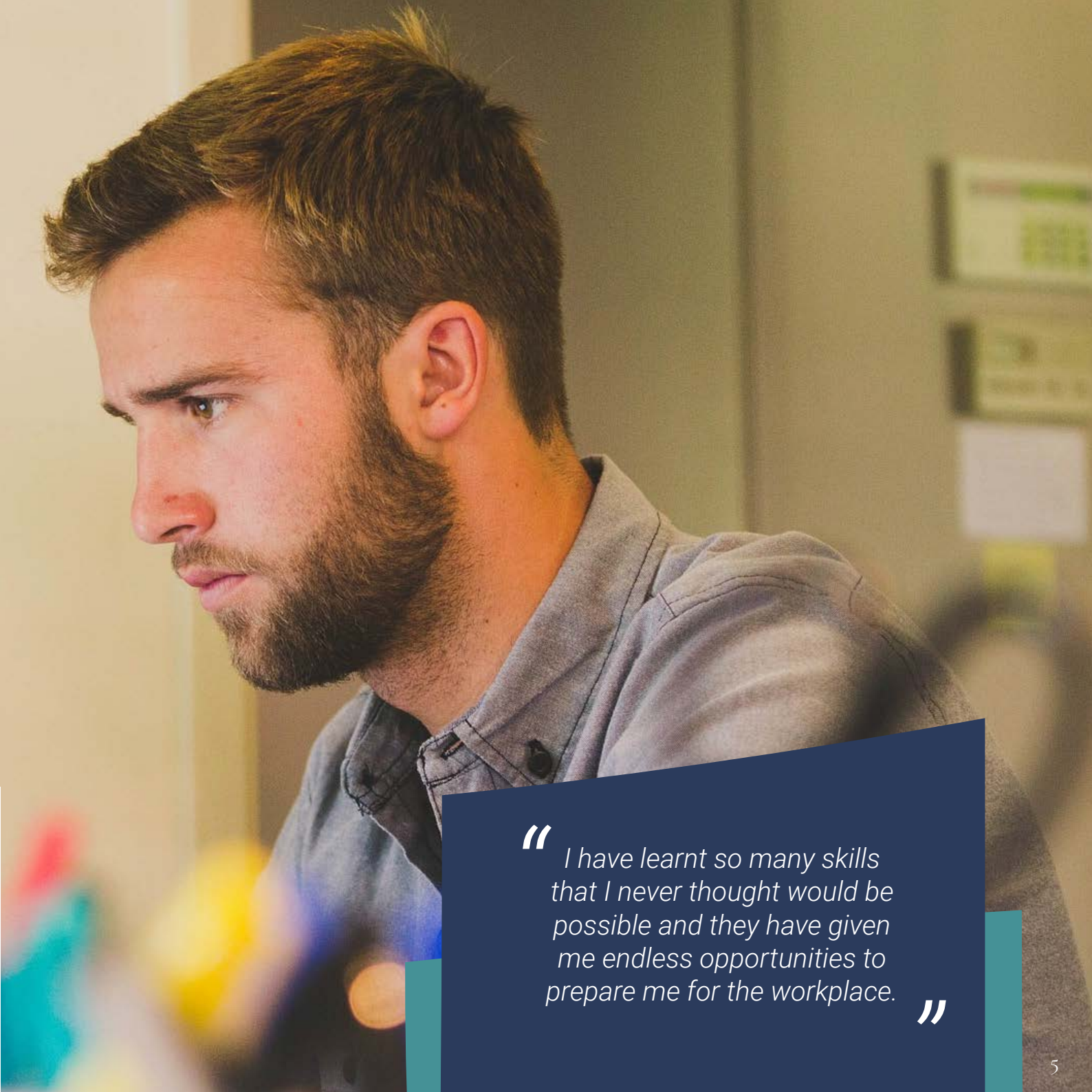
We will teach you essential practical skills such as fast notetaking and advanced IT skills, but you will also learn about working in the world of business, how businesses communicate, use management information and data systems, understand and use all areas of

digital marketing including SEO, online advertising, website design and social media campaigns across all platforms, achieve an advanced level in all of the Microsoft Office programs, design and use customer relationship management systems, and develop marketing and sales projects.

