

Entrepreneurship Degrees BA (Hons)



Entrepreneurship and innovation lead to improvements within businesses.

A good entrepreneur enables a business to grow, survive and prosper in a challenging global economy, and creates new products, services or technologies, as well as finding innovative solutions to improve business performance.

Our specialist degrees in Entrepreneurship are designed to inspire you to think and act creatively and to similarly inspire others. You will learn by doing including developing a business plan for a product or service idea. 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.

Year 3 students will be considered for the Federation of Small Businesses Award for Worcester Business School's Most Promising Young Entrepreneur.



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 Entrepreneurship

These degrees enable you to combine entrepreneurship with another business specialism in order to supplement your skills and career options. They will prepare you for a career in business management, consultancy, training, research and development or they may inspire you to create your own business or work as an independent freelancer.

[Business, Entrepreneurship & Accountancy BA \(Hons\): NN14 BA/BEA](#)

[Business, Entrepreneurship & Advertising BA \(Hons\): NN51 BA/BEAdv](#)

[Business, Entrepreneurship & Human Resource Management BA \(Hons\): NN61 BA/BEHRMgt](#)

[Business, Leadership & Entrepreneurship BA \(Hons\): W80 BA/BLE](#)

[Business, Entrepreneurship & Management BA \(Hons\): NN21 BA/BEM](#)

[Business, Entrepreneurship & Marketing BA \(Hons\): NN5D BA/BEMgt](#)

[Business, Entrepreneurship & Public Relations BA \(Hons\): NP21 BA/BEPR](#)

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 Entrepreneurship 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

01905 855357

j.gardener@worc.ac.uk

Helen Shaw

Course Leader

01905 542125

h.shaw@worc.ac.uk

Admissions Office

01905 855111

admissions@worc.ac.uk

A minimum of 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 Entrepreneurship:

Year 1

Business Ethics

Creative Problem Solving

Customer Behaviour

Economic Concepts

Financial Concepts



Interactive Marketing
Management Concepts
Marketing Concepts
Small Organisation Development
The Business Professional
Business module of your choice
Two modules of your choice

Year 2

Advertising & the Mind of the Consumer
Advertising Management
Business Ethics
Creative Problem Solving
Customer Behaviour
Financial Accounting & Analysis
Human Resources: Context & Practice
Interactive Marketing
Leadership in Action
Leadership Principles & Practice
Managing Accounting & Finance
Managing People & Performance
Operations Management
Project Management
Public Relations & Campaigning
Public Relations Practice
Small Organisation Development
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
Coaching & Mentoring
Contemporary Issues in Marketing
Contemporary Marketing Strategy
Corporate Finance
Enhancing Organisations & Employability
Entre & Intrapreneurship
Global Business Strategy
In the Contemporary Workplace
Leadership in Turbulent Times
Managing Entrepreneurship

Managing the Diverse Workforce

Public Relations & Society

Selling the Prime Minister

Sustainable Management

Independent Study (over two semesters)

FSB Annual Award for Enterprise

Sponsored by FSB Worcestershire, this annual award is made to the Most Promising Young Entrepreneur student within the University of Worcester's Business School. This year's awardee is Malvern based student Philip Jolley.

Part of Philip's prize is an expenses paid visit to London, where he met staff from FSB London and went on to meet Robin Walker, MP for Worcester City, who welcomed him to the House of Commons where they made a tour of the building followed by lunch.



Jarsoslaw Szymaniak

Graduate

Jarsoslaw was one of a group of entrepreneurial students at the University of Worcester who took part in Bizcom, a business ideas competition. He impressed an expert panel of judges with his innovative ideas. Jarsoslaw won the £1,000 first prize for his Edu-Blossom, a business that offers help to foreign students in getting admission at UK universities (www.edublossom.edu.pl)

"As a budding entrepreneur I want to learn a great deal from people that have business experience and the competition was a great opportunity to do so. I am last year's runner up and this year's winner, which means a lot to me and gives the power and confidence in developing all my business ideas."

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

Our degrees in Entrepreneurship may inspire you to start your own business, or to work as an independent freelancer. If you choose to go into employment, the world really is your oyster, because creative management capabilities will be prized by all sizes of organisations, in the public, private and voluntary sectors in the UK and abroad.

You will have the opportunity to pursue a career in business management, consultancy or training, or you may join the research and development department in an organisation.

If you choose to continue with your studies, an MSc in Management or an MBA would be a very good fit with your first degree.

SPEED

The University of Worcester is keen to encourage and support student entrepreneurs. Any current student can apply for a place on the Student Placements for Entrepreneurs in Education (SPEED) programme. Since 2007 we have helped over 50 students to pursue their dream of self-employment upon graduation. Successful applicants benefit from £4,200 worth of support to buy training, coaching, networking events, and specialist equipment to turn their business idea into reality.

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.

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Modules

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



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Course combinations

Entrepreneurship can be studied in combination with Business and another specialist option through our Business Pathway degree options:

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Business, Entrepreneurship & Advertising BA (Hons)

Business, Entrepreneurship & Human Resource Management BA (Hons)

Business, Leadership & Entrepreneurship BA (Hons)

Business, Entrepreneurship & Management BA (Hons)

Business, Entrepreneurship & Marketing BA (Hons)

Business, Entrepreneurship & Public Relations BA (Hons)

Course structure

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<http://www.worcester.ac.uk/courses/entrepreneurship-degreesbahons.html>

