



Worcester Business School



University
of Worcester

**Undergraduate
Prospectus 2013**

www.worcester.ac.uk

**The Hive, Britain's first
University and public
library, offers a rich
variety of resources for
students and researchers.**



In brief

WORCESTER
BUSINESS SCHOOL
OFFERS YOU A
HIGHLY FLEXIBLE,
CONTEMPORARY
AND
EMPLOYABILITY-
ORIENTED
CURRICULUM.

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In brief

- YOU WILL BE TAUGHT BY HIGHLY QUALIFIED ACADEMICS WHO ARE ALSO EXPERIENCED BUSINESS PRACTITIONERS.
- YOU WILL JOIN A HIGHLY SUPPORTIVE AND FRIENDLY LEARNING COMMUNITY AND STUDY IN A STIMULATING, FUN AND THOROUGHLY MODERN LEARNING ENVIRONMENT.

Welcome to Worcester Business School

Invest in a degree that will make an immediate impact and long-term difference to your career.

In choosing to study for a degree, you have already decided to invest in your future. At Worcester Business School we are committed to developing highly informed, innovative and inspirational individuals who can make a positive impact on society and the organisations they work with. We have focused on creating an educational experience which will deliver immediate impact. Your time at Worcester Business School will be about much more than simply 'getting a degree'.

We are an interdisciplinary Business School, so you will be able to access a rich mix of inter-related subjects in order to expand your knowledge and employment skills. You can specialise, or build a broader programme of study drawing from Accountancy, Business Management, Computing, Economics, Entrepreneurship, Finance, Human Resource Management, Information Technology, Leadership, Management, Marketing, Public Relations and Web Development.

As well as a future-oriented course portfolio which enables you to reflect your interests and aspirations, we offer a truly inspirational learning environment. We champion an applied approach to learning, so you will access a real-world, employment-focused study experience. You will become part of a highly motivated and close-knit community with lecturers who have taught around the world and who are themselves business practitioners and professionals; highly motivated students who will become your peer network for life; and local business leaders who will enthuse and guide you. Our strongly student-centred approach and friendly atmosphere means you will feel instantly welcome.

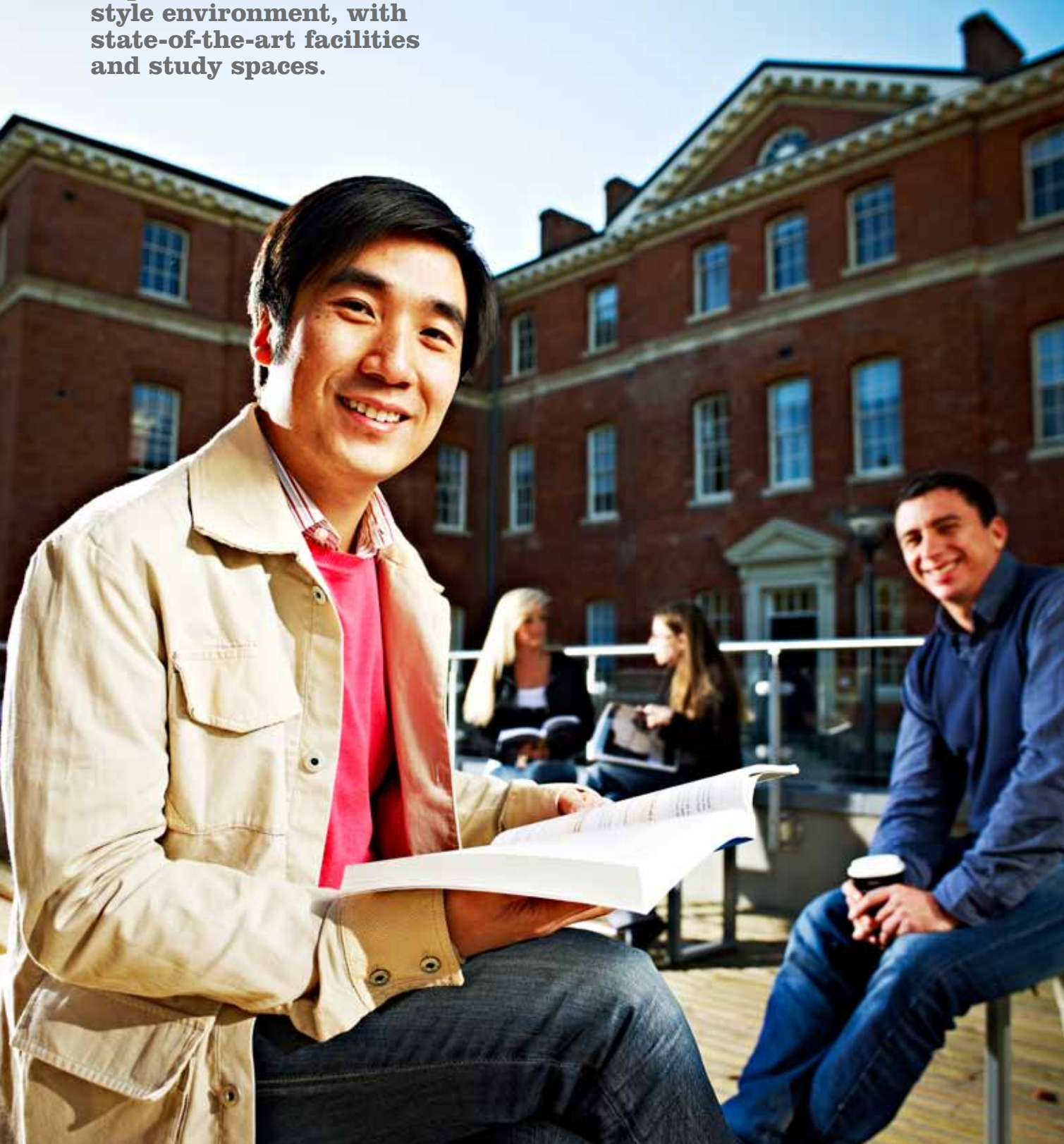
You will have the opportunity to take a paid work placement year as part of your degree; spend a semester abroad; work as a student representative or ambassador; join or run a society; create a new business idea; or offer your services to the local community as a volunteer. We will encourage you to explore ethical, sustainable and intercultural approaches to life and business.

I invite you to join Worcester Business School and experience studying at one of the UK's fastest growing universities, with a strong reputation for employability, student-focus and an impressive range of green credentials. I look forward to welcoming you in person to our £15 million Business School development at the centre of Worcester's commercial district.

Mark Richardson
BSc (Hons) MA MA MPhil FCIM
**Head of Worcester
Business School**



Experience a business-style environment, with state-of-the-art facilities and study spaces.



In brief

- OUR OPEN DAYS OFFER A CHANCE FOR YOU TO GET A FEEL FOR WORCESTER, THE UNIVERSITY AND YOUR POTENTIAL.



Find out more about our Open Days at www.worcester.ac.uk/opensdays

www.worcester.ac.uk

Worcester Business School

The University of Worcester is one of the fastest growing universities in the UK. We have an established 60-year heritage of outstanding teaching as well as being ranked consistently in the top 20 for the employment of our graduates.

At Worcester Business School, you'll discover an inspirational place to study with outstanding teaching, excellent facilities and a highly flexible curriculum oriented around employability.

As a thriving interdisciplinary Business School we adopt an applied approach to business, management and computing. We provide a highly supportive learning environment which acts as an effective springboard into rewarding employment. Located in the heart of the business district of Worcester, the Business School offers a special combination of being friendly and professional – a place where you will feel welcome and inspired.

Professional and supportive staff – our staff have taught, researched, advised and practised across the world. They are excellent tutors who will make your study enjoyable as well as stimulating. They are business professionals and understand what employers require. We have an open door policy for our students, so you can always make arrangements to meet with your tutors.

A welcoming student community – students come from around the world to study at Worcester Business School. You will study and socialise with a rich mix of like-minded and highly motivated individuals, attracted by the School's inspirational curriculum and welcoming environment. You will establish a network of friends and future business contacts for life.

Business community – we have strong bonds with our local business leaders who are actively involved with the School. They advise on the relevance and applicability of our curriculum and provide a real-world insight into work as guest speakers in lectures, as clients for student assignments, as placement providers and as speakers and guests at the School's prestigious Business events.

The Hive

New for 2012, The Hive is Britain's first University and public library. There are 12 miles of archive collections and a quarter of a million books, a business lounge, creative and study spaces and an extensive range of resources.

The Hive is adjacent to the City Campus and has a café and over 250 computers.

City Campus buildings and facilities

Housed within beautifully restored Georgian buildings in Worcester city centre, the Business School reflects a real-world business environment with:

- open-plan, multi-directional learning spaces, interconnected with boardroom, meeting rooms, staff offices and reception area
- high-tech computer suites and a purpose-built entertainment room
- social learning spaces where you can meet, study and chat with your fellow students and access learning technologies
- 24/7 internet café
- on-site leisure facilities including a well-being centre complete with gym and therapy and treatment rooms
- purpose-built Halls of Residence



THE CITY CAMPUS, AT THE
CENTRE OF WORCESTER'S
COMMERCIAL DISTRICT.

WWW.WORCESTER.AC.UK/CITY-CAMPUS

In brief

- YOU CAN ENHANCE YOUR STUDY AND CAREER PROSPECTS AND EARN MONEY ON A PAID PLACEMENT YEAR.

Employability

All Worcester Business School degrees have been designed by academics and professionals in consultation with employers and professional bodies so that you will be an employable graduate. Your degree at Worcester Business School is about much more than 'getting a degree' – it is about a complete educational experience.

Real work experience

Our Single Honours degrees include an optional paid placement year so you can earn as you learn and add full-time work experience to your CV which will be attractive to employers. Many of your modules enable you to relate your learning to less formal work experience through part-time, holiday or voluntary work.

A highly flexible programme tailored to reflect your strengths

Our degrees offer an integrated first year, so that you can experience a range of business and computing topics and identify areas in which you would like to specialise as a route to your future career. During the first two years, you can also build in elective modules from outside your study subject in order to broaden your study programme and tailor it to your interests, strengths and aspirations.

Alternatively, you might choose to study two subjects in a Joint Honours programme – see page 58 for details.

