

For the latest information visit: www.ucas.com

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
inclusive and authentic
assessment methods
including case studies,
reports, presentations,
business simulations,
podcasts, artifacts and
examinations.

Your Career

This degree could be your
first step towards a career
in management such as a
business development
manager, management
consultant, or project
manager. Alternatively,
you may decide to
establish your own
business.

Application Enquiries

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BA (Hons) Business Management

*subject to reapproval



What makes Business Management at Worcester special?

We pride ourselves on our community, our focus on employability, and our commitment to inclusivity. This course:

- Connects you to a close-knit community from day one. Small group teaching and a personal academic tutor means you're supported every step of the way, while learning alongside students from diverse, international cultures enriches your experience. With the backing of our network of academic staff, business leaders, and the Chartered Management Institute (CMI), you'll be well placed to launch an exciting career in business management.
- Embeds three pillars of sustainability, digital skills, and entrepreneurship throughout your studies, ensuring consistent opportunities to develop the skills and competencies needed for success in a modern, evolving workplace.
- Provides an inclusive approach to assessment throughout the course, using projects, portfolios, presentations, and other authentic assessment types to support your learning.
- Gives you the freedom to tailor your studies to your own interests and career aspirations through work-based and negotiated learning modules.

Accreditation



- This course has been mapped for dual accreditation with the Chartered Management Institute (CMI). You will be awarded a CMI Level 5 Certificate in Management and Leadership, in addition to your degree, upon the successful completion of the entire degree.
- You will gain Associate Membership which gives access to resources on the CMI website including but not limited to, webinars and business learning resources.

Employability features

Fundamental to our ethos is working closely with business communities across the private, public and third sectors. Working with local, national and international companies helps build professional relationships and networking opportunities for our students.

- Achieve a qualification that is designed in consultation with employers, aligned with industry standards, and taught by experienced professionals.
- Explore the latest thinking in advertising, artificial intelligence, economics, entrepreneurship, finance, human resources, leadership, marketing, project management, public relations, and sustainability.
- Experience international cultures and develop a global mindset through options to study abroad.
- Opportunity to undertake an optional work placement year, either in the UK or abroad, between your second and third year of study.
- Take advantage of multiple short-term paid work experience opportunities through the Springboard Programme. Worcester Business School matches talented Business students with local businesses, providing valuable real-world experience throughout your studies.
- Our courses are designed to support you on 'Your Journey Towards Professional Success'. Throughout your studies, you will develop the knowledge, skills, and behaviours valued by employers through a series of professionally focused modules.
- Optional work-based and negotiated learning modules allow you to tailor your studies to your own interests and career aspirations, with the flexibility to learn in ways that suit your individual needs and circumstances.

BA (Hons) Business Management Course Structure

Level 4			
Introduction to Business Management	Marketing and Enterprise	Responsible AI	Inclusive Practice
Fundamentals of Personal Effectiveness		Data Driven Decisions or modules from the Centre for Academic English and Skills	Financial Management
Level 5			
Management in Organisational Contexts	Responsible Business	Managing Successful Projects	Option (see table below)
Leadership Theory and Practice		Option (see table below)	Option (see table below)
Optional: Third Year Abroad or Work Placement or Overseas Work Placement			
Level 6			
International Business Strategy	Rethinking Organisational Values	Digital Transformation	Option (see table below)
		Option (see table below)	Option (see table below)

BA (Hons) Business Management Options

Year	Core	Options
1 (Level 4)	- Introduction to Business Management - Fundamentals of Personal Effectiveness - Marketing and Enterprise - Responsible AI - Inclusive Practice - Financial Management	Most 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 easily switch to a different course at the end of Year 1. Optional modules are: - Data Driven Decisions; or - Modules from the Centre for Academic English and Skills
2 (Level 5)	- Management in Organisational Contexts - Leadership Theory and Practice - Responsible Business	A wide range of optional modules are available at level 5, including: - Integrated Marketing Communications - Lifestyle Marketing - Market Insight - Financial Markets and Investments - The Global Economy: Institutions, Trade and FDI - Managing the Employee Journey - Developing Employee Talent - Ecommerce and Digital Security - Social Commerce - New Entrepreneurship Module - People Analytics - Work-Based Learning 1
3 (Level 6)	- International Business Strategy - Rethinking Organisational Values - Digital Transformation	A wide range of option modules are available, including: - Brand Management - Customer Experience Management - Strategic Financial Management - Strategic Challenges for HRM - Intercultural Business Perspectives - The Next Big Thing - Work-Based Learning 2 - Negotiated Learning

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