

# BA (Hons) Business and Economics

<b>Applications:</b>	For full-time study please apply through UCAS Institution code: B25 Course code: NL11
<b>Duration:</b>	Three years (Four years with placement year)
<b>Location:</b>	Curzon Building, City Centre Campus

## WHY CHOOSE US?

- Study at one of the UK's most established and respected business schools.
- Co-curricular activity with our Leadership Challenge programme provides you with the opportunity to develop your skills and work on real life projects.
- From the start you're taught and treated as a professional. You put together a first year business plan that you pitch, Dragons' Den-style, to industry experts.
- 90 per cent of students are in work or further study six months after finishing this course [Source: Unistats, 2014].
- There is no fee for the additional placement year.
- You will have the chance to listen to high profile guest speakers who will share their experience and insight, to help you further understand your chosen field.
- Students who previously studied this course have gone on to work at companies such as West Midlands Enterprise LTD and TD Waterhouse.
- As well as the academic opportunities, Birmingham is a multicultural city full of exciting opportunities, with a vibrant student population. We believe our city is a great place for you to live, study and work.

## ENTRY REQUIREMENTS

At least 280 UCAS points obtained from a minimum of one 12-unit or two six-unit A Levels, plus at least two GCSEs at grade C or above, including English language and mathematics or equivalent qualifications.

Please note: You must already have the required GCSE grades stated above at the point of application.

## COURSE OVERVIEW

- Teaching includes case studies that look at the published results of real companies.
- The business element offers a sharp focus on the way organisations operate in their market; how change can affect personnel, how imaginative ideas can solve stubborn problems, and how you can think and act like an entrepreneur.
- Joint Honours degrees allow you to study two main subject areas and potentially aim for employment in two distinct areas. This course shares a core first year with some other Business joint programmes, giving you the flexibility to transfer to another course at the end of Year 1. You will then go on to study more specific modules to build your subject knowledge.



## COURSE STRUCTURE

FIRST YEAR		
Autumn	Spring	Credits
Accounting and Finance		30
New Venture Creations	Economic Environment	15 each
Marketing Fundamentals		30
Managing Organisations People and Self		30
SECOND YEAR		
Autumn	Spring	Credits
Creative Problem Solving	The Business Entrepreneur	15 each
Business Operations and Logistics	Contemporary Business Issues	15 each
Microeconomics		30
Macroeconomics		30
OPTIONAL PLACEMENT YEAR		
THIRD YEAR		
Autumn	Spring	Credits
<i>In the final year you undertake a choice of modules totalling 90 credits from the list below. (The modules stated as 'core' are compulsory).</i>		
International Business Strategy (core)		30
Money and Banking (Economics)	International Economics	15 each
Labour Economics	Industrial Organisation (Economics)	15 each
Making Sense of Organisations	Business Operations and Systems	15 each
Developing and Demonstrating Employability	Developing and Demonstrating Employability	15 each
Business Start Up Project <b>or</b> Management Consultancy Project <b>or</b> Dissertation <b>or</b> Placement Project		30

## ASSESSMENT

Assessment is through a combination of coursework, examinations, presentations and coursework portfolios, both individually and in groups.

## WORK PLACEMENTS

As part of this course, you have the opportunity to undertake a placement year in an industry of your choice. Full support with applications and interviews will be given by the placements office.

## FURTHER STUDY

Should you want to further your study the business school offers a range of Postgraduate courses such as MBA, MSc Management programmes, MSc Leadership and Organisational Performance, and many more.

## EMPLOYABILITY

There are a range of activities available to improve your employability skills such as the Leadership Challenge and your placement year. You can also earn while you learn with the on campus 'OpportUNITY – Student Jobs on Campus' scheme and Student Academic Partnership projects.

Graduates have been able to pursue careers in a wide range of business roles including sales, customer service, financial advisors, business administration and one went on to become a self-employed company director.

## FIND OUT MORE

Telephone 0121 331 5595 or contact us online at [www.bcu.ac.uk/enquiries](http://www.bcu.ac.uk/enquiries).

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