A future-oriented curriculum

Teaching informed by staff's latest research and a constant focus on contemporary issues ensures that you remain fully up-to-date with the real world of business. Our degrees are designed not only to build your knowledge and skills but to provide you with a broad educational experience.

YOU WILL ENGAGE WITH BUSINESS PRACTITIONERS TO ACCESS THE VERY LATEST THINKING AND PRACTICES IN A FAST-PACED BUSINESS WORLD.

WWW.WORCESTER.AC.UK/EMPLOYABILITY

“The rapid growth and development of our undergraduate provision over the last five years has been significantly enhanced by the wide range of research and scholarship being undertaken in the School. Our highly qualified lecturers are engaged in key areas of research across the business curriculum. This allows the School to make a significant impact both in developing relevant employment skills and promoting the transfer of knowledge to the wider world.”

Professor Howard Cox, Director of Research, Worcester Business School

MEETINGS WITH EMPLOYERS,
MOCK INTERVIEWS AND
A CV BUILDER HELP YOU
PLAN YOUR FUTURE.

WWW.WORCESTER.AC.UK/WBS

Engaging with employers

Throughout your degree you will meet employers as guest lecturers, in live assessment briefings, as judges of enterprise competitions or on company visits. You will also receive invitations to several business events with major employers hosted by the School each year.

We work actively with a number of professional organisations to provide new and exciting opportunities that will enhance both your learning experience and employability. For example, the Institute of Directors provides experienced mentors to support high-achieving undergraduates with their professional development, helping them to realise their career aspirations and future potential.

Intercultural experience – become a global citizen

In today's global business environment, an ability to work across cultures is increasingly valued. At Worcester Business School you will access an intercultural learning environment where you will mix with international staff and students. You will also have the opportunity to spend a semester abroad at one of our partner universities in the USA, Canada, Europe, New Zealand or Australia.

A wide-ranging educational experience

At Worcester Business School, you will be able to work in partnership with staff as a Student Academic Representative, having an input into decisions about the management of your course and gaining experience of meetings and business communications. You may choose to work as a Student Ambassador to represent the University at promotional events or take part in social activities and trips. Many of the School's students are also active members of the University's Innovators' Network which regularly competes in national competitions.

A focus on career and personal development planning

You will be encouraged to think about your career and personal development so that you can present yourself effectively to employers. For example, you will be able to take modules which provide you with self-analysis diagnostic tools; help you identify the type of work that would interest you; and develop skills such as self-presentation, coping with interviews and being assertive, to help you with your search for work and subsequent employment.

“I have learnt how to do business presentations, how to prepare for job interviews and how to be independent. My timetable has been very flexible through the year so I managed to find a job and have gained valuable work experience as well as covering all my living expenses. I have applied to go on the exchange programme to Australia next year and I am really looking forward to this opportunity.”

Kornelija Guzaite, current student, BA (Hons) Business, Management and Marketing



Find out more about our graduates' outstanding employment record at www.worcester.ac.uk/employability

After helping to triple sales, Air Technology Systems gave James an end of placement bonus, paid for all of his final year books, and offered him a full-time position on graduation.

“Knowing I had a full-time job at the end of university meant that I was able to concentrate 100% on my final year studies, allowing me to achieve a First Class Business Management degree.”

*James Sheehy,
graduated 2011*



Find out more about
'Earn while you learn' options
[www.worcester.ac.uk/
earn-as-you-learn](http://www.worcester.ac.uk/earn-as-you-learn)

www.worcester.ac.uk

Earn while you learn on a career-boosting placement year

Choosing to take a placement year is one of the most important decisions you make during your degree. A year's business placement gives you valuable, hands-on professional experience that develops your skills and is highly valued by graduate employers. It can also give you a reference after graduation.

When it comes to finding a placement, we'll help you with everything from CV preparation to interview techniques. All you need is commitment to your future career and a passion for business.

You can choose to take a placement year and convert your degree to a 4-year sandwich degree with any of our full-time Single Honours awards by taking a year in industry between your second and final year. You can spend your placement year at an organisation of your 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 & Spencer, Microsoft, NHS, PricewaterhouseCooper, The House of Commons, Waitrose, Worcester Bosch, and many others.

Is a placement year worthwhile?

In a very competitive job market, you are much more likely to find full-time work after graduation if you have taken a placement during your studies. You will have developed excellent skills valued by employers and have built a far more impressive CV than the average graduate. You may even be able to stay on with your placement employer – typically around 70% of placement students are offered graduate jobs by their placement companies¹.

You will also benefit financially. Your placement will be paid, you will pay only a proportion of your tuition fees during your placement year and will remain council tax exempt.

Many placement students also find that their experiences in the workplace positively impact their final year. Students who have completed a placement often outperform students who go straight into the third year.

What help will I get with my placement?

During your second year, support is given in securing a placement.

Workshops help with identifying your goals, placement search, application and interview skills. You will also visit the National Work Placements Exhibition at the NEC in Birmingham, where you will be able to talk to employers and representatives from more than 40 participating organisations. When you are out on placement, you will continue to receive support and be a part of the Business School. You will receive communications and visits from a Business School tutor; you will have opportunities to exchange experiences with other students on placement and you will spend a day back at University to discuss arrangements for your final year.

