

Business Management BA (Hons)



This is a flexible and dynamic course that provides a sound understanding of managerial theory and practice and offers potential to specialise in your chosen areas of interest.

Alongside an exploration of the major management functions and of the global environment in which they operate, you can select additional options in each year of study from a wide portfolio including – accountancy, advertising, economics, human resource management, innovation, leadership, management, marketing, public relations, public sector management, small business management and more.

Our degrees in Business Management have been designed to meet employers' needs so they have a real world focus obtained via practical assessments, working for live clients, engaging with business practitioners and practising the skills organisations need to succeed in today's business environment. The Business School also offers Management Degrees which allow you to study management alongside other core areas of business.

You will learn how to become an excellent and persuasive communicator; to think creatively and analytically; to make logical decisions; to interpret and use management information; to manage time, projects and resources; to work effectively as a member of a team with the ability to lead and inspire others; to be self-reliant; to use initiative and to champion an ethical and socially responsible approach to business.

You will be taught by international scholars who have real business experience – many of our staff act as consultants to local businesses, multinational corporations, governments or have run their own business. You will also have the opportunity to take a paid placement year during your degree, so that you can gain valuable insights into the real world of work. You can add further value to your CV by spending a study semester overseas at one of our partner universities in the USA, Canada, Australia, New Zealand or Europe.

The Business School also offers [Management Degrees](#) which allow you to study management alongside other core areas of business.

UCAS code

UCAS is the central organisation through which applications are processed for entry onto full-time undergraduate courses in Higher Education in the UK.

[Business Management BA \(Hons\) N200 BA/BM](#)

The flexibility and wide range of options available in this degree, make it relevant for a wide range of interesting and challenging careers in public, private and voluntary sectors, both in the UK and overseas. You are likely to work initially as a trainee manager in a large organisation, or perhaps as a junior manager in a smaller one before moving on to more senior management positions. Alternatively, you may decide to establish your own business.

Study options

Single Honours or Joint Honours

The Business Management BA (Hons) course is available to study as a 3-year full-time or 4-year sandwich course, with the

opportunity to take part in a work placement year.

It is also possible to study Business Management as a joint degree with another subject.

The combination subjects available are: [Archaeology and Heritage Studies](#), [Computing](#), [Drama and Performance](#), [Human Geography](#), [Psychology](#).

The University of Worcester's degree combinations add breadth to your studies and enhance your employability.

Get in touch

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For course specific information, such as module content, please contact the course leader.

Admissions Office

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280 UCAS Tariff points and Grade C in GCSE English Language and Mathematics

Modules

Year 1

Economic Concepts

Financial Concepts

Management Concepts

Marketing Concepts

The Business Professional

Two modules of your choice

Year 2

Business Ethics

Five Business modules of your choice

Two modules of your choice

Optional 1 Year Business Placement between Year 2 and 3

Year 3

Enhancing Organisations & Employability

Contemporary Global Systems

Two Business modules of your choice

Global Business Strategy

Sustainable Management

Independent Study (over two semesters)

[See module diagram](#)

Assessment

Typically lectures in Worcester Business School are two or three hours long. During this time, you will experience a range of learning activities intended to stimulate you and enable you to learn effectively.

Lectures usually begin with a classroom lesson that lasts around 45 minutes, introducing the underpinning concepts of a topic. You will be expected to participate here – by offering your opinion, by using an Electronic Voting System or by interrupting when you wish to challenge what the lecturer is suggesting.

After the introductory lecture you will often be split into small seminar groups during which you will work individually or with two or three other students on case studies which will enable you to explore the subject in greater depth. We believe that collaborative learning with your fellow students is very important.

Between lectures you will carry out further study - we adopt an 'open door' policy and you will be encouraged to seek the help of

lecturers. Most class materials will be uploaded to Blackboard (our VLE) before sessions and these materials can be downloaded at University or from anywhere with an internet connection. Many modules have set up on-line discussion facilities to enable you to collaborate with other students between sessions.

Matt Leavesley

Graduate

Matt is working in London as a Marketing Manager for a company that is trying to revolutionise the transport network.

"The skills that I acquired through my academic studies have helped me prepare for the demands of this particular career. Time management, organisation, ability to research and knowledge from my course are all transferable to the daily operations of my profession."

Academic department

[Worcester Business School](#)

"We champion an imaginative ethos that combines sound business principles with instinctive commercial drive. Our students ranked us in the top 5% of universities for 'personal development'."

Mark Richardson, Head of Worcester Business School

Employability

You will be able to select from a wide range of sectors in which to work, including accounting, banking, insurance, human resources, operations management, marketing, advertising, retail, distribution, sales, and leisure. You are likely to work initially as a trainee manager in a large organisation, or perhaps as a junior manager in a smaller one before moving on to more senior management positions.

Alternatively you may wish to establish your own business or continue with further study, such as an MBA or MSc in Management/International Management.

Course structure

Download our [module diagrams document](#) to view our course structures in detail. Click on the links in the contents to view a specific course, or browse the complete document for information on all our pathways.

Undergraduate Prospectus

The Worcester Business School prospectus is available to [read online](#) or as a [downloadable PDF](#).

Work Experience

Many modules in the course enable students to relate their learning to less formal work experience through part-time, holiday or voluntary work. Many companies offer summer or other short-term placements. These can be an excellent way of building up a network of contacts and getting experience of exciting projects. Worcester Business School advertises short-term vacancies on its intranet. Recent opportunities have included summer internships with Vodafone and Macmillan, and many other national and local vacancies.

Work Placement

The course includes a paid optional placement year so students can earn as they learn and add full time work experience to their CV. This adds real value to the qualification and helps students to gain an advantage in the graduate job market by developing valuable skills in areas like communication, time and project management, problem solving and team working.

Students can spend their placement year at an organisation of their choice, anywhere in the UK. Worcester Business School has strong links with local businesses and many of our students take up placements in the locality with a large number of well-known organisations. Placement opportunities are available in all business sectors, including marketing, advertising, PR, HR, business management, finance and economics. Examples of employers who have previously offered placements include Aston Villa,



Enterprise rent-a-car, e-on, Groupon, Hays, IBM, Intel, Marks and Spencer, Microsoft, NHS, Price Waterhouse Cooper, The House of Commons, Waitrose, Worcester Bosch and many others.

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<http://www.worcester.ac.uk/courses/businessmanagementbahons.html>