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#### UCAS Codes:

N112 – 3-Year

N112 – 4-Year  
[placement year]

#### Requirements

64 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

The range of options in this course makes it relevant for a wide variety of interesting and challenging careers. You may work as a training manager in a large organisation or a junior manager in a smaller organisation before moving to more senior positions.

Alternatively, you may decide to establish your own business.

#### Application Enquiries

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# Business Studies BA (Hons)

## What makes Business Studies at Worcester special?

Move into an exciting career in business management - whether in the private, public, voluntary sector. Your personal, professional, and academic development will be supported through regular 1-2-1 and team-based coaching with our team of academic staff.

You'll have lots of choice across modules in accountancy, advertising, economics, entrepreneurship, finance, human resources, law, leadership, marketing, project management, public relations, and sustainability. With a strong focus on innovation, creativity, and personal development, you will be able to demonstrate the knowledge and skills that are most highly valued by employers and make an immediate impact in your graduate role. You will also be able to gain real world experience through applied projects, placements, internships, add a period of study abroad.



## Key Features of Business Studies BA (Hons)

- Study within a highly supportive and friendly learning community with access to excellent learning resources in purpose-built facilities.
- work with academics who have extensive experience of management, consultancy or running their own business.
- Explore the latest thinking and accountancy, advertising, economics, entrepreneurship, finance, human resources, law, leadership, marketing, project management, public relations, and sustainability.
- 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
- gain associate membership of the Chartered Management Institute (CMI)

## Worcester Business School: Transforming individuals to thrive in the 21<sup>st</sup> 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 Studies BA (Hons) Course Structure

| Level 4  |                              |                    |                                  |
|--|------------------------------|--------------------|----------------------------------|
| Introduction to Business Management                                      | Customer Insight & Marketing | Generation Digital | Data Driven Decisions (or LANG*) |
| Fundamentals of Personal Effectiveness                                   |                              |                    | Financial Management             |
| Level 5  |                              |                    |                                  |
| Leadership Theory and Practice   | Limited 30-Credit Option*    | Option             | Option                           |
| Management in Organisational Contexts                                    |                              | Option             | Option                           |
| Optional: Third Year Abroad or Work Placement or Overseas Work Placement |                              |                    |                                  |
| Level 6  |                              |                    |                                  |
| International Business Strategy  | Business Investigation       | Option             | Option                           |
|  |                              | Option             | Option                           |

## Business Studies BA (Hons) Options

| Year | Core  | Options  |
|------|---|--|
| 1    | <ul style="list-style-type: none"> <li>Customer Insight and Marketing (Double)</li> <li>Generation Digital (Double)</li> <li>Fundamentals of Personal Effectiveness</li> <li>Introduction to Business Management</li> <li>Financial Management</li> <li>Data Drive Decisions, Introduction to tutoring or optional modules from the Centre for Academic English and Skills</li> </ul> | 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"> <li>Leadership Theory and Practice</li> <li>Management in Organisational Contexts</li> </ul>   | <p>A wide range of optional modules are available including:</p> <ul style="list-style-type: none"> <li>Cultivating the Entrepreneurial Mindset</li> <li>Essential PR</li> <li>Social Commerce</li> <li>Digital Content Systems and E-Commerce</li> <li>New Venture Formation</li> <li>Financial Markets and Investments (Double)</li> <li>PR and Campaigning</li> <li>*Responsible Business</li> <li>Selling and Sales Management</li> <li>Lifestyle Marketing</li> <li>Macro Economics</li> <li>* Integrated Marketing Communications (Double)</li> <li>*Fundamentals of Management Accounting (Double)</li> <li>Managing Successful projects</li> <li>Intercultural Business Perspectives (Double)</li> </ul> |
| 3    | <ul style="list-style-type: none"> <li>Business Investigations (Double)</li> <li>International Business Strategy (Double)</li> </ul>  | <p>A wide range of option modules are available, including:</p> <ul style="list-style-type: none"> <li>Advertising and Digital Communications (Double)</li> <li>Business Innovation and Entrepreneurship (Double)</li> <li>Strategic Challenges for HRM (Double)</li> <li>Digital And Social Media Marketing (Double)</li> <li>Spin Doctors and Other Persuaders (Double)</li> <li>Digital Business</li> <li>Business Intelligence and Analysis</li> <li>Applied Economics (Double)</li> <li>Intercultural Business Perspectives (Double)</li> </ul>   |

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