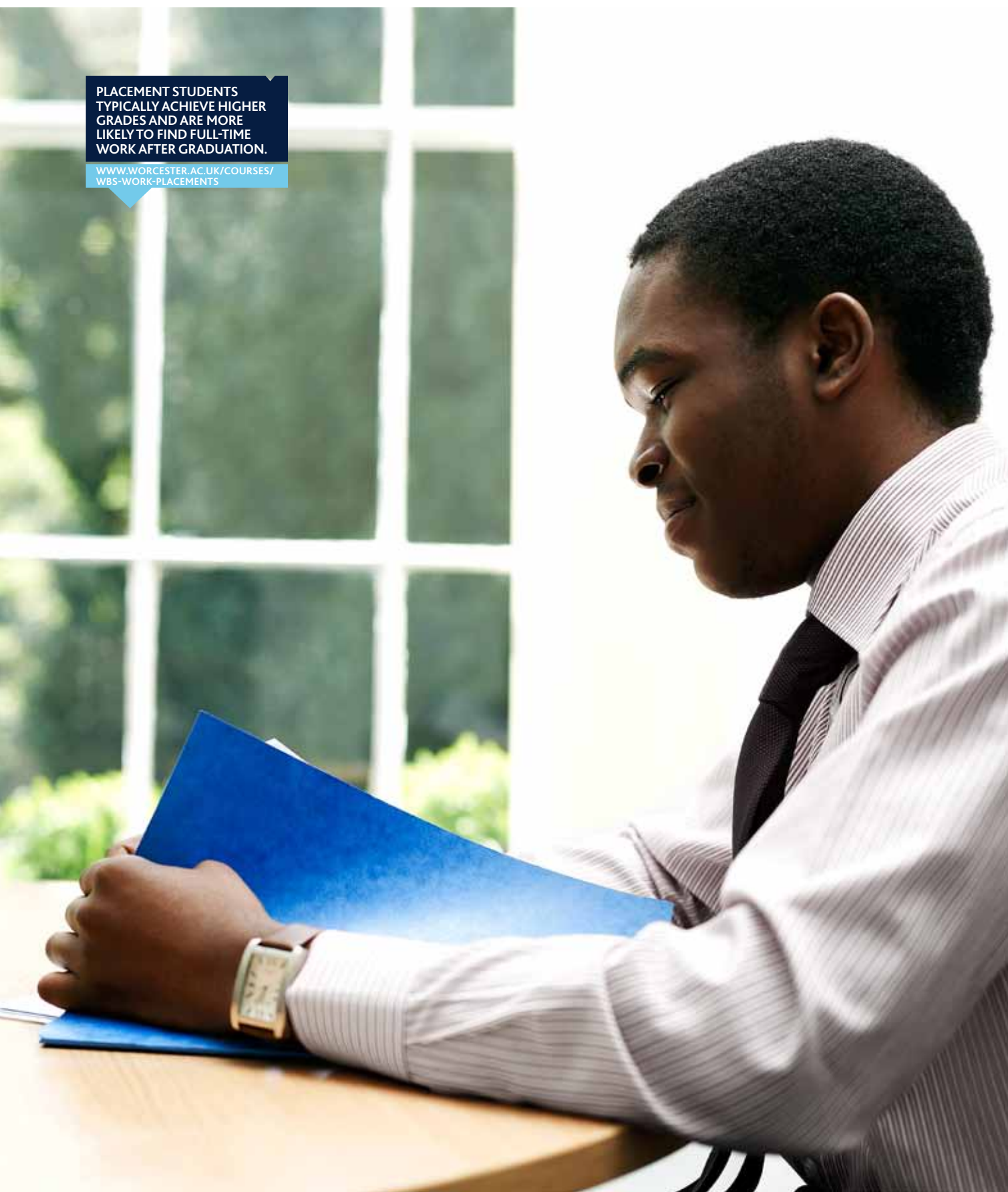
Short-term placements

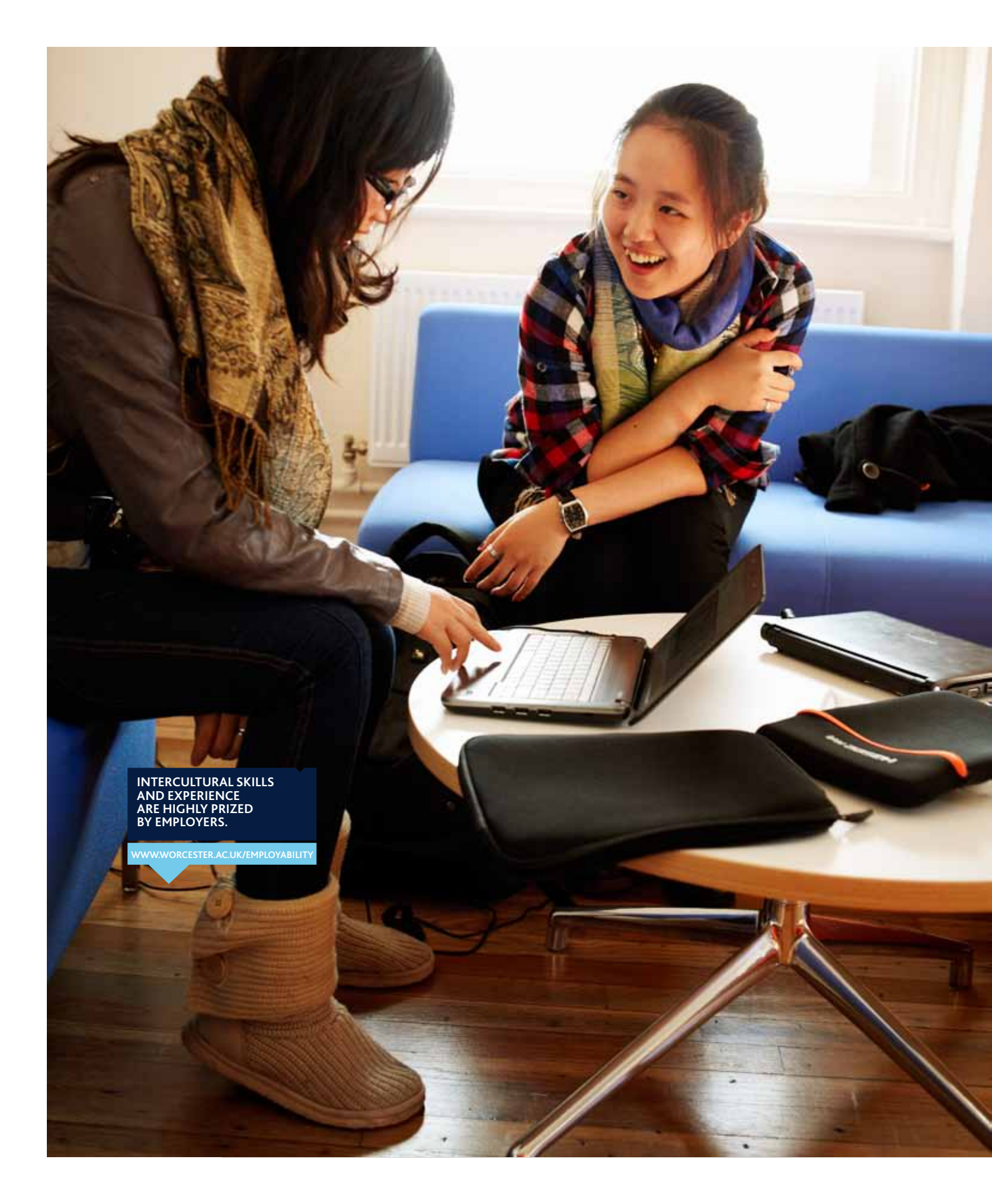
If you do not wish to take a placement for a whole year, many companies have projects or short-term appointments, paid or voluntary, which we advertise to our students. This is an excellent way to gain valuable work experience over periods such as the summer break between Years 1 and 2, and/or Years 2 and 3, or for graduates who are in the process of securing graduate posts.

¹ Source: ASET (the professional body for placement and employability staff).

PLACEMENT STUDENTS
TYPICALLY ACHIEVE HIGHER
GRADES AND ARE MORE
LIKELY TO FIND FULL-TIME
WORK AFTER GRADUATION.

[WWW.WORCESTER.AC.UK/COURSES/
WBS-WORK-PLACEMENTS](http://WWW.WORCESTER.AC.UK/COURSES/WBS-WORK-PLACEMENTS)





INTERCULTURAL SKILLS
AND EXPERIENCE
ARE HIGHLY PRIZED
BY EMPLOYERS.

WWW.WORCESTER.AC.UK/EMPLOYABILITY

A global education

The worldwide web means that even the smallest organisation can compete alongside major global organisations, so Worcester Business School degrees embed the theme of globalisation throughout the curriculum.

You will routinely work on case studies of organisations – large and small – entering or operating within the world of global trade. You will engage with international perspectives so, for example, you will consider international accounting standards, the growth of multinationals, the development of global brands, global governance, the challenges of international marketing, liberalisation of labour markets, Japanese management practices and the importance of sustainability.

An exchange semester abroad

You can choose to spend a semester (half year) during your second year at one of our many partner universities in the USA, Canada, Europe, New Zealand or Australia. You will be taught in English and the Business School's exchange tutor will help you to choose modules which are relevant to your degree. You will only need to pass the modules at your exchange university, so the grades will not affect your final results. In taking up an exchange,

you will boost your social confidence as well as enhancing your attractiveness to employers. There are no extra fees to pay to study abroad. Further details are available from the International team on +44 (0) 1905 855146 or at international@worc.ac.uk

An intercultural student experience

You will have the opportunity to study alongside students from all over the world. Our International team hosts events and trips and groups of students often get together to put on themed entertainment and cuisine, such as at Chinese New Year.

A taste of foreign culture

As a result of our links with overseas universities, you will have the opportunity to take part in intercultural projects. For example, some of our students have joined business, technical and humanities students from Germany, Sweden, Spain and Hungary to spend two weeks on a remote island off Ireland to explore the dimensions of culture in a growing European Union.

Try a language

You can study a language as part of your degree. You can select from French, German, Italian, Japanese, Mandarin or Spanish. You are also welcome to use our Language Centre's self-access facilities to improve your language skills. Additionally, if you choose to spend a semester in a country where English is not the first language, you will have further opportunities to practise your foreign language skills in day-to-day life, with long-term benefits for your employability and personal development.

“My exchange in Australia helped to further my self-motivation, self-confidence and independence. I have experienced different cultures and made some great friends. I would thoroughly recommend a semester abroad.”

*Tim Diplock,
graduated 2010*



Find out more about international study options at www.worcester.ac.uk/international

In brief

- **WORCESTER IS A BEAUTIFUL, HISTORIC, CATHEDRAL AND STUDENT CITY.**
- **SOCIAL LIFE AND UNIVERSITY FACILITIES ARE ALL WITHIN A SHORT WALKING DISTANCE.**
- **WORCESTER IS JUST 2½ HOURS FROM LONDON AND HAS EXCELLENT TRANSPORT LINKS TO ALL PARTS OF THE UK.**



Find out more about student life
www.worcester.ac.uk/your-home/enjoy-student-life

www.worcester.ac.uk

Student life at Worcester

Historic city, 21st Century living

Worcester is a beautiful riverside city in the centre of the UK. It combines the advantages of a thriving urban centre with the charm of a traditional English town.

The city centre features stylish, pedestrianised streets with a mixture of high street stores, small independent shops and plenty of places to eat and socialise. The city's focal point is the 900-year-old cathedral which towers over a series of riverside restaurants and bars.

The dynamic cultural scene offers lots of quirky and popular haunts, including cinemas, theatres and galleries. For sports fans, Worcester is hard to beat, with rowing, basketball, rugby and county cricket, as well as one of the oldest racecourses in the country.

Worcester Business School is located in the heart of the business district of the city. The city centre and riverside developments are each only a few minutes' walk from the campus. The University's other campus sites at Riverside and St John's are all within easy reach by foot or cycle.

To find out more about Worcester, visit www.visitworcester.com

Transport links

Worcester has excellent links to other larger cities and tourist attractions. It is just 45 minutes from Birmingham and its international airport, and 2½ hours from London. Worcester Foregate Street train station is just a few minutes' walk from Worcester Business School.

Surrounding area

Nearby attractions include Stratford-upon-Avon, wildlife parks, museums, art galleries, prestigious retailing and the famous Malvern Hills – designated an area of outstanding natural beauty and inspiration for the musical works of the famous composer Sir Edward Elgar, who lived in Worcester.

WORCESTER IS AN IDEAL PLACE TO STUDY: A UNIVERSITY CITY WITH A CENTRAL LOCATION AND GOOD VALUE FOR MONEY.

WWW.WORCESTER.AC.UK/WORCESTER



FOR DETAILED PRICES
AND PICTURES, VISIT
OUR WEBSITE

WWW.WORCESTER.AC.UK/ACCOMMODATION

Halls of Residence

As a first-year undergraduate, you are guaranteed a place in Halls if you apply by the UCAS deadline, even if you live locally.

Halls are a great way to meet new people and are perfect if you're living away from home for the first time. We have over 1,000 rooms across the City and St John's campuses. Most are set within shared flats and all include fully equipped shared kitchens. You get a study bedroom to yourself and either a shared or en suite bathroom. All flats are non-smoking and fully furnished to a good standard with free internet access; contents insurance; 24-hour security; 24-hour emergency maintenance; cleaning in the communal areas; and recycling facilities.

Setting a new high standard in student living, our Halls include 182 en suite rooms at St John's and 176 en suite at our City Campus. All have large shared kitchen and dining areas, while the study bedrooms are light, airy, spacious and fully furnished in a contemporary style. You'll find flat-screen TVs in the communal areas and your TV licence is included. These Halls also include CCTV coverage and wheelchair access.

Privately rented accommodation

If Halls are not for you, there is a wide range of private accommodation just a short walk from the campus. We work closely with landlords and the city council to make sure all housing is accredited to a good standard. All accredited properties can be found at www.worcesterstudentpad.co.uk but you'll need a password from our Accommodation Team.

Find out more

To find out all about applying for accommodation, the options available and the latest prices please contact our Accommodation Team **+44 (0) 1905 855300**, accommodation@worc.ac.uk or visit www.worcester.ac.uk/accommodation

Students' Union

The Students' Union is devoted to the educational interests and welfare of all students studying at the University. Once your place at University is confirmed you automatically become a member of the Students' Union. You can join any of our 44 clubs and societies, get involved in volunteering opportunities and receive confidential advice from our full-time Student Advisor.


Located at the heart of the St John's Campus, the Students' Union is the hub of student life. During Freshers' Week, the Students' Union hosts a number of events to help you settle in and make new friends. The newly refurbished Students' Union building is an ideal place to relax and chat, stock up on supplies from the campus shop or socialise over lunch. The Pear Tree is our social space with entertainment ranging from guest DJs and themed nights to the Freshers' Ball.

Student Services

The University's Student Services department is also based at the St John's Campus. Here you will have access to advice and counselling services, financial advisors and student wellbeing information. Our support services also include help and advice on living on and off campus and help with developing your study skills.

“Worcestershire has always been, and remains, one of the safest places in the country in which to live, study and work. West Mercia Police works closely with the University to help make the student experience as positive as it can be.”