As well as teaching these core skills we will also teach you a range of media and management skills such as how to deliver powerful presentations and how to research and write persuasive business and marketing reports. You will also learn all the 'soft skills'

such as how to communicate in a business environment, working successfully in a team, personality profiling and interview technique.

These skills combine to make you eminently employable and will be invaluable for any of you who aspire to become a successful entrepreneur.



*“ I have learnt so many skills that I never thought would be possible and they have given me endless opportunities to prepare me for the workplace. ”*



# What makes us different?

Many colleges, most notably those at university level, deliver training principally through large lectures, often with as many as 200 students at a time. OMBS is definitely different. We know every student individually and can offer you a greater level of individual attention in a smaller class environment.

Our experience shows that students excel when studying alongside their peer group. We will assign you to classes with other students of a similar age, interests, maturity and outlook, and allocate you a personal tutor who will give you academic support and pastoral care. By taking time to understand you we can shape our support to help you meet your goals and aspirations.

You will be taught using a variety of teaching styles including lectures, seminars, workshops, tutorials as well as presentations by guest speakers in a relaxed friendly environment.

We will support you through your academic work as well as your personal experiences.

A large number of our students come to OMBS because they have heard about what it is like to be a student here at college and in Oxford, because one of their family has been before, or because their school has reassured them that this is the right place and the right course for them.



## Caring & Supportive



# Is OMBS for you?

Students choose to come to OMBS for many reasons.

- You might want to take a Gap Year and this course means you can have fun for a year living in Oxford as well as learning practical employability skills.
- You may not know what to study at university or you are worried about the cost and are looking for an alternative.
- You may be ambitious and want a fast track to a career and need to learn about the world of business in depth and breadth as well gain advanced office skills.
- You might have graduated from university already and now realise that you need to add some advanced workplace skills to your degree. You want to ensure that your CV stands out from all the other graduates who are applying for the same jobs, and want to be able to offer the employer something more than academic excellence.

If you are someone who feels you would be more comfortable in a smaller college rather than a big university; would prefer small classes rather than large lectures; like the idea of being known by everyone by name rather than number; and also knows that every lesson counts towards your career, then OMBS could be for you.

*“ I was a bit concerned about living in a house with students I didn't know. Just before I started I received the names of the students I would be sharing with and their contact details. We all got in touch so when we arrived we felt like we knew each other really well. ”*



# Oxford

We offer you an opportunity to study in Oxford for a year and live the university student lifestyle.

With a student population of 42,000 at the two universities; Oxford and Oxford Brookes, there is always a real buzz in town. We are located in the very centre of the city opposite Christ Church College and close to the Westgate shopping centre, cinemas, rooftop restaurants, cafés, bars and gyms.

The city is a wonderful place to live with beautiful historic buildings, museums and art galleries, theatres, several markets, glorious parks and walks along the River Thames.

## Accommodation

One of the most enjoyable aspects of being at OMBS is living with other students in one of our houses.

All of the houses are situated just 15-20 minutes away in lively areas of the city. Each house has between 4-6 students who have their own private bedroom, and share the bathroom, kitchen and living facilities.

This year in Oxford will give you memories you will cherish forever.



# Capable & Confident



# Course Details

## IT

Training for the modern work environment, students develop advanced skills in the Microsoft 365 package, with a focus on the key applications, Teams, Word, Outlook, PowerPoint, Excel, and Access. Develop skills in working productively, from anywhere on any device with Microsoft 365 access. Learn how industry professionals utilise Microsoft 365 to connect, collaborate, and improve efficiency throughout an organisation.

Develop skills in graphic design to an intermediate level together with the basic principles of colour theory, typography, branding, logo design and layout tools.

Produce professional websites using the online Wix platform. Build layouts, understand, and create site maps, add common web elements, and gallery creation.

Skill sets include problem solving, data interrogation and extraction, document creation, creation of professional presentations and marketing resources, web design, diary management, email, contacts and etiquette, collaborative working and, file management.

## Business

Whether your future career is based in a large or small business, communication skills are crucial. You will leave OMBS with the skills to communicate effectively: you will learn to present to a group, debate an issue, speak and write with clarity and actively listen. You will learn how to produce high standard business materials with great attention to detail. The professional quality of your communications will augment and benefit any business with whom you choose to work.

