

BA (HONS) IN BUSINESS AND MANAGEMENT

Our BA (Hons) Business and Management Degree stands out for its unique approach to unlocking potential and nurturing the next generation of business leaders. It offers a comprehensive exploration of the dynamic world of business, designed to ignite curiosity, foster critical thinking, and cultivate the skills, knowledge and insights necessary for success in a variety of industries.

Awarded By:



COURSE CONTENT

During the three-year course, students gain a deep understanding of how businesses operate, how to enter and succeed in new markets, and how to lead teams to achieve organisational goals effectively. An emphasis is placed upon enterprise and entrepreneurship, with students learning the knowledge and skills to develop and grow a business idea whilst being part of the internationally recognised Young Enterprise Start-Up Competition.

MODULES

PART A

- Research and Academic Skills (RAS)
- Introduction to the Business Environment
- Principles of Marketing
- Leading and Managing People
- Effective Communication and Developing Collaborative Relationships
- Introduction to Financial Accounting
- Introduction to Entrepreneurship
- Operations Management

PART B

- Research Methods for Business
- Critical Perspectives in Management and Leadership
- Managing Human Resources and Equality and Diversity
- Business Law

- Data Driven Decision Making
- Leading Change
- Employability and Career Skills
- Essential Economics

PART C

- Research Project
- Business Enterprise
- Ethical Leadership and Corporate Social Responsibility
- Contingency Planning and Crisis Management
- Strategic Management
- Digital Marketing

ENTRY REQUIREMENTS

[96 UCAS points.](#)

GCSE or equivalent English Language and Maths at grade 4/C or above.