David Shaw, Chief Constable of West Mercia Police

A photograph of four undergraduates in a modern library study area. Three students are seated on a long, dark grey cushioned bench. A woman with long dark hair, wearing a red long-sleeved shirt and light-colored pants, sits on the left. Next to her is a woman with blonde curly hair, wearing a black top and a patterned scarf. To the right of the bench, a man in a dark button-down shirt and tan pants stands, looking towards the seated students. On the far right, a woman with dark hair, wearing a blue and red vest, sits at a small round white table, looking towards the group. The room features a slanted wooden ceiling with several large, dark-framed skylights. In the foreground, a stack of books is visible on a white surface. The overall atmosphere is bright and collaborative.

**Undergraduates
undertaking
library-based
research in
The Hive.**

Undergraduate courses in Business

Worcester Business School has an impressive range of over 40 undergraduate courses in Business. You have a choice of:

- 3-year full-time Single and Joint Honours degrees
- 4-year full-time sandwich Honours degrees, including a paid placement year
- 1-year Top-up Honours degrees
- 6-year part-time Honours degrees
- 2-year full-time Higher National Diploma (HND)

Flexibility to specialise to suit your interests and career aspirations

Nearly all our Business courses have an integrated first year, so that you can explore new areas, find out what interests you, where your strengths are and begin to develop an idea of the kind of career you may want in future. If you wish, you can specialise in:

- Accountancy
- Advertising
- Business Management
- Economics
- Entrepreneurship
- Finance
- Human Resource Management (HRM)
- Leadership
- Management
- Marketing
- Public Relations (PR)

Make yourself attractive to an employer

All our degrees are designed to support your future employability. They have been designed to develop academic, practical and transferable skills appropriate to your study on the programme and your future employment. At each year of study, you will have the opportunity to take modules which explore your own career and personal development goals. You will also have the opportunity to further enhance your skills by taking a paid year in work after Year 2; and spending a half year (semester) studying overseas at one of our partner universities in the USA, Canada, Europe, New Zealand or Australia.

A future-oriented and challenging curriculum

Our degrees are designed not only to build your knowledge and skills but to provide you with a broad educational experience. The progressive structure of the courses includes foundation principles of management at Year 1, an applied operational approach at Year 2 and an employment and contemporary issues approach to strategic management at Year 3.

For example, you will explore a particular aspect of business management in which you have developed specialist knowledge and practical experience via a double project or dissertation module in your final year. Themes of globalisation, sustainability, information management and business ethics are embedded throughout the curriculum, which also focuses on a range of organisational contexts including public, private and voluntary sectors.

You will be taught by international scholars who have real business experience and will learn within the vocational environment of a multidisciplinary Business School, which has extensive international and multicultural links within its staff and student body.

“Our popular undergraduate portfolio is practical, professional, highly flexible and relevant to your needs and the needs of employers. Key themes include sustainable and ethical approaches to business and an awareness of global systems, organisations, markets and economies. The contemporary approach to business management, which is a particular feature of the final year, is excellent preparation for the transition into employment or further study.”

*Helen Shaw,
Course Leader*

Business Management
UCAS Code: N200 BA/BM

For the latest information
and UCAS codes visit
www.ucas.com

Application Enquiries
Tel: +44 (0) 1905 855111
or email: admissions@worc.ac.uk

Business Management BA (Hons)

3-year full-time, 4-year sandwich, 6-year part-time course or 1-year Top-up
Also available as a Major, Joint or Minor Honours degree

Why Business Management?

The work relevance of a degree in Business Management attracts employers. Employers know that Business Management graduates will be well placed to contribute to an organisation quickly and have real potential to lead the organisation to future success. Business Management graduates are more likely to attract higher than average salaries and stand a greater chance of getting a job in the most popular sectors for graduate employment such as Media, Investment Banking, Marketing, Accountancy or Consultancy¹.

What is special about the Worcester degree in Business Management?

This degree has obvious career relevance and the opportunity to follow a broad business-based curriculum or to specialise. Consequently, it is ideal whether you want to keep your career options open or signal to employers that you have developed a particular area of specialist knowledge, skills and interest. Alongside an exploration of the major management functions and of the global environment in which they operate, you can select additional options in each year of study from a wide portfolio including: accountancy,

advertising, economics, entrepreneurship, finance, human resource management, leadership, management, marketing and public relations.

Our degrees in Business Management have been designed to meet employers' needs so they have a real-world focus obtained via practical assessments, working for live clients, engaging with business practitioners and practising the skills that organisations need to succeed in today's business environment.

You will learn how to become an excellent and persuasive communicator; to think creatively and analytically; to make logical decisions; to interpret and use management information; to manage time, projects and resources; to work effectively as a member of a team with the ability to lead and inspire others; to be self-reliant; to use initiative and to champion an ethical and socially-responsible approach to business.

What will I be able to do with my Worcester degree in Business Management?

The attraction of a Worcester degree in Business Management is the flexibility and range of options available, making it relevant for 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, advertising, banking, distribution, human resources, finance, insurance, leisure, marketing, operations management, retail and sales. 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 decide to establish your own business. If you wish to continue your studies, our Masters programmes in Management would be a good complement to your first degree.

“My placement enabled me to develop my skill sets through working with a diverse range of people, within a variety of difficult situations which has ultimately enhanced my experience and allowed me to put into practice things I have learnt in my time at University.”

Michael Saunders, placement student with IBM, 2009-2010

ENJOY LOTS OF CHOICE
WITH THIS BROADLY
BASED DEGREE.

Business Management BA (Hons)

1	Business Professionalism	Business Viability: Financial & Economic Perspectives	Business Dynamics: Marketing & Management Perspectives	Business Option OR Elective
				Business Option OR Elective
2	Business Ethics	Business Option	Business Option	Business Option OR Elective
	Business Option	Business Option	Business Option	Business Option OR Elective

Optional 1-year UK Business Placement Year

3	Enhancing Organisational Performance	Comparative International Perspectives	Business Option	Business Project OR Business Option
	Global Business Strategy		Business Option	

A key feature of this degree is the wide range of options available including:

Year 1	Year 2	Year 3
Single modules taken over one semester		
Business Accounting Systems Law for Accounting	Business Ethics Business Research Business Sustainability Selling & Sales Management	Audit, Ethics & Governance Brand Management Enhancing Organisational Performance Global Business Strategy International Marketing
Double modules taken over two semesters		
Business Law Creative Communications: Ideas & Impacts Web & e-Business	Advertising Influence & Persuasion Contemporary Marketing Communications Customer Behaviour & Psychology e-Business Entrepreneurship & Small Business Management Financial & Management Accounting Macro & Micro Economics Managing HR & Performance Leadership Principles & Practice Operations, Project & Risk Management Public Relations and Campaigning Tax & Financial Reporting Work-related Project	Contemporary Advertising: Apps, Guerrillas, Viral & More Contemporary Developments in Strategic Marketing Corporate Tax & Group Reporting e-Business Economics for Business Innovation & Intrapreneurship International Banking & Finance Managing Emerging Issues Spin Doctors, Lobbyists & Other Hidden Persuaders Strategic Challenges of HRM Strategic Financial Management Strategic Leadership & Coaching

Business Management BA (Hons) 1-year Top-up

3	Enhancing Organisational Performance	Business Option	Business Option	Business Project OR Business Option
	Global Business Strategy	Business Option	Business Option	

We are constantly updating our courses, so our module choices may vary.
For the very latest information, please visit www.worcester.ac.uk

“Since leaving Worcester with a 2:1 degree, I had one year’s advertising/media experience in central London at two small-medium sized agencies. Both started as internships that I turned into permanent roles.”

*Vinnie Romano,
graduated 2009*



Scan this QR code to find out more about this course

**International Business
Management**
UCAS Code N122 BA/IBM

For the latest information
and UCAS codes visit
www.ucas.com

Application Enquiries
Tel: +44 (0) 1905 855111
or email: admissions@worc.ac.uk

International Business Management BA (Hons)

3-year full-time or 4-year sandwich

Why International Business Management?

Modern communications technology enables organisations to operate across national borders. In doing so, organisations can access new market opportunities but are also faced with competition from companies all over the world. Companies now have to operate in different countries at the same time, and understand how to succeed within different cultures and political and economic circumstances. This creates exciting new challenges and opportunities for young professionals who have a degree in International Business Management and are prepared for marketing and management functions in international business. As a specialist who understands the diversity of international business – and is armed with a strong business background – you can be a valuable participant in global business ventures.

What is special about the Worcester degree in International Business Management?

The international focus of this course provides an enriching learning experience and enhances your career opportunities. You will have the opportunity to develop the intercultural skills needed to make a lasting difference in the global business environment. You will develop your knowledge and understanding of the core functions and global context of business management. You will study one or two new modern foreign languages, with the option to take up a third in year 2, if you wish. You can choose from Chinese (Mandarin), French, German, Italian, Japanese or Spanish. (Note that you will not be able to select a language, for which you already have competence at A level standard, or beyond). In Year 2 you will also spend a semester at one of our partner universities – in the USA, Canada, Europe, New Zealand or Australia – where you will be taught in English. A key feature of this course is the opportunity to select from a wide range of business options in Year 2 and Year 3 (see p19), both at Worcester and overseas, in order to tailor the course to suit your interests and developing global experience.

What will I be able to do with my Worcester degree in International Business Management?

Your Worcester degree in International Business Management will raise your profile with employers. The majority of jobs in international business involve sales and marketing working for an international corporation, where you might join as a management trainee. You will also find opportunities to work in international trade, international finance, importing and exporting, management consultancy and foreign affairs. If you wish to continue your studies, our Masters programmes in International Management would be a good complement to your first degree.

THIS DEGREE IS EXCELLENT
PREPARATION FOR
AN INTERNATIONAL
BUSINESS CAREER.

International Business Management BA (Hons)

1	Business Professionalism	Business Viability: Financial & Economic Perspectives	Business Dynamics: Marketing & Management Perspectives	Language
				Language
2	Business Ethics	Business Option	Business Option	Business Option OR Language
	Semester Study Overseas in USA, Canada, Europe, New Zealand or Australia			
Optional 1-year UK Business Placement Year				
3	Comparative International Perspectives	Business Option	Business Option	Business Option OR International Business Project
		Global Business Strategy	Business Option	

We are constantly updating our courses, so our module choices may vary.
For the very latest information, please visit www.worcester.ac.uk

“The power of globalisation transforms corporations, markets and customers and an end is not in sight. Goods, capital and ideas are permanently circumnavigating the world, 24/7. Graduates in international business management are well prepared for these challenges and provide the capabilities which corporations and companies look for. This makes the study of international business an excellent choice for today’s and tomorrow’s economies.”

