

Economics Degrees BA (Hons)



Our Economics courses develop your ability to analyse economic challenges so that you can make business decisions which will be effective within the constraints of the existing economic environment.

You will explore the underlying reasons and causes to current economic issues, such as why certain conditions exist, if and how they can be changed, and what these issues mean for countries, businesses and individuals. You will be taught by staff who are specialists across a wide range of business disciplines and have active practitioner experience, for example our staff have advised business and government and have helped inform economic development policies in the UK and Europe.

During your course you will develop advanced analytical skills, as well as skills in communication, problem-solving, numeracy, time management, leadership, teamwork and self-reliance. You will also have the opportunity to take a paid placement year in industry and study overseas at one of our partner universities in the USA, Canada, Australia, New Zealand or Europe.

You can choose from a suite of six Single Honours degrees as below:

Course combinations and UCAS codes

BA (Hons) Business degrees with a pathway in Economics:

A distinctive feature of these degrees is that you can add an additional specialism to your study of economics. This means that you significantly increase your attractiveness to employers. Economics graduates are often highly sought after and often attract higher than average salaries

[Business, Accountancy & Economics BA \(Hons\): NLC1 BA/BAE](#)

[Business, Economics & Advertising BA \(Hons\): LN15 BA/BEAd](#)

[Business, Economics & Human Resource Management BA \(Hons\): LN16 BA/BEHRM](#)

[Business, Economics & Public Relations BA \(Hons\): LP12 BA/BEPR](#)

[Business, Management & Economics BA \(Hons\): NL21 BA/BMEc](#)

[Business, Marketing & Economics BA \(Hons\): NL51 BA/BMktEc](#)

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

For the latest information, check the UCAS website at www.ucas.com

Study options

The Economics degrees are flexible - the first year is integrated, which means that the modules you study will be the same whichever pathway you have chosen, allowing you to change to an alternative course after your first year.

These courses are 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.

Get in touch

John Gardener

Business School Admissions Tutor

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Helen Shaw

Course Leader

01905 542125

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Admissions Office

01905 855111

admissions@worc.ac.uk

Entry requirements

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

The University will consider each application on its individual merits and will recognise a range of qualifications not currently included in the Tariff, including Access courses, European Baccalaureate and pre-2002 qualifications such as GNVQ. Please contact the Admissions Office for advice.

Further information about the UCAS Tariff can be obtained from www.ucas.com

Applicants with no formal qualifications may be considered for Mature Student Entry Routes.

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](#).

Modules for BA (Hons) Business degrees with a pathway in Economics

Year 1

Economic Concepts

Financial Concepts

Management Concepts

Marketing Concepts

The Business Professional

Two modules of your choice



Year 2

Advertising & the Mind of the Consumer
Advertising Management
Business Ethics
Customer Behaviour
Financial Accounting & Analysis
Human Resources: Context & Practice
Interactive Marketing
Macro Economics
Management Accounting & Finance
Managing People & Performance
Micro Economics
Operations Management
Project Management
Public Relations & Campaigning
Public Relations Practice
Business module of your choice
Two modules of your choice

Optional 1 Year Business Placement between Year 2 and Year 3

Year 3

Advanced Management Accounting

Advertising Campaign Strategy

Contemporary Global Systems

Contemporary Issues in Marketing

Contemporary Marketing Strategy

Corporate Finance

Economics of Business

Enhancing Organisations & Employability

Global Business Strategy

In the Contemporary Workplace

Managing Emerging Issues

Managing the Diverse Workforce

Public Relations & Society

Selling the Prime Minister

Sustainable Management

Independent Study (over two semesters)

Peter Martin

Graduate

Peter obtained a first class honours degree, having joined Worcester as a third-year top-up student. Peter was immediately able to put his Economics related degree into practice moving straight into a position in the Economic Regeneration & Skills Division of Sandwell Metropolitan Borough Council.

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

Economics graduates understand the fundamental drivers of business success and are therefore highly sought after by businesses and often attract higher than average salaries. Economics graduates are employed in both the public and private sectors.

Alternatively, you may prefer to work as a business consultant or manager specialising in finance, marketing, or HR. If you wish to continue your studies, our Masters programmes in Management or International Management would be a good complement to your first degree.

Learning and assessment

You will experience a range of learning activities within the lectures, seminar groups and further study.

Lectures usually begin with introducing the underpinning concepts of a topic. 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.

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.

There is a wide variety of assessment, including reports, group presentations, portfolios and examinations.

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.

UCAS code

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Pathway in Economics:

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Modules

Below is a selection of modules you can study on our Economics courses.

Year 1

Personal & Professional Development

Marketing Concepts

Financial Concepts

Business Decision Making

Management Concepts

Economic Concepts

Free Option

Year 2

Advertising & the Mind of the Consumer

Advertising Management

Business Option

Creative Problem Solving

Customer Behaviour

Financial Accounting & Analysis

Free Option

Human Resource Management

Innovation and Change Management

Integrated Marketing Communications

Leadership in Action

Leadership: Principles & Practice

Macro Economics

Management Accounting & Finance

Management Principles and Practice

Managing People
Micro Economics
Operations Management
Public Relations & Campaigning
Public Relations Practice
Research Methods

Year 3

Advanced Management Accounting
Advertising Strategy
Business Ethics & Corporate Social Responsibility
Contemporary Economic Systems
Contemporary Global Systems
Contemporary Issues in the Public Sector
Corporate Finance
Economics for Business
Employee Relations
Entrepreneurial Management part 1
Entrepreneurial Management part 2
Global Strategy & Enterprise
Independent Study (over 2 semesters)
International Marketing
Leadership Strategy and Change Management
Managing a Diverse Workforce
Marketing Strategy
Organisation: Reflection & Integration
Public Relations & Society
Selling The Prime Minister
Small Business Management

Please note, some options may not be available depending on which pathway you have chosen. For more information on module content, please contact Helen Shaw.

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.

Peter Martin

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Course Combinations

You can study our Economics BA (Hons) course with a number of combination options:

Business, Accountancy & Economics BA (Hons)

Business, Economics & Advertising BA (Hons)

Business, Economics & Human Resource Management BA (Hons)

Business, Economics & Public Relations BA (Hons)

Business, Management & Economics BA (Hons)

Business, Marketing & Economics BA (Hons)

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<http://www.worcester.ac.uk/courses/economics-degrees-ba-hons.html>

