

For the latest information visit: www.ucas.com

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

Your Career

The range of options in
this course makes it
relevant for a wide
variety of interesting and
challenging careers in
business development,
consultancy, or project
management for
example. Alternatively,
you may decide to
establish your own
business.

Application Enquiries

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BA (Hons) Business Studies

*subject to reapproval



What makes Business Studies 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 mean 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.
- 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 Studies 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	Ecommerce and Digital Security	Entrepreneurship
Leadership Theory and Practice		Social Commerce	
Optional: Third Year Abroad or Work Placement or Overseas Work Placement			
Level 6			
International Business Strategy	Rethinking Organisational Values	Digital & Social Media Marketing	Customer Experience Management
			Option (see table below)

BA (Hons) Business Studies Options

Year	Core	Options
1 (Level 4)	- Responsible AI - Inclusive Practice - Fundamentals of Personal Effectiveness - Introduction to Business Management - Financial Management - Marketing and Enterprise	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 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)	- Leadership Theory and Practice - Management in Organisational Contexts - Responsible Business - Entrepreneurship - Ecommerce and Digital Security - Social Commerce	In order to provide a clear structure and a comprehensive grounding across the business studies domain, options are restricted in this course. If after your first year you wish to specialise you may be able to switch courses, as noted above.
3 (Level 6)	- International Business Strategy - Rethinking Organisational Values - Digital and Social Marketing - Customer Experience Management	A range of option modules are available, including: - 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