Klaus Oestreicher, Senior Lecturer in International Business

Klaus has 20 years’ experience as a director and board member of multinational corporations.

“Employers are increasingly looking for graduates who have experience of an international environment. This course will give you the opportunity to broaden your cultural experience and enhance your employability.”

John Gardener, Senior Lecturer in Marketing

John has many years’ work experience including for major blue chip companies in home and export markets including USA and the Far East.



Scan this QR code to find out more about this course

ACCOUNTANCY DEGREES:

Accounting

UCAS Code: N400 BA/Acc

Business degrees with a pathway in Accountancy

Business, Accountancy & Advertising

UCAS Code: N000 BA/BAA

Business, Accountancy & Economics

UCAS Code: NLC1 BA/BAE

Business, Entrepreneurship & Accountancy

UCAS Code: NN14 BA/BEA

Business, Accountancy & Human Resource Management

UCAS Code: NNC6 BA/BAHRM

Business, Accountancy & Marketing

UCAS Code: NNC5 BA/BAM

Business, Accountancy & Public Relations

UCAS Code: NP12 BA/BAPR

Business, Finance & Accountancy

UCAS Code: NN1K BA/BFA

Business, Management & Accountancy

UCAS Code: NN24 BA/BMA

For the latest information and UCAS codes visit www.ucas.com

Application Enquiries

Tel: +44 (0) 1905 855111

or email: admissions@worc.ac.uk

Accountancy degrees

3-year full-time, 4-year sandwich or 6-year part-time courses

Why Accountancy?

The world of accounting offers opportunities for stimulating and financially rewarding careers with both SMEs and large international organisations and is often the route to the most senior management positions. Every organisation is required to produce financial accounts, analysis, audits and strategies from the smallest charity to the largest business. Accountancy involves evaluating live situations and making real-time decisions. Accountants are highly valued within their organisations, their views and opinions are highly regarded and their skills highly sought. This is especially so in the case of UK professionals because the UK is seen as a world leader in financial reporting, audit, taxation and business advisory services.

What is special about the Worcester degrees in Accountancy?

Our specialist degrees in Accountancy are vocationally focused. You will study financial management and corporate accounting against a local, national and global business context. A particular strength of our degrees is that you will be taught by qualified accountants who are active business consultants.

You will also engage with practitioners from the financial sector and have the opportunity to take a placement year after your second year of study, so that you can gain hands-on business experience and add significant value to your CV.

In order to prepare you for the world of work, we offer the following choices:

- *Accounting BA (Hons)* – covering areas such as taxation, business law, audit and corporate finance, or
- *Business degrees with a pathway in Accountancy* – where you can combine Accountancy with another business specialism. You can choose from Advertising, Economics, Entrepreneurship, Finance, Human Resource Management, Management, Marketing or Public Relations.

In addition to numeracy and analytical skills, our Accountancy degrees also develop skills in problem-solving, professional communications, leadership, teamworking, time management, organisation, prioritisation and self-discipline. Whether you focus on Accountancy, or combine it with another specialist business area, you will have a rounded package of benefits which will be attractive to potential employers.

IFA Accreditation

Worcester Business School is recognised as an official training centre by the Institute of Financial Accountants (IFA). Our Accounting BA (Hons) is recognised by IFA as meeting their requirements for Associate membership. This is a recognised qualification particularly suited to the needs of small and medium-sized enterprises. The IFA has links with other professional accounting bodies with exemptions from their examinations.



SAGE Certification

Students studying the Accounting BA (Hons) or Business degrees with a pathway in Accountancy, have the option to obtain certification from the software provider SAGE. SAGE products are widely used in businesses throughout the UK. The modules we offer provide the basis for reaching level 3 in SAGE 50 accounts certification.



PROFESSIONAL BODY
ACCREDITATION ADDS
VALUE TO YOUR CV.

CIMA Exemptions

Students studying the Accounting BA (Hons) or Business degrees with a pathway in Accountancy will be entitled to exemptions from the CIMA qualification.



What will I be able to do with my Worcester degree in Accountancy?

Our degrees will prepare you for a career in a wide range of organisations within the public and private sectors, in industry and commerce, both in the UK and abroad. You will have the opportunity to pursue a career in banking, insurance, corporate or personal finance, financial

analysis and audit or as a trainee accountant. Our degrees in accountancy will also prepare you for wider managerial roles. Many Accountancy graduates continue to study and complete a professional accountancy qualification or postgraduate degree such as our MSc in Finance & Management.

Accounting BA (Hons)

1	Law for Accounting	Business Viability: Financial & Economic Perspectives	Business Dynamics: Marketing & Management Perspectives	Business Option OR Elective
	Business Accounting Systems			Business Option OR Elective
2	Macro and Micro Economics	Financial & Management Accounting	Tax & Financial Reporting	Business Option OR Elective
				Business Option OR Elective
Optional 1-year UK Business Placement Year				
3	Audit, Ethics & Governance	Strategic Financial Management	Corporate Tax & Group Reporting	IFRS for SMEs
	Global Business Strategy			

Business degrees with a pathway in Accountancy BA (Hons)

1	Business Professionalism	Business Viability: Financial & Economic Perspectives	Business Dynamics: Marketing & Management Perspectives	Business Option OR Elective
				Business Option OR Elective
2	Business Ethics	Financial & Management Accounting	Specialist Option	Business Option OR Elective
	Business Option		Specialist Option	Business Option OR Elective
Optional 1-year UK Business Placement Year				
3	Enhancing Organisational Performance	Strategic Financial Management	Specialist Option	Business Project
	Global Business Strategy		Specialist Option	

We are constantly updating our courses, so our module choices may vary. For the very latest information, please visit www.worcester.ac.uk

“The accounting lecturers have actually “done the job” whether as auditors, finance managers or running businesses. We promote accounting expertise throughout organisations and so explore the links between, for example, accounting and marketing or accounting and business strategy.”

Stephen Hicks, Senior Lecturer in Accounting



Scan this QR code to find out more about this course

ADVERTISING DEGREES:

Advertising
UCAS Code: N561 BA/Ad

Marketing, Advertising & Public Relations
UCAS Code: NP5F BA/MAPR

Business degrees with a pathway in Advertising

Business, Advertising & Human Resource Management
UCAS Code: NN56 BA/BAdHRM

Business, Accountancy & Advertising
UCAS Code: N000 BA/BAA

Business, Economics & Advertising
UCAS Code: LN15 BA/BEAd

Business, Entrepreneurship & Advertising
UCAS Code: NN51 BA/BEAd

Business, Management & Advertising
UCAS Code: NN25 BA/BMAAd

Business, Advertising & Public Relations
UCAS Code: NP52 BA/BAdPR

Business, Marketing & Advertising
UCAS Code: NND5 BA/BMktAd

For the latest information and UCAS codes visit www.ucas.com

Application Enquiries
Tel: +44 (0) 1905 855111
or email: admissions@worc.ac.uk

Advertising degrees

3-year full-time, 4-year sandwich or 6-year part-time courses

Why Advertising?

Advertising is the most influential source of creative ideas in popular culture and the UK is considered a world centre for advertising. Advertising is an exciting, fun and growing industry. Competition for jobs is high, so employers seek graduates who are highly motivated, determined and suitably prepared for the fast-paced and challenging world of advertising.

What is special about the Worcester degrees in Advertising?

Our degrees in Advertising have been written by advertising practitioners to focus on the practical management of advertising from both client and agency perspectives. This means that you do not need a design or creative background. Our degrees seek to inspire, to generate enthusiasm and confidence so that you can enter a modern business world driven by innovation, change and the media. You will explore psychological, operational and strategic aspects of advertising, branding and campaign planning via an applied learning experience with hands-on practical assignments. You will develop a genuine passion for advertising; become an expert communicator capable of working effectively as a team player and be able to cope with time pressures. You will also develop skills in analytical thinking,

creativity, problem-solving, client relations, leadership, organisation, prioritisation and self-reliance. You will be taught by international scholars, advertising practitioners and consultants who have advised multinational organisations and even governments.

In order to prepare you for the world of work, we offer the following choices:

- *Advertising BA (Hons)* – this degree enables you to mark yourself out as a dedicated student of advertising. You will additionally explore creative and contemporary aspects of advertising, customer behaviour, interactive marketing and brand management. You will practice campaign planning and work as part of a real team for a live client.
- *Business degrees with a pathway in Advertising* – you can study advertising alongside another business function or management discipline. You can choose from Accountancy, Economics, Entrepreneurship, Human Resource Management, Management, Marketing or Public Relations. These degrees are a good choice if you would like to vary your study programme and have the opportunity to progress into a broader management role.

THIS COURSE WILL HELP YOU TO OPEN DOORS TO A CAREER IN THE EXCITING WORLD OF ADVERTISING.

- *Marketing, Advertising & Public Relations BA (Hons)* – this prepares you for an exciting career on either the client or agency side of the marketing communications industry. It signals your aspirations to become a dedicated marketing communications specialist.

What will I be able to do with my Worcester degree in Advertising?

Our degrees in Advertising will prepare you for a range of graduate jobs in the industry such as structured graduate induction programmes, account management, account planning, media planning and media buying. You will also have the opportunity to move into a career in general management, human resource management or retail management. Alternatively, a degree in Advertising provides an appropriate platform for setting up your own business. If you wish to continue your studies, our Masters programmes in Advertising, Marketing or Management would be a good complement to your first degree.

“Having graduated from the Business School, I completed a two-month internship with a creative agency working on the Social Media team and am now working with a web-based company working in Customer Services and Social Media. My course was extremely useful and I loved it.”

