

For the latest information visit: www.ucas.com

UCAS Codes:

N1N3 – 3-Year

NN31 – 4-Year
[placement year]

Requirements

112 UCAS Tariff Points,
GCSE Maths and English
at Grade C/4 or above

Access to HE Diploma
Welcome

Assessment

A wide variety of methods including case studies, market profile research projects, reports, presentations, business simulations and examinations.

Your Career

This degree will prepare you to work on either the client or agency side of the marcomms industry. A wide range of roles exist in this sector, including:

General Business Management

Research and Development

The Legal Sector

Marketing/Sales

International Trade

Consultancy

Application Enquiries

Tel +44(0)1905 855111

Email:
admissions@worc.ac.uk

Admissions Tutor:

Isabel Clarke

i.clarke@worc.ac.uk

Course Leader:

Alison Patterson

a.patterson@worc.ac.uk

Business & Finance BA (Hons)

What makes Business & Finance at Worcester special?

Set yourself up for a future career in the well-paid financial sector by developing competence in financial, and general management. This course gives you access to regular coaching, specialist academic staff, business leaders and the professional financial services network.

Subject expertise in finance, alongside a grounding in contemporary business issues (such as globalisation, global trade, governance and sustainability), signal that you are a numerate, astute and commercially focused graduate. Active experience through applied projects, placement, internships and study abroad will enable you to demonstrate the business knowledge, commercial acumen and professional skills valued by employers. You can also develop your own business ideas without start-up support and access to our network of business mentors.



Key Features of Business & Finance BA (Hons)

- Gain insight into general management and access a wide range of optional modules that complement your development as a specialist in financial management
- Gain exemptions from ICAEW and Associate Membership of the Chartered Management Institute
- Enhance your employability through internships, consultancy projects, a one-year paid placement and integrated coaching from experienced business leaders
- Experience international cultures and develop a global mindset through options to work and study abroad
- Work with qualified finance specialists who have extensive experience of management (including with KPMG, Grant Thornton and HM Treasury), consultancy or running their own business
- Study within a supportive learning community with access to excellent learning resources in purpose-built facilities
- Compete for the Hereford & Worcester Chamber of Commerce prize for 'Outstanding Performance in Accountancy & Finance'

Worcester Business School: Transforming individuals to thrive in the 21st Century

- Through a flexible, work-related curriculum that develops knowledge, skills, the ability to continually learn, think critically, reflect, innovate, act responsibly, and adapt to volatile, ambiguous, and complex situations
- Through applied learning that empowers individuals to optimise their potential
- Through meaningful engagement with business to develop professional behaviours
- Through a focus on creativity, innovation and promoting entrepreneurial thinking
- Through exposure to intercultural and international contexts to develop a global mind-set
- Through applying contemporary research, scholarship, and the latest thinking
- Through a supportive and collaborative learning community
- Through accessible learning resources and purpose-built facilities



Business & Finance BA (Hons) Course Structure

Level 4			
Introduction to Business Management	Customer Insight & Marketing	Generation Digital	Data Driven Decisions (or tutoring or LANG module)
Fundamentals of Personal Effectiveness			Financial Management
Level 5			
Management in Organisational Context	The Global Economy: Institutions, Trade & FDI	Financial Markets and Investment	Option
Leadership Theory and Practice			Option
Optional: Third Year Abroad or Work Placement or Overseas Work Placement			
Level 6			
International Business Strategy	Strategic Financial Management	International Banking & Finance	Option
			Option

Business & Finance BA (Hons) Options

Year	Core	Options
1	<ul style="list-style-type: none"> • Introduction to Business Management • Fundamentals of Personal Effectiveness • Customer Insight and Marketing (Double) • Generation Digital (Double) • Data Drive Decisions, Introduction to Tutoring or Language Option • Financial Management 	All first-year modules are mandatory. This enables you to acquire the core knowledge and skills that you need and identify specialist topics which you will want to select in Years 2 and 3. It also means that you can switch to a different course at the end of Year 1.
2	<ul style="list-style-type: none"> • Management in Organisational Contexts • Leadership Theory and Practice • The Global Economy: Institutions, Trade and FDI (Double) • Financial Markets & Investments (Double) 	<p>A wide range of option modules are available, including:</p> <ul style="list-style-type: none"> • Consultancy and Research Methods (Double) • Cultivating the Entrepreneurial Mindset • Fundamentals of Financial Accounting (Double) • Fundamentals of Management Accounting (Double) • New Venture Formation • Managing Successful Projects • Responsible Business (Double) • Digital Content Systems & Ecommerce • Social Commerce • Micro Economics • Macro Economics • Creating a High-Performance Workforce
3	<ul style="list-style-type: none"> • Strategic Financial Management (Double) • International Business Strategy (Double) • Intercultural Banking & Finance (Double) 	<p>A wide range of option modules are available, including:</p> <ul style="list-style-type: none"> • Business Innovation & Entrepreneurship (Double) • Consultancy Project (Double) • Applied Economics • Research Project (Double) • Taxation (Double) • Digital & Social Media Marketing (Double) • Business Intelligence & Analysis • The Next Big Thing • Digital Business • The Dark Side of Management • Strategic Challenges for HRM (Double) • Spin Doctors & Other Persuaders (Double)

Regular updates mean that exact module titles may differ. For a complete list of available modules, please visit our website: www.worcester.ac.uk