This module covers written, verbal and non-verbal communications, including letters, emails, reports, press releases, meeting procedure and documentation, presentations and body language awareness.

In this module you will gain an insight into the internal and external pressures and realities that business organisations face. A study and detailed report into a FTSE100 company, share trading and stock exchanges form the majority of this part of the course. Share prices and the FTSE100 will be monitored, and you will attempt to interpret and comment upon the internal and external factors which influence their movement. You will develop an awareness of the world of business, incorporating economic, political, and financial events, national and international.

## Event Management

Event Management has become such an integral part of a company's communication process as well as becoming a booming business in its own right. We hope to inspire students and give them the opportunity to consider this exciting career path or at least appreciate the elements involved in event planning.

Students will understand the variety of roles and responsibilities required for organising a wide range of events. The importance of clear objectives of a brief and what the Client's vision is.

As a people-based business, students will learn to develop their interpersonal skills, along with the use a variety of scheduling tools and supporting documentation to monitor the planning process. Attention to detail is essential to building the Event brand (and its impact on marketing), as well as considering appropriate technology to enhance the effectiveness of the Event. Other elements are risk assessment, health and safety planning and contingency planning.

Students will be guided through a practical assignment, as part of integrated team project (with all modules), to work on their own company launch and give a presentation of their ideas for their event launch.

Finally, students will work on a dedicated Event Management project, working to a client's brief (alongside a team of others). They will be presenting their event proposal to the client as a competitive bid for the business.

## Digital Marketing

In business nothing happens until a sale is made and, increasingly, more and more B2B and B2C sales are made online. In this practical module you will learn about digital sales, marketing, advertising and methods of collecting online data in order to monitor and inform trends, assist with planning, and build marketing strategies. You will create a cross platform social media campaign using digital marketing tools to promote a fictional company. These online marketing methods include: the 7 Ps of marketing, customer relationship management (CRM) data analysis and competitor research, cross platform social media campaigns, search engine optimisation (SEO), mobile marketing, content marketing, pay per click advertising (PPC), analytics and insights, and cloud systems. Each week we review social media developments and future trends..

# Course Details

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## Professional Skills

This very practical module teaches you the essential skills you need to produce work to the highest standard. We focus on producing professional documentation using the correct business grammar and teaching effective proof-reading skills.

Excellent first impressions with clients and colleagues are invaluable, you will learn techniques to help you become a proficient and confident communicator using role play with real examples of recording and fielding calls.

Projects are growing in complexity and teams are growing in diversity, students will leave understanding office dynamics, how best to organise your day and diary. Developing skills to work effectively and efficiently as part of a team.

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## Personal Development Planning and Career Support

Finding the right job to suit the individual is hugely important. We welcome visiting speakers to explain what it is like to work in a range of business sectors such as event, finance, HR, charities, advertising, law, recruitment, marketing, property, media and fashion to name just a few. Each year we also have a hugely successful Past Student Day where our alumni talk about their career since graduating. We also hold a recruitment fair with our partner agencies, including our links with one in Sydney, Australia to allow students to register and introduce themselves and to ultimately have interviews. Our partner agencies work with our students throughout the course.

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Students follow a personal job search programme and receive help with the job application process. The planning includes learning styles, Myers Briggs personality profiling, CV analysis and preparation, interview technique, Belbin Team Roles, Finance and personal budgeting, time management and mock interviews.

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## Work Experience

A week-long work experience is another key part of this course which take place in the third term.

Students indicate which business sector they are interested in and the type of roles they would like to try or experience. We are lucky to have forged close relationships with recruitment agencies and companies over many years. They really value our students and are keen to help with this essential part of the course.

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# Assessment & Progress

The Professional Business Diploma at OMBS is internally assessed with appraisals taking place every six weeks.

You will be assigned a personal tutor who will monitor your progress and conduct personal feedback in one-to-one meetings, and help you with any challenges you may have. At the end of each term, you will be given a testimonial which includes your attendance and outlines your progress to date. This assessment process and grading system is fully explained during the course and you will be encouraged at all times to reach your full potential.