Ciara Joyce, graduated 2010

Advertising BA (Hons)

1	Creative Communications: Ideas & Impacts	Business Viability: Financial & Economic Perspectives	Business Dynamics: Marketing & Management Perspectives	Business Option OR Elective
				Business Option OR Elective
2	Business Ethics	Customer Behaviour & Psychology	Advertising: Influence & Persuasion	Business Option OR Elective
	Business Option			Business Option OR Elective
Optional 1-year UK Business Placement Year				
3	Enhancing Organisational Performance	Advertising Campaign	Contemporary Advertising: Apps, Guerrillas, Viral & More	Business Project
	Brand Management			

Business degrees with a pathway in Advertising BA (Hons)

1	Business Professionalism	Business Viability: Financial & Economic Perspectives	Business Dynamics: Marketing & Management Perspectives	Business Option OR Elective
				Business Option OR Elective
2	Business Ethics	Advertising Influence & Persuasion	Specialist Option	Business Option OR Elective
	Business Option		Specialist Option	Business Option OR Elective
Optional 1-year UK Business Placement Year				
3	Enhancing Organisational Performance	Contemporary Advertising: Apps, Guerrillas, Viral & More	Specialist Option	Business Project
	Global Business Strategy		Specialist Option	

Marketing, Advertising & Public Relations BA (Hons)

1	Creative Communications: Ideas & Impacts	Business Viability: Financial & Economic Perspectives	Business Dynamics: Marketing & Management Perspectives	Business Option OR Elective
				Business Option OR Elective
2	Advertising: Influence & Persuasion	Contemporary Marketing Communications	Public Relations & Campaigning	Customer Behaviour & Psychology OR Elective
Optional 1-year UK Business Placement Year				
3	Enhancing Organisational Performance	Contemporary Developments in Strategic Marketing	Advertising Campaign	Spin Doctors, Lobbyists & Other Hidden Persuaders
	Brand Management			

We are constantly updating our courses, so our module choices may vary. For the very latest information, please visit www.worcester.ac.uk

“Advertising is about affecting how people think, feel and behave. It’s important for students to understand the power of persuasive communication and to be able to help future employers to develop competitive advantage through the use of effective advertising.”

Roger Saunders, Senior Lecturer in Advertising

Roger has a number of years’ experience working as a marketing professional involved in international new business development and promotions.



Scan this QR code to find out more about this course

ECONOMICS DEGREES:

Business degrees with a pathway in Economics

Business, Accountancy & Economics
UCAS Code: NLC1 BA/BAE

Business, Economics & Advertising
UCAS Code: LN15 BA/BEAd

Business, Economics & Finance
UCAS Code: NL11 BA/BEF

Business, Economics & Human Resource Management
UCAS Code: LN16 BA/BEHRM

Business, Economics & Public Relations
UCAS Code: LP12 BA/BEPR

Business, Management & Economics
UCAS Code: NL21 BA/BMEc

Business, Marketing & Economics
UCAS Code: NL51 BA/BMktEc

For the latest information and UCAS codes visit www.ucas.com

Application Enquiries
Tel: +44 (0) 1905 855111
or email: admissions@worc.ac.uk

Economics degrees

3-year full-time, 4-year sandwich or 6-year part-time courses

Why Economics?

The effects of economic decision-making have a profound effect on the lives of individuals, organisations and countries.

Economic forces affect the broader business environment in which all organisations operate, and influence the competitiveness of a particular market sector, such as telecommunications or the music industry. Economists seek to explore the underlying reasons and causes, to answer questions such as 'why do these conditions exist, can they be changed, what do they mean for countries, businesses and individuals?' Economics offers a real insight into what makes the world function and economists are highly respected and sought after by governments, industry, commerce and education.

What is special about the Worcester degrees in Economics?

Our specialist degrees in Economics seek to prepare you for the world of work. They look to 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. Therefore you will also develop advanced analytical skills, as well as skills in communication, problem-solving, numeracy, time management, leadership, teamwork and self reliance, which you will

be able to demonstrate on your CV and transfer into future work, study and personal development. A distinctive feature of our degrees is that you can add an additional business specialism to your study of Economics. You can choose from Accountancy, Advertising, Finance, Human Resource Management, Management, Marketing or Public Relations.

This means that you significantly increase your attractiveness to future employers, as well as tailoring your study to include a subject which particularly appeals to you and which adds value to your knowledge and understanding of Business and Economics. Accountancy, Management and Marketing are especially popular choices for our Economics students.

Further advantages of these degrees are that you will study within a multidisciplinary Business School, where you will be taught by staff who are specialists across a wide range of business disciplines, and who have active practitioner experience. For example, our staff have actively advised businesses and government and helped inform and implement economic development policies in the UK, Europe and the Far East.

What will I be able to do with my Worcester degree in Economics?

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.

ECONOMISTS ARE HIGHLY SOUGHT BY GOVERNMENTS, INDUSTRY, COMMERCE AND EDUCATION.

Business degrees with a pathway in Economics BA (Hons)

1	Business Professionalism	Business Viability: Financial & Economic Perspectives	Business Dynamics: Marketing & Management Perspectives	Business Option OR Elective
				Business Option OR Elective
2	Business Ethics	Macro & Micro Economics	Specialist Option	Business Option OR Elective
	Business Option		Specialist Option	Business Option OR Elective
Optional 1-year UK Business Placement Year				
3	Enhancing Organisational Performance	Economics for Business	Specialist Option	Business Project
	Global Business Strategy		Specialist Option	

We are constantly updating our courses, so our module choices may vary. For the very latest information, please visit www.worcester.ac.uk

“Economics has formed a vital part of my degree at the University of Worcester, and I believe that it has greatly increased my overall employability. Understanding both the macro and micro economic environment is important for any career in business, but particularly careers with a significant financial element to them. My tutors have been outstanding in both their teaching and support, leading enjoyable modules with genuinely interesting content. Based on my experience, I would not hesitate in recommending a degree or pathway in Economics to any prospective business undergraduate.”

David Copson, graduated 2011

“We ground theory with plenty of historical examples and real-world situations. We also make use of blended learning with lots of links to historical and current debates in the media and the press.”

Dr Andrew Hale, Senior Lecturer in Economics.

Winner of the Economics Network Outstanding Learning and Teaching Award and winner of the University’s Student Recognition Awards for Promoting Learning.



Scan this QR code to find out more about this course

ENTREPRENEURSHIP DEGREES:

Business degrees with a pathway in Entrepreneurship

Business, Entrepreneurship & Accountancy
UCAS Code: NN14 BA/BEAdv

Business, Entrepreneurship & Advertising
UCAS Code: NN51 BA/BEAdv

Business, Entrepreneurship & Human Resource Management
UCAS Code: NN61 BA/BEHRMgt

Business, Leadership & Entrepreneurship
UCAS Code: NND9 BA/BLE

Business, Entrepreneurship & Management
UCAS Code: NN21 BA/BEM

Business, Entrepreneurship & Marketing
UCAS Code: NN5D BA/BEMgt

Business, Entrepreneurship & Public Relations
UCAS Code: NP21 BA/BEPre

Business, Finance & Entrepreneurship
UCAS Code: NN13 BA/BFE

For the latest information and UCAS codes visit www.ucas.com

Application Enquiries
Tel: +44 (0) 1905 855111
or email: admissions@worc.ac.uk

Entrepreneurship degrees

3-year full-time, 4-year sandwich or 6-year part-time courses

Why Entrepreneurship?

Entrepreneurship involves the successful commercialisation of new ideas. It creates jobs and self-employment opportunities, as well as a novel way for organisations to become more profitable or reinvent themselves to improve performance. Thankfully, entrepreneurship is a skill which can be studied and taught. Graduates with entrepreneurial capabilities will always stand out from the crowd and attract employers, or generate their own opportunities by starting up their own businesses.

What is special about the Worcester degrees in Entrepreneurship?

Our specialist degrees in Entrepreneurship are designed to inspire you to think and act creatively and to similarly inspire others. You will develop knowledge, skills and techniques to take forward into employment to help develop a creative organisational climate, which will transform and revitalise business culture and practice.

You will explore the role of enterprise and innovation in both low and high technology industries. You will learn by doing, by developing a business plan for a product or service idea, conducting an innovation audit, identifying sources for new ideas, investigating collaborative networks, analysing the most appropriate route to market and the investment potential and risk.

You will combine your study of Entrepreneurship with study of a second specialist area of business which adds real value to your CV in marking you out as an individual who can make an effective contribution to an existing business.

In order to prepare you for the world of work, we offer the following choices:

Business degrees with a pathway in Entrepreneurship – where you can combine Entrepreneurship with another business specialism. You can choose from Accountancy, Advertising, Finance, HRM, Leadership, Management, Marketing or Public Relations in order to supplement your skills and career options.

ENTREPRENEURSHIP GRADUATES STAND OUT FROM THE CROWD AND ATTRACT EMPLOYERS.

What will I be able to do with my Worcester degree in Entrepreneurship?

Our degrees in Entrepreneurship may inspire you to create your own business, or to work as an independent freelancer. 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 wish to continue your studies, our Masters programme in Management would be a good complement to your first degree.



Sponsored by the Federation of Small Businesses

Students on our Entrepreneurship degrees will be considered for the Federation of Small Businesses Award for Worcester Business School's Most Promising Young Entrepreneur. Previous winners' ideas have included a University Radio Station; a marketing and public relations agency for small and medium enterprises (SMEs) and a Formula One simulator for use by the general public.

Business degrees with a pathway in Entrepreneurship BA (Hons)

1	Business Professionalism	Business Viability: Financial & Economic Perspectives	Business Dynamics: Marketing & Management Perspectives	Business Option OR Elective
				Business Option OR Elective
2	Business Ethics	Entrepreneurship & Small Business Management	Specialist Option	Business Option OR Elective
	Business Option		Specialist Option	Business Option OR Elective
Optional 1-year UK Business Placement Year				
3	Enhancing Organisational Performance	Innovation & Intrapreneurship	Specialist Option	Business Project
	Global Business Strategy		Specialist Option	

We are constantly updating our courses, so our module choices may vary.
For the very latest information, please visit www.worcester.ac.uk

Nigel Walton, Lecturer in Entrepreneurship, worked for ten years as corporate entrepreneur/intrapreneur with an American company responsible for establishing new export markets in the Caribbean, Central and South America. Currently he is marketing a highly innovative toy product with a new start-up company that has attracted interest from Dragons’ Den.

