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#### UCAS Codes:

N1N6 – 3-Year

NN16 – 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:

Human Resource Management

Headhunting, Recruitment and Selection

Training and Development

Reward Management

Employee Relations

Organisation Development

#### Application Enquiries

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Email:  
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#### Admissions Tutor:

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#### Course Leader

Rowena

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# Business & Human Resource Management BA (Hons)

## What makes Business & Human Resource Management at Worcester special?

Prepare to move into a career in human resource management, human resource development, recruitment and selection, or general management. This course gives you access to regular coaching and our network of specialist academic staff, business leaders and the Chartered Institute of Personnel and Development (CIPD) and Chartered Management Institute (CMI).

Subject expertise in human resource management (HR), alongside a grounding in contemporary business issues (such as change management, talent development, globalisation, workforce, diversity, the gig economy and ethical leadership), signal that you are a capable, people-oriented and commercially focused graduate. Active experience through applied projects, placements, internships and study abroad will enable you to demonstrate your business knowledge and the management skills valued by employers.

*There may be a charge for membership of professional bodies*



## Key Features of Business & Human Resource Management BA (Hons)

- Gain a broad insight into general management and access a wide range of optional modules that complement your development as an HR professional
- Learn how to manage volatile, ambiguous and complex situations
- Engage in the latest thinking through a research project supported by a member of our Careers and Leadership Development Research Group
- Gain Associate Membership of the Chartered Institute of Personnel & Development (CIPD) and Chartered Management Institute (CMI)
- Work with academics and HR specialists who have extensive experience of management and consultancy
- 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
- Study with a supportive learning community with access to excellent learning resources in purpose-built facilities

## 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 and Human Resources Management BA (Hons) Course Structure

Level 4			
Introduction to Business Management	Customer Insight & Marketing	Generation Digital	Data Driven Decisions (or Tutoring or LANG)
Fundamentals of Personal Effectiveness			Financial Management
Level 5			
Management in Organisational Contexts	Consultancy and Research Methods	Creating a High-Performance Workforce	Option
Leadership in Theory and Practice		Developing Employee Talent	Option
Optional: Third Year Abroad or Work Placement or Overseas Work Placement			
Level 6			
International Business Strategy	Strategic Challenges for HRM	Option	Option
			Option

\*To gain CIPD accreditation at Associate level, Consultancy and Research Methods and Consultancy or Research Project MUST be undertaken

## Business and Human Resources Management BA (Hons) Options

Year	Core	Options
1	<ul style="list-style-type: none"> <li>• Introduction to Business Management</li> <li>• Fundamentals of Personal Effectiveness</li> <li>• Customer Insight &amp; Marketing (Double)</li> <li>• Generation Digital (Double)</li> <li>• Data-Drive Decisions, Introduction to tutoring or optional modules from the Centre for Academic English and Skills</li> <li>• Financial Management</li> </ul>	<p>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.</p>
2	<ul style="list-style-type: none"> <li>• Management in Organisational Contexts</li> <li>• Leadership in Theory and Practice</li> <li>• Consultancy &amp; Research Methods (Double)</li> <li>• Creating a High-Performance Workforce</li> <li>• Developing Employee Talent</li> </ul>	<p>A wide range of option modules are available, including:</p> <ul style="list-style-type: none"> <li>• Cultivating the Entrepreneurial Mindset</li> <li>• Integrate Marketing Communications (Double)</li> <li>• Marketing Insight</li> <li>• New Venture Formation</li> <li>• Managing Successful Projects</li> <li>• Consultancy &amp; Research Methods (Double)</li> <li>• Social Commerce</li> <li>• Value Chain Management</li> <li>• Digital Content Systems &amp; Ecommerce</li> <li>• Essential PR</li> <li>• Macro Economics</li> <li>• Responsible Business</li> <li>• Creating a High Performance Workforce</li> </ul>
3	<ul style="list-style-type: none"> <li>• International Business Strategy (Double)</li> <li>• Strategic Challenges for HRM (Double)</li> </ul>	<p>A wide range of option modules are available, including:</p> <ul style="list-style-type: none"> <li>• Business Innovation &amp; Entrepreneurship (Double)</li> <li>• Digital &amp; Social Media Marketing (Double)</li> <li>• Intercultural Business Perspectives (Double)</li> <li>• The Dark Side of Management</li> <li>• Applied Economics (Double)</li> <li>• Digital Business</li> <li>• Business Intelligence &amp; Analysis</li> <li>• Taxation (Double)</li> <li>• Consultancy Project (Double) or Research Project (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)