

# Leadership Degrees BA (Hons)



Our Leadership degrees emphasise practical leadership implementation techniques and contexts combined with in-depth theoretical study.

The degrees focus on modern challenges of leadership which is not only effective, but ethical and flexible enough to accommodate and inspire constant change. You will be taught by active leadership consultants, who have developed leaders in the armed forces, Formula One, Manchester United and English rugby, as well as many other small, medium and large organisations.

You will also gain a thorough grounding in analytical skills and the strategies and ideas that constitute leadership – the ability to define goals, inspire people and to make important decisions. You will build an employer-oriented portfolio of performance enhancing skills including team-working, prioritisation, information gathering, self-discipline, initiative, time management and a hunger for challenge.

You will also have the opportunity to take a placement year in paid work 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.

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

## Course combinations and UCAS codes

### **BA (Hons) Business degrees with a pathway in Leadership**

These degrees enable you to combine your study of leadership with one of four other directly related areas, indicating to employers that you understand how leadership works in practice. These degrees are particularly relevant if you are seeking an in-company internship, a position as a management trainee or with a training organisation specialising in leadership development.

[Business, Leadership & Human Resource Management Ba \(Hons\): NND6 BA/BLHRM](#)

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

[Business, Leadership & Management BA \(Hons\): NNC2 BA/BLM](#)

[Business, Marketing & Leadership UCAS Code: NNCM BA/BM](#)

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](http://www.ucas.com)

## Study options

The Leadership 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](mailto:j.gardener@worc.ac.uk)

### Helen Shaw

Course Leader

01905 542125

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### Admissions Office

01905 855111

[admissions@worc.ac.uk](mailto:admissions@worc.ac.uk)

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](http://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 Leadership

### Year 1

Economic Concepts

Financial Concepts

Management Concepts

Marketing Concepts

The Business Professional

Two modules of your choice

### Year 2

Business Ethics



Creative Problem Solving  
Customer Behaviour  
Human Resources: Context & Practice  
Interactive Marketing  
Leadership in Action  
Leadership Principles & Practice  
Managing People & Performance  
Operations Management  
Project Management  
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**

Coaching & Mentoring  
Contemporary Issues in Marketing  
Contemporary Marketing Strategy  
Enhancing Organisations & Employability  
Entre & Intrapreneurship  
Global Business Strategy  
In the Contemporary Workplace  
Leadership in Turbulent Times  
Managing Emerging Issues  
Managing Entrepreneurship  
Managing the Diverse Workforce  
Sustainable Management  
Independent Study (over two semesters)

## **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

The attraction of a Worcester degree is its in-built range of options, and its relevance to a wide range of interesting and challenging careers in public, private and voluntary sectors, both in the UK and overseas. 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.

## 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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## Modules

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

## Andrew Hodgson

Graduate

Andrew now works at a small business in Hereford, as the Network Controller, after obtaining a 2:1 in Information Technology in 2003.

"I really believe my degree has given me a good stepping stone in my job, and I am using parts that I learnt in the degree most days."

## Academic department

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Mark Richardson, Head of Worcester Business School

## Employability

Your degree in Leadership is transportable into a host of organisation types in the private, public and voluntary sectors. It will be particularly relevant if you are seeking a position as a management trainee or looking to obtain a company internship. You may move into positions which directly involve working with other employees, such as a human resources officer.

It will also equip you well for any customer facing or sales roles where team leaders are particularly sought.

Alternatively you may choose to work with a training organisation or consultancy which specialises in leadership development. If you elect to continue your studies, a postgraduate degree in Management or International Human Resource Management would fit well with your first degree.

## Course Combinations

You can study our Leadership BA (Hons) course with Business and another specialist option through our Business Pathway degree options:

Business, Leadership & Human Resource Management Ba (Hons)

Business, Leadership & Entrepreneurship BA (Hons)

Business, Leadership & Management BA (Hons)

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