“I have now set up my own events company after taking an internship with a blue-chip stockbroker firm in London. Whilst there I organised a seminar for a Worcester firm, which generated around £500,000 worth of business.”

Peter Marezana, graduated 2010



Scan this QR code to find out more about this course

FINANCE DEGREES:

Business degrees with a pathway in Finance

Business, Economics & Finance
UCAS Code: NL11 BA/BEF

Business, Finance & Accountancy
UCAS Code: NN1K BA/BFA

Business, Finance & Entrepreneurship
UCAS Code: NN13 BA/BFE

Business, Finance & Marketing
UCAS Code: NN1M BA/BFM

Business, Management & Finance
UCAS Code: NN1H BA/BFMa

For the latest information
and UCAS codes visit
www.ucas.com

Application Enquiries
Tel: +44 (0) 1905 855111
or email: admissions@worc.ac.uk

Finance degrees

3-year full-time, 4-year sandwich or 6-year part-time courses

Why Finance?

The world of finance is exciting, challenging, fulfilling and rewarding. Organisations need to obtain, deploy, invest and manage financial resources in order to run their business profitably. They need to ensure that funds are continually available to finance daily operational costs, the development and implementation of new ideas and fully exploit international trading opportunities. They need to manage their resources efficiently, to be able to determine which risks are worth taking and how to raise and invest funds. Finance is key within the business agenda for any organisation and careers in finance are associated with high salaries. Investing in a degree in finance means that you are investing in your business future and the potential to move into a senior management position after gaining relevant industry experience.

What is special about the Worcester degrees in Finance?

Our specialist degrees in Finance are vocationally focused and balanced programmes of study which enable you to learn about how to both manage and invest finance. You will study the techniques which organisations use to report on their profitability, investment decisions and tax obligations to shareholders and other stakeholders.

Alongside this, you will also develop an appreciation of the financial system, of the behaviour of traders in financial markets and of globalisation of banking services and financial markets. During your degree you will be taught by our qualified accountants who are active business consultants, and will engage with practitioners from the financial sector. After your second year of study, you will have the opportunity to take a paid placement year so that you can gain hands-on business experience and add significant value to your CV.

In order to prepare you for the world of work, we offer the following choices:

Business degrees with a pathway in Finance – where you can combine Finance with another business specialism. You can choose from Accountancy, Economics, Entrepreneurship, Management or Marketing.

In addition to numeracy, electronic spreadsheet and strong analytical skills, our Finance degrees will also help you to develop a range of skills in problem-solving, decision-making, objective setting, professional communications, teamworking, organisation, prioritisation and self-discipline to supplement your CV.

What will I be able to do with my Worcester degree in Finance?

Our degrees will prepare you for a career in a wide range of organisations within the public and private sectors, in industry and commerce in the ever-increasing global economy. You will have the opportunity to pursue a career in the financial division of a commercial organisation or within the banking and financial services sector with employers such as investment banks, commercial banks and building societies, broking firms, independent financial advisers, insurance and reinsurance companies. For example, you might decide to build a career as an investment/merchant/corporate banker; a merger and acquisition/corporate finance/treasury specialist; a stockbroker, or a financial analyst. Many Finance graduates continue to study and complete a professional qualification or postgraduate degree such as our MSc in Finance & Management.

CAREERS IN FINANCE
ARE ASSOCIATED WITH
HIGH SALARIES.

Business degrees with a pathway in Finance BA (Hons)

1	Business Professionalism	Business Viability: Financial & Economic Perspectives	Business Dynamics: Marketing & Management Perspectives	Business Option OR Elective
				Business Option OR Elective
2	Business Ethics	Tax & Financial Reporting	Specialist Option	Business Option OR Elective
	Business Option		Specialist Option	Business Option OR Elective
Optional 1-year UK Business Placement Year				
3	Enhancing Organisational Performance	International Banking & Finance	Specialist Option	Business Project
	Global Business Strategy		Specialist Option	

We are constantly updating our courses, so our module choices may vary.
For the very latest information, please visit www.worcester.ac.uk

“For me the University of Worcester was a perfect place to study due to the friendly and supportive atmosphere. I spent an exchange semester in Germany in my second year, which turned out to be a very worthwhile experience. Thanks to the support of my personal tutor and other staff, I secured a finance placement with the NHS Worcestershire soon after I returned from Germany. I enjoyed my placement throughout and I felt I was better prepared for my final year at the University. I even based my dissertation around my placement experience. The first class degree which I gained, and the graduate job I secured at KPMG, reflect the quality of my experience and the extent to which University of Worcester prepared me for the journey of becoming a professional.”

Lubica Kuboveova, graduated 2011

“Sound strategic management decision making is based on timely, accurate and relevant data, that the finance professional is called upon to both provide, explain and interpret. Our degrees with a pathway in Finance are designed to provide students with the tools to develop a career as a finance professional.”

Paul Furniss, Senior Lecturer, Finance.

Paul has 15 years international experience as CEO within the industrial manufacturing SME sector. He started his own consultancy business in 1997 and since 2002 has been retained by an investment bank operating within the UK advising on corporate rescue.



Scan this QR code to find out more about this course

HUMAN RESOURCE MANAGEMENT DEGREES:

Business degrees with a pathway in Human Resource Management

Business, Advertising & Human Resource Management

UCAS Code: NN56 BA/BAdHRM

Business, Economics & Human Resource Management

UCAS Code: LN16 BA/BEHRM

Business, Entrepreneurship & Human Resource Management

UCAS Code: NN61 BA/BEHRMgt

Business, Human Resource Management & Public Relations

UCAS Code: NP62 BA/BHRMPR

Business, Leadership & Human Resource Management

UCAS Code: NND6 BA/BLHRM

Business, Management & Human Resource Management

UCAS Code: NN26 BA/BMHRM

Business, Marketing & Human Resource Management

UCAS Code: NN1P BA/BMktHRM

For the latest information and UCAS codes visit www.ucas.com

Application Enquiries
Tel: +44 (0) 1905 855111

or email: admissions@worc.ac.uk

Human Resource Management degrees

3-year full-time, 4-year sandwich or 6-year part-time courses

Why Human Resource Management (HRM)?

It is widely recognised that people are an organisation's most valuable asset but in many organisations, people are also the most costly resource. Individual working patterns are changing as more people work from home, build portfolio careers, take sabbaticals, work flexible hours or are on short-term fixed contracts. Organisations also face new challenges as the internet enables the smallest company to operate internationally and compete against multinationals; as emerging economies challenge established ones; and as other new technologies such as mobile communications, social media and outsourcing are changing the way recruitment is carried out. For these reasons, companies invest in recruiting, training, developing and retaining the best people for the job. People are different and have individual needs, as do the organisations for which they work. Thus, organisations need graduates with an understanding of HRM and the skills to help them guide, support and manage this crucial business function.

What is special about the Worcester degrees in Human Resource Management?

All of Worcester Business School's specialist degrees in HRM explore the challenge for organisations of

delivering sustainable organisation capability and performance via the effective and efficient management of a diverse workforce in a changing workplace. You will also consider the interrelationship of HRM with other key business functions and have the opportunity to study an additional business specialism. You can choose from Advertising, Economics, Entrepreneurship, Leadership, Management, Marketing or Public Relations. HR specialists need to support people working in different functional areas, so the opportunity to study HRM and a specialist area is especially relevant to understanding how HR practitioners work. All our degrees are mapped against the core knowledge requirements of the Chartered Institute of Personnel and Development in order to help you prepare for work in the HR profession.

What will I be able to do with my Worcester degree in Human Resource Management?

There are a number of roles in HRM for which your Worcester degree will be especially attractive for the future. This could be as an in-house HR Advisor in an organisation, providing guidance, advice and support to managers and staff on a wide range of employment related matters. Alternatively, you may choose to develop a specialist career in a particular

aspect of HRM focusing on, for example, recruitment and selection, training and development, reward management, employee relations or organisation development. HRM professionals are required across all private, public and not-for-profit organisations.

HRM roles can also be found in the large and growing recruitment consultancy industry, currently worth around £25 billion and forecast to rise considerably over the next few years¹. Recruitment roles may be in-house, but are often based within specialist recruitment agencies/consultancies, where you will headhunt individuals directly. Such agencies offer fruitful opportunities for graduate employment. If you wish to continue your studies, our Masters programmes in Management or Human Resource Management would be a good complement to your first degree.

ORGANISATIONS NEED
HRM GRADUATES TO
HELP MANAGE THEIR
BIGGEST ASSET – PEOPLE.

Business degrees with a pathway in Human Resource Management BA (Hons)

1	Business Professionalism	Business Viability: Financial & Economic Perspectives	Business Dynamics: Marketing & Management Perspectives	Business Option OR Elective
				Business Option OR Elective
2	Business Ethics	Managing HR & Performance	Specialist Option	Business Option OR Elective
	Business Option		Specialist Option	Business Option OR Elective
Optional 1-year UK Business Placement Year				
3	Enhancing Organisational Performance	Strategic Challenges of HRM	Specialist Option	Business Project
	Global Business Strategy		Specialist Option	

We are constantly updating our courses, so our module choices may vary.
For the very latest information, please visit www.worcester.ac.uk

“We link theory with current HRM practice by examining leading edge thinking, how this is applied within organisations and the impact on individual and organisational performance. We bring experienced HR practitioners and managers into our teaching sessions to help students understand the realities of implementing HRM strategies in organisations. The skills and knowledge gained by students studying HRM are of value to them in any organisation they will subsequently join.”

Dr David Collier, Senior Lecturer in HRM. David has previously run his own leadership development business and has many years of experience in management and leadership development.

“After completing my placement in an HR department, I had the opportunity to continue working part-time during my final year and was then offered a full-time post as a Human Resources Training and Development Co-ordinator.”

Ellisse Thompson, graduated 2011



Scan this QR code to find out more about this course

LEADERSHIP DEGREES:

Business degrees with a pathway in Leadership

Business, Leadership & Human Resource Management
UCAS Code: NND6 BA/BLHRM

Business, Leadership & Entrepreneurship
UCAS Code: NND9 BA/BLE

Business, Leadership & Management
UCAS Code: NNC2 BA/BLM

Business, Marketing & Leadership
UCAS Code: NNCM BA/BML

For the latest information and UCAS codes visit www.ucas.com

Application Enquiries
Tel: +44 (0) 1905 855111
or email: admissions@worc.ac.uk

Leadership degrees

3-year full-time, 4-year sandwich or 6-year part-time courses

Why Leadership?

Leadership is inextricably linked with success, excellence, vision and inspiration, so it is no surprise that 75% of executives surveyed for the DDI¹ Global Leadership Forecast 2008/2009 identified improving or leveraging leadership talent as a top business priority. However, leadership is not restricted to senior executives. Most people will at some point in their working or personal lives lead, whether through generating trust in others, exerting a constructive influence or providing direction. Strong leadership is persuasive and powerful and can determine the culture, output and success of an organisation. Leadership requires the development of a skill set that facilitates the individual's capacity to deal in an emotionally intelligent and effective manner with a range of issues and challenges. Approaches such as the practical demands, realities and dark sides of leadership; ethical practice; cognitive and emotional impact of leading; managing change; team leadership; conflict negotiation and cultural perspectives are covered.

What is special about the Worcester degrees in Leadership?

Our Leadership degrees will help you be at the forefront of leadership thinking. You will be inspired by the opportunities to explore emerging possibilities and address the

problems in contexts of increasing uncertainty and complexity. You will encounter a new way of learning which focuses on the 'soft' intra and interpersonal issues of creating meaningful dialogue and creative collaboration using compelling experiential techniques. Our degrees are distinctive in that they impart established leadership approaches and also reflect current and exploratory insights gained from research and working in industry and commerce. The 'realness' provided through our programmes yields convincing evidence to employers about the adaptive leadership capabilities of our graduates.

You will be taught by inspirational leaders who are active leadership consultants and have extensive experience of developing leaders.

Our Leadership degrees are not just about leadership. You will gain a thorough grounding in conceptual and analytical skills and the theories, strategies and ideas that constitute leadership – the ability to define vision, articulate goals, and to inspire and coach people towards their achievement. You will build an employer-oriented portfolio of performance enhancing skills and qualities including self-discipline, initiative, resilience, information gathering, on-target decision-making, dilemma resolution, team facilitation, and an ability to take reasonable risks and deal with the consequences.

A further benefit of our Leadership degrees is the opportunity to combine your study of Leadership with one of four other directly related areas – Entrepreneurship, Human Resource Management, Management or Marketing – indicating to employers that you understand how leadership works in practice.

What will I be able to do with my Worcester degree in Leadership?

Your degree in Leadership is transferable to a host of organisations in the private, public and voluntary sectors. It will be particularly relevant if you are seeking a company internship or a position with responsibility for others such as a management trainee. You may move into people-oriented roles in human resources. Your degree will also equip you well for any customer-facing or sales functions where team leaders are sought. Alternatively, you may choose to work with a training organisation or consultancy which specialises in leadership development. If you wish to continue your studies, our Masters programmes in Management or HRM would be a good complement to your first degree.

LEADERSHIP IS INEXTRICABLY
LINKED WITH SUCCESS,
EXCELLENCE, VISION
AND INSPIRATION.

Business degrees with a pathway in Leadership BA (Hons)

1	Business Professionalism	Business Viability: Financial & Economic Perspectives	Business Dynamics: Marketing & Management Perspectives	Business Option OR Elective
				Business Option OR Elective
2	Business Ethics	Leadership Principles & Practice	Specialist Option	Business Option OR Elective
	Business Option		Specialist Option	Business Option OR Elective
Optional 1-year UK Business Placement Year				
3	Enhancing Organisational Performance	Strategic Leadership & Coaching	Specialist Option	Business Project
	Global Business Strategy		Specialist Option	

We are constantly updating our courses, so our module choices may vary.
For the very latest information, please visit www.worcester.ac.uk

Dr Pamella Murray-Hopkin, Worcester Business School’s Senior Lecturer in Leadership, has worked with numerous organisations in the sport, commercial and military sectors. Some of her clients have included the British Council, British Olympic Association, British Telecom, England Rugby, the Equality & Human Rights Commission, Formula One (drivers from Benetton and Ferrari), The GAP, J P Morgan, PricewaterhouseCoopers, Rover, and the Royal Air Force.

“Not only does the course enable you to lead with confidence, but it also provides a useful understanding of your own personality, strengths and weaknesses and how these can be used to your advantage.”

Stuart Johnston, graduated 2011

On completing his degree Stuart got a job with the Home Retail Group, an FTSE 250 constituent and owners of the Argos and Homebase brands, as an Assistant Online Merchandising Manager. His job involves maximising promotions across the Argos website, developing new revenue opportunities and analysing online customer behaviour to evolve the website to facilitate an easier online customer experience. He and his team are currently tasked with pushing online sales in excess of £1.5bn.



Scan this QR code to find out more about this course

MANAGEMENT DEGREES:

Management
UCAS Code: N201 BA/BM

Business degrees with a pathway in Management

Business, Management & Accountancy
UCAS Code: NN24 BA/BMA

Business, Management & Advertising
UCAS Code: NN25 BA/BMA

Business, Management & Economics
UCAS Code: NL21 BA/BMEc

Business, Entrepreneurship & Management
UCAS Code: NN21 BA/BEM

Business, Management & Finance
UCAS Code: NN1H BA/BFMA

Business, Management & Human Resource Management
UCAS Code: NN26 BA/BMHRM

Business, Management & Marketing
UCAS Code: NN2M BA/BMMkt

Business, Management & Public Relations
UCAS Code: NP22 BA/BMPR

Business, Leadership & Management
UCAS Code: NNC2 BA/BLM

For the latest information and UCAS codes visit www.ucas.com

Application Enquiries
Tel: +44 (0) 1905 855111
or email: admissions@worc.ac.uk

Management degrees

3-year full-time, 4-year sandwich or 6-year part-time courses

Why Management?

Management drives business, industries, e-commerce, agriculture, even governments. Without management, quite simply, nothing happens. Managers lead, organise and plan operations, resources, information, innovation, change, technology and communications. As companies develop, outsource and expand across international and multicultural borders, management becomes increasingly challenging and exciting. Good management is the key not only to profitability and sustainability, but also to socially responsible and ethical attitudes and behaviours which shape the whole of society. Upgrading the skills of managers is fundamental to the Government's aim to raise UK productivity and competitiveness. UK companies struggle with gaps in management expertise, so management graduates are highly valued.

What is special about the Worcester degrees in Management?

Our specialist degrees in Management aim to produce high employability by focusing on the development of management skills alongside an understanding of the breadth of management responsibilities in a fast-paced and constantly changing business context. Thus you will develop skills in problem-solving, logical thinking, business analysis, creativity, teamwork, leadership, effective and persuasive communication, time and project management, personal initiative and self-reliance, together with a sensitivity to diversity. Particular emphasis is placed on exploring the management function as it relates to all types of organisations from blue-chip global companies to small businesses and public and voluntary sectors. All our degrees have been mapped against the National Occupational Standards set by the Management Standards Centre – the Government-recognised standards setting body for the management and leadership areas. A key feature of our degrees in Management is our commitment to sustainability. The University of Worcester is proud of its numerous green credentials which includes recognition as an environmentally-friendly university after successfully achieving the EcoCampus Platinum Award in May 2010.



In order to prepare you for the world of work, we offer the following choices:

- *Management BA (Hons)* – this degree seeks to develop graduates capable of being effective employees and leaders, as well as managers, keen to champion change and confront difficulties. In this degree, you will explore the management of people, operations, projects, risk, ethics, sustainability, and leadership more fully.
- *Business degrees with a pathway in Management* – where you will have the opportunity to study Management and gain specialist insight into a particular business function – Accountancy, Advertising, Economics, Finance, Human Resource Management, Marketing or Public Relations. Alternatively, you may prefer to focus on an additional management approach – either Leadership or Entrepreneurship – both of which are highly prized assets for today's managers.

Whether you specialise in Management, or combine it with another business function or specialist aspect, you will have a highly relevant, vocational and skills-oriented degree that will be particularly attractive to future employers.

What will I be able to do with my Worcester degree in Management?

Your specialist Management degree will prepare you for a wide range of career options in commercial, public and voluntary/non-profit sectors. The broad base of our degrees in Management

will prepare you for a career as a management consultant or as a manager of a particular business function, perhaps via a company management training scheme. If you wish to continue your studies, our Masters programmes in Management or International Management would be a good complement to your first degree.

OUR MANAGEMENT DEGREES OFFER AN EXCELLENT PREPARATION FOR A CAREER AS A TRAINEE MANAGER OR CONSULTANT.

Management BA (Hons)

1	Business Professionalism	Business Viability: Financial & Economic Perspectives	Business Dynamics: Marketing & Management Perspectives	Business Option OR Elective
				Business Option OR Elective
2	Operations, Project & Risk Management	Leadership Principles & Practice	Managing HR & Performance	Business Option OR Elective
				Business Option OR Elective

Optional 1-year UK Business Placement Year

3	Enhancing Organisational Performance	Managing Emerging Issues	Strategic Leadership & Coaching	Strategic Challenges of HRM
	Global Business Strategy			

Business degrees with a pathway in Management BA (Hons)

1	Business Professionalism	Business Viability: Financial & Economic Perspectives	Business Dynamics: Marketing & Management Perspectives	Business Option OR Elective
				Business Option OR Elective
2	Business Ethics	Operations, Project & Risk Management	Specialist Option	Business Option OR Elective
	Business Option		Specialist Option	Business Option OR Elective

Optional 1-year UK Business Placement Year

3	Enhancing Organisational Performance	Managing Emerging Issues	Specialist Option	Business Project
	Global Business Strategy		Specialist Option	

We are constantly updating our courses, so our module choices may vary. For the very latest information, please visit www.worcester.ac.uk

“Studying Management BA (Hons) provides the theory and practical experiences which enable me to gain a very important insight into the range of challenges and issues that managers and businesses face on a day-to-day basis.”

David Williams, current student



Scan this QR code to find out more about this course

MARKETING DEGREES:

Marketing
UCAS Code: N501 BA/Mkt

Marketing, Advertising & Public Relations
UCAS Code: NP5F BA/MAPR

Business degrees with a pathway in Marketing

Business, Accountancy & Marketing
UCAS Code: NNC5 BA/BAM

Business, Entrepreneurship & Marketing
UