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#### UCAS Codes:

NP13 – 3-Year

NP31 – 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

The range of options in  
this course make it  
relevant for a wide  
variety of interesting and  
challenging careers. You  
may work initially as a  
trainee manager in a large  
organisation, or a junior  
manager in a smaller one  
before moving on to  
more senior positions.  
Alternatively, you may  
decide to establish your  
own business.

#### Application Enquiries

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# Business Management BA (Hons)



UNIVERSITY of  
WORCESTER

## What makes Business Management at Worcester special?

Kickstart your journey towards an exciting career in business management. Supported by regular coaching, and our professional network of academic staff, business leaders and the Chartered Management Institute (CMI), you will be well placed to launch your graduate career.

With its strong focus on innovation, creativity and contemporary issues (such as digital technologies, globalisation and sustainability) this flexible degree with lots of choice will signal that you are an adaptable and commercially driven graduate. You will be able to demonstrate the knowledge and skills valued by employers and real-world experience through applied projects, placement, internships and study abroad.



## Key Features of Business Management BA (Hons)

- Explore the latest thinking in accountancy, advertising, economics, entrepreneurship, finance, human resources, law, leadership, marketing, project management, public relations and sustainability
- Work with academics and practitioners who have extensive experience of management, consultancy or running their own business
- Enhance your employability through internships, consultancy projects, a one-year placement and integrated coaching from experienced business leaders
- Experience international cultures and develop a global mind-set through options to work and study abroad
- Study within a supportive learning community with access to excellent learning resources in purpose-built facilities
- Gain Associate Membership of the Chartered Management Institute

## 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 Management BA (Hons) Course Structure

Level 4				
Introduction to Business Management	Customer Insight & Marketing	Responsible AI	Data Driven Decisions (or Tutoring or LANG)	
Fundamentals of personal Effectiveness		Inclusive Practise	Financial Management	
Level 5				
Management in Organisational Contexts	Limited 30-Credit Option*	Option	Option	
Leadership Theory and Practice		Option	Option	
Optional: Third Year Abroad or Work Placement or Overseas Work Placement				
Level 6				
International Business Strategy	Re-Thinking Organisational Value	Option	Option	
		Option	Option	

## Business 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 and Marketing (Double)</li> <li>Responsible AI</li> <li>Inclusive Practise</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>	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>Management in Organisational Contexts</li> <li>Leadership Theory and Practice</li> </ul>	A wide range of option modules are available, including: <ul style="list-style-type: none"> <li>*Consultancy &amp; Research Methods (Double)</li> <li>*Fundamentals of Management Accounting (Double)</li> <li>*Responsible Business (Double)</li> <li>*Integrated Marketing Communications (Double)</li> <li>Lifestyle Marketing</li> <li>Digital Content Systems &amp; Ecommerce</li> <li>Financial Markets &amp; Investment (Double)</li> <li>PR &amp; Campaigning</li> <li>Managing Successful Projects</li> <li>Creating a High Performance Workforce</li> </ul>
3	<ul style="list-style-type: none"> <li>International Business Strategy (Double)</li> <li>Re-Thinking Organisational Value (Double)</li> </ul>	A wide range of option modules are available, including: <ul style="list-style-type: none"> <li>Advertising &amp; Digital Communications (Double)</li> <li>Business Innovation &amp; Entrepreneurship (Double)</li> <li>Digital &amp; Social Media Marketing (Double)</li> <li>Digital Business</li> <li>**Research Project</li> <li>Applied PR</li> <li>Events Management</li> <li>Business Intelligence &amp; Analysis</li> <li>Applied Economics (Double)</li> <li>The Next Big Thing</li> </ul>

\*Limited option choice, select one from four options

\*\* Not available for BA(Hons) Business Management Top-Up

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)