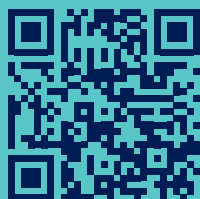




# OMBS

Oxford Media & Business School



## Professional Business Diploma

[oxfordbusiness.co.uk](https://oxfordbusiness.co.uk)





# Welcome to Oxford Media & Business School and the home of the Professional Business Diploma

The atmosphere here at OMBS is both warm and supportive, with students enjoying a balance between the intensity of the three term Professional Business Diploma course and the university student lifestyle the city of Oxford offers.

We offer a unique combination of small class sizes, personal tutors, continual assessment and a relaxed and friendly environment. We also offer an excellent standard of accommodation houses for students if required.

Our ambitions for our students are wide-ranging. As well as acquiring the all-important technical skills we know employers want, soft skills development is also a focus. Overall, the course curriculum provides our students with a unique suite of skills to impress a business employer in any sector.

Each year we look forward to seeing our students graduate at the end of the course feeling confident, able and inspired for their future.

We are also very lucky to be located in the very heart of Oxford, opposite the beautiful Christ Church Meadow and surrounded by historic buildings and colleges.

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

*Andrea Freeman*

Andrea Freeman, Principal



"After some research into alternatives to university, I came across the Professional Business Diploma course. This was exactly what I was looking for and it has given me the opportunity to spend a year in Oxford as a student, whilst assisting me in developing my business and IT skills. It has been a fantastic course and I know the transferable skills I have learnt will be extremely useful in any job I go into."





# What Makes Us Different

**Studying at OMBS is very different to a university education. We get to know each of our students individually and offer a greater level of individual attention in a smaller class environment.**

Our experience shows that students excel when studying alongside their peer group, so we assign you to study groups with other students of a similar age and maturity. You are also allocated a personal tutor who will give you academic support and pastoral care throughout the year.

By taking the time to understand each of our students, 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, practical workshops, assessments and tutorials, as well as hearing and learning from inspirational guest business speakers which change every year.

You will study with us intensively (20 hours per week in structured lessons) and be continually assessed throughout the academic year as opposed to feeling the pressure of studying for exams at the end of the course.

Overall, our aim is to support you through your academic work and learning journey as well as ensuring you get the best out of spending a year in Oxford.







# Is OMBS for you?

**Students choose to study for the Professional Business Diploma for many reasons.**

- You might decide to take a gap year following your A-Levels. Our one year intensive diploma means you can learn practical employment skills and experience a year living in Oxford.
- You may not yet know what to study at university, or you may be concerned about the cost of a three year course and are looking for an alternative.
- You may be ambitious and want a fast track to a career in business, but know that you will first need business and employment skills employers will want.
- You might have graduated from university already but have realised that you need to add some advanced employment skills to your degree which will complement your academic excellence.

If you are someone who feels you would be more comfortable in a smaller business school environment 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; then OMBS could be for you.





# Oxford

We offer you an opportunity to study and live the student lifestyle in Oxford for a year. With a student population of over 30,000 at the two universities; Oxford and Oxford Brookes, there is always something happening in the city for you to enjoy.

The business school is centrally located opposite Christ Church College and close to the Westgate shopping centre which offers cinemas, rooftop restaurants, cafés, bars and gyms. The city is a vibrant place to live with beautiful historic buildings, museums and art galleries, theatres, music venues, markets, glorious parks and walks along the River Thames.

Oxford also has the added advantage of having a wide variety of excellent sports facilities, most notably rowing. Netball, football, tennis, hockey and rugby club facilities are also centrally available to all students.

Whether it's seeing your favourite band at the Oxford O2, getting involved in a debate with the Oxford Union, or getting up at 5am to gather with the crowds to hear Magdalen College Choir herald the arrival of spring at the historic May Morning celebrations, we guarantee you a year of making memories.





# Accommodation

Most students choose to stay in one of our student houses, all of which are located within easy walking or cycling distance of the business school. Typically these houses will each accommodate between 4-6 students, providing each with their own private bedroom and shared kitchen, bathroom and living area facilities.

It is the style of our houses and where they are located in Oxford that give you true university style experience. These areas of the city are popular with other students and are full of bars, restaurants, shops and cinemas.

Student houses are located in several areas including fashionable Jericho, the lively Cowley Road and south of the river in Grandpont.

"Living in Oxford is fantastic. It's the perfect stepping stone to take if you're not used to living and working in a city"

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



# IT & Digital Literacy

In this core module students will develop the **technical skills to enable them to work productively from anywhere in the world, on any device.**

## Digital Application Understanding

You will learn advanced skills in Microsoft 365 and Google Workspace, including key applications such as: Teams, Word, Outlook, PowerPoint, Excel, and Docs, Gmail, Slides, and Sheets, as well as understanding the principles of using AI in the workplace.

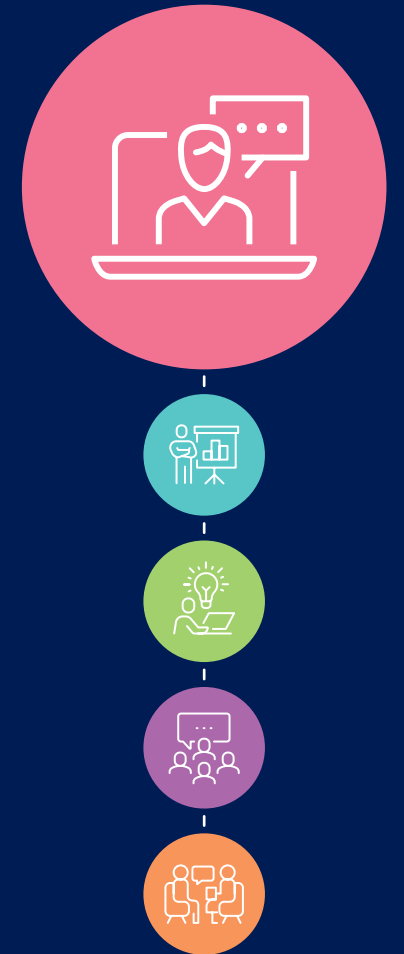
The range of applications taught is based on our industry insights of the technical skills we know employers are looking for in young graduates. You will learn how industry professionals utilise software to connect, collaborate, and improve efficiency throughout an organisation. There are also opportunities to develop skills in graphic design, together with the basic principles of colour theory, typography, branding, logo design and layout tools.

## Online Tools

Digital skills such as professional website creation with HTML, CSS, and browser-based platforms like Wix will also be taught. You will learn how to produce website layouts, site maps and how to use common web elements.

## Business Critical Skills

During the year students will develop business critical skills in several key areas; data interrogation and extraction, document creation, design of professional presentations and marketing resources, diary, expenses, email, inbox management and etiquette. You will also gain first-hand experience in collaborative working and professional file management.





# Business

In this module students will develop an appreciation and understanding of the economic and business realities that a company must operate under to survive. You will learn an insight into business organisations, their procedures and the internal office environment, alongside developing excellent business communication skills.

## Professional Communication Skills

The professional quality of your communications will augment and benefit any business you choose to work with. With the module covering written, verbal and non-verbal communications, including letters, emails, reports, press releases, meeting procedure and documentation, presentations, telephone technique and body language, you will have a full suite of professional communication skills to take with you into any business sector. With an excellent perception of the business environment, you will become uniquely valuable to a company, and highly employable.

## Financial Understanding

A core part of this module is the completion of a business report, investigating in detail a FTSE 100 company. Share price movements of the company will be monitored and recorded, and you will learn how to interpret and comment upon internal and external influences on the share price. You will develop an awareness of the world of business and the impact of economic and political events, both nationally and internationally.

To help you understand the financial pressures on a business, this module also includes topics on sourcing business finance, cash flow, breaking even, disposable and discretionary income and how to handle petty cash.

## Communicate With Impact

Whether your future career is in a large, medium or start-up business, you will leave the course with the skills and confidence to communicate effectively and with impact. You will learn to present a topic to a group, debate an issue, speak and write with clarity, and produce output to the highest standard and with great attention to detail.





# Digital Marketing

In this practical module students will learn about the different digital marketing channels a business can optimise, and critically, how to use them. You will learn how to define your target audience, and then how to develop a strategic digital marketing plan to reach them.

## Digital Marketing Strategy & Tools

You will learn about the importance of conducting market research before developing a marketing plan, including practically creating your own online customer surveys. You will develop essential copywriting and content marketing skills, and, by the end of the module, become a proficient user of Canva, the online design tool used by marketing teams across the globe.

## Social Media Campaigns

You will learn how to create a cross platform social media campaign using digital marketing tools to promote a company. This will involve learning how to set SMART goals, running a competitor analysis, building a content calendar, creating sample content and an analytics dashboard to show which key metrics you would be tracking.

## Digital Marketing Tactics

Across the year we also take a deep dive into digital PR, digital advertising, email marketing and search engine optimisation (SEO). In the final term you will create a strategic marketing plan for a fictional company.

## Industry Awareness

Throughout the course we will discuss and analyse current examples of successful (and unsuccessful) marketing campaigns from large and SME businesses, with the aim of building your overall knowledge and awareness of cross sector digital marketing tactics; ultimately preparing you for an industry role!





# Event Management

In addition to being a thriving business sector, event management has now become an integral part of the business communication process.

From corporate business events and product launches to cultural festivals, weddings and personal occasions, this sector provides a wealth of exciting job opportunities for young professionals. The module aims to inspire students by giving them an introduction to event management and a real opportunity to consider this exciting career path.

## Project Management Skills

Your learning will focus on understanding the variety of roles and responsibilities required for organising a wide range of events. You will learn the importance of having clear objectives for a brief and understanding the client's vision for the event. You will develop your interpersonal and client facing skills, along with experiencing the event planning process through an understanding of the risk assessment process and development of project management skills.

## Event Proposal Pitch

To demonstrate understanding of all the planning processes covered, you will work (as part of a small team) on a dedicated event management project, working to a client's brief and budget. You will then formally present an event proposal pitch to the client, with the goal of successfully winning the business!

## Event Launch Plan

In the final term, you will work on a practical assignment as part of the final integrated module project. You will have the chance to develop your own exciting event launch initiative for your business product or service. A major presentation to investors covers all aspects of this project and the 'launch event' forms just part of the overall presentation.





# Personal Development Planning

**Finding the right job to suit the individual is crucially important for employment and career success. In this soft skill focused module, you will follow a personal job search programme designed to support you with finding the right employment following graduation.**

First, you will understand your personality and behavioural styles through Myers Briggs personality profiling assessment and completion of the Belbin questionnaire. This knowledge will equip you with the personal insights to determine which career path(s) might be most appropriate for you upon graduation.

You will learn how to craft a standout CV to impress a future employer, and develop a confident interview technique through mock interview experience with a HR consultant. You will also learn essential time management, financial and personal budgeting skills.

## Inspiring Career Speakers

We also welcome visiting career speakers to the business school throughout the academic year. Experienced and inspiring speakers from business sectors such as PR, marketing, property, recruitment, HR, interior design, entrepreneurship and events will give you the inside knowledge and contacts to consider beginning your career in one of these sectors.

## Work Experience Placement

The week-long work experience placement in the final term is designed to give you an insight into the reality of working in a business sector of interest. It can also provide you with the opportunity of gaining an employer reference if you impress.

## Career & Business Networking

You will also be personally introduced to our experienced and expert partner recruitment agencies, many of whom specialise in London placements. Our recruitment fair at the end of the course hosts up to 15 different recruiters and employers, providing an excellent networking opportunity and the chance to find out more about job positions available.







# Assessment & Progress

**The Professional Business Diploma is continually assessed throughout the academic year across all the core modules.**

You will be assigned a personal tutor who will monitor your progress, conduct personal feedback in one-to-one meetings, and help you with any learning 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



## Careers & Prospects

OMBS graduates will often be applying for the same jobs as university graduates but will have the advantage of a CV that stands out above those with just academic qualifications. The job market is intensely competitive and employers are looking for those people who have the skills they need from day one.

Our close relationships with a number of specialist recruitment agencies significantly benefits our students. They tell us OMBS graduates are often sought after by employers due to their reputation for making excellent employees from day one in position.

In 2024 just some of the businesses our graduates secured roles in were Morgan Stanley, Savills, the Bremont Watch Company, John D Wood, Hakluyt & Company, Strutt & Parker, Ralph Lauren, The Wedding Present Company and Timbuktu Travel.

You may even decide that starting your own business is something you want to do on completion of the diploma.



Typical roles OMBS graduates enter are -

- Executive Assistant
- Marketing Executive/Assistant
- Office Co-ordinator
- Property Lettings Negotiator
- Team Assistant (finance/legal sector)
- HR Assistant
- PA (Private/HNWI)
- PR Consultant
- Charity Co-ordinator
- Customer Services Manager
- Front Of House Manager
- Events Executive/Assistant
- Travel Executive
- Sales Negotiator



"Our west end and city offices absolutely love working with OMBS candidates. We specialise in business support recruitment for a range of sectors including financial services, banking, tech start-ups, creative agencies, property, professional services and education to name a few. Most, if not all, of these sectors value the skills of OMBS graduates immensely. The Professional Business Diploma is hugely successful at teaching students both the soft and hard skills required in a competitive job market."

## Tiger Recruitment







# Graduation & Alumni

At the end of the year we celebrate your achievements on graduation day with a ceremony shared with your family and friends, held in a prestigious Oxford location. At the ceremony you will receive your graduation certificate and enjoy a celebratory drink with your guests.

Having graduated you will then join our alumni, a close network of past students who keep in touch and are happy to give each other ongoing support and help.

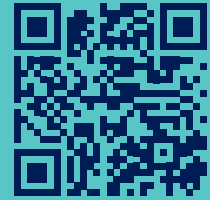




# How To Apply

We welcome all applications for the Professional Business Diploma to visit us by appointment or at one of our regular Open Days.

Visit [oxfordbusiness.co.uk](https://oxfordbusiness.co.uk) to make an appointment or telephone our Director of Admissions on 01865 240963.



## We Love Being Social

Find out more about OMBS life on our social platforms!

Follow us on -



Prospectus Oxford Media & Business School



"I have thoroughly enjoyed studying at OMBS and feel it has been the perfect decision for me. I have loved how practical it is and realistic to the real life of employment. Oxford is the perfect city for all students. I have had such a great time and loved it!"

Scarlet – '23 graduate







01865 240963

[info@oxfordbusiness.co.uk](mailto:info@oxfordbusiness.co.uk)

Southern House, 1 Cambridge Terrace, Oxford, OX1 1RR

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



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