At the end of the course, you will be awarded an OMBS Professional Business Diploma.

This OMBS award indicates your level of attainment in one of four levels of achievement - Distinction Honours, Distinction, Merit or Pass.

**Course Duration:**  
Three terms, full time

**Minimum Entry Requirement:**  
A-Level or equivalent

**Course Start Dates:**  
September (ends June/July)

**Qualification: OMBS**  
Professional Business Diploma

## Innovative & Evolving

*“ We have worked with OMBS for over 15 years. It is a relationship we truly value and are extremely proud of. The students not only leave the college with exceptional business and office training but also have the most delightful, realistic and enthusiastic attitude to their job search. OMBS students are head and shoulders above their peers and our clients now specifically ask for these high calibre candidates to join their companies ”*

*Claire Gray, Director – Bain and Gray Recruitment*





# Careers & Prospects

The job market is intensely competitive and employers will look at your CV and see that you have the skills they need to be able to “hit the ground running” on day one.

We have strong and lasting relationships with several independent recruitment agencies and companies. These agencies work with you from the start of the course giving you an insight into different business sectors and the possible roles you might like to consider.

We will continue to offer you career advice and write references for you long after you graduate.

## Many of our graduates continue into business sectors such as...

- Investment Property
- Public Relations
- Advertising
- Marketing
- Digital and Social Media Marketing
- Hotels and Hospitality
- Asset Management
- Sports Consultancy
- Global Investment
- Travel and Leisure Industries
- Financial Services and Banking
- Fashion
- Media and Event Management
- Recruitment
- Law
- The Royal Household

## The first roles our graduates start with can be...

- Office Coordinator
- Lettings Negotiator
- Team Assistant
- Customer Services Manager
- Front of House
- HR Assistant
- PA
- Office Manager
- Charity Coordinator
- Legal PA
- Marketing Executive
- PR Consultant
- Executive Assistant
- Resource Consultant
- Trainee Consultant





# Graduation & Alumni

At the end of the course we celebrate your achievements on Graduation Day with a ceremony shared with your family and friends. Having graduated you will become our newest Alumni and join our close network of past students who keep in touch and are happy to give each other advice and help.

The job board on our Alumni Facebook Group is a really valuable service for current students who regularly check the board for new jobs, and for Alumni who are looking to advance their career with new roles, promotions or fresh challenges.

*“ I am so proud to be an OMBS graduate. Thank you for a wonderful year. ”*







# How to Apply

If you would like to apply for a place at OMBS the first step is to either telephone our Registrar on 01865 240963 to arrange an interview time or complete the application form online. This can be found by clicking the Apply Now button on any page of the website -

[www.oxfordbusiness.co.uk](http://www.oxfordbusiness.co.uk).

Once we have received a completed form you will be invited to visit and have an informal interview with the Principal. At this point you will be able to see if the course is right for you.

The next step is for OMBS to offer you a place and for you to complete the enrolment form along with our accommodation ballot form, if applicable. These need to be returned along with a non-refundable £100 registration fee. Please note that all accommodation is issued on a first-come, first-served basis. We endeavour to provide your first choice where possible.

Finally, once the registration fee and all the forms have been received a letter will be issued confirming your enrolment at the college.



# Testimonials

*"I had a great time living in Oxford. My housemates will be friends for life!"*

*"I was surprised at how close everything is in the city. I only had a 15 minute cycle from home to college through ancient streets and beautiful parks."*

*"When I graduated I knew I would succeed. I had no problem getting interviews and have now started my dream job."*

*"I have loved every minute of it both academically and socially. Best thing I ever did!"*

*"After dropping out of university I decided to give OMBS a go as I had heard of its excellent reputation but I had no idea the course would be this good."*

*"Since finishing OMBS my life has completely changed. I never would have thought I would have the job and salary I do now in my first job."*

*"I chose the course as I wanted to do something after university that would lead to a good job and this is one of the best decisions I have ever made."*

# We love being social

Keep up-to-date with us on our social media and on our website.

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View our prospectus online

[www.oxfordbusiness.co.uk/course/prospectus/](http://www.oxfordbusiness.co.uk/course/prospectus/)

Apply online

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