One Degree of Preparation: Bmw Group Partners With Oxford Brookes University On Automotive Management Degree

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Applications are now being accepted by Oxford Brookes University for an innovative new degree programme which has been developed in partnership with the BMW Group.

The BSc (Hons) Business and Automotive Management is a specialist course within Oxford Brookes University Business School, specifically for those who wish to pursue a career in the automotive sector.

During the four-year programme students will spend their first year of the course studying at Oxford Brookes and the second year studying at OTH Regensburg, Technical University of Applied Sciences, Germany. The third year will be spent in work placement at BMW Group Plant Regensburg and MINI Oxford plant for six months each. The fourth and final year of study will be at Oxford Brookes.

The course prepares students for a career in the automotive industry and is tailored specifically to meet the needs of BMW Group as a potential employer. BMW Group will support students' learning and development throughout the course via a mentorship scheme involving BMW Group managers drawn from a variety of organisational functions at both BMW Plant Regensburg and MINI Plant Oxford.

Dr Tony Gibbs, Head of the Department of Business and Management at Oxford Brookes University, said: “Our Business School is known internationally for its learning and teaching and Oxford Brookes has an outstanding track record for producing employable graduates.

“I am delighted to be able to offer prospective students this unique and exciting opportunity to study with Brookes, BMW Group and OTH Regensburg which will, no doubt, lead to interesting career opportunities for the graduates.”

Commenting on the new undergraduate course, Bob Shankly, HR Director for BMW Group Manufacturing in the UK, said: "Employers today are working far more closely with universities and colleges to ensure courses better reflect the skills and knowledge actually required in the workplace. We're delighted to have had the opportunity to develop this new degree in collaboration with Oxford Brookes and look forward to welcoming the first students on the course."

The introduction of this course is the latest in a line of partnerships between Oxford Brookes and BMW Group which extend from apprentice training on foundation degrees, through to research and development activities such as the high profile MINI E trials.

Business and Automotive Management students will complete an engineering module within the department of Mechanical Engineering and Mathematical Sciences department in order to understand the technical side of the business, which is a requirement for all BMW Group graduate employees.

More information about the Business and Automotive Management course, entry requirements and how to apply can be found here:

If you have any questions regarding this press release, please contact:

BMW Group
Sarah Heaney
Tel.: +44-1865-8-25869
E-mail: sarah.heaney@bmwgroup.com

Company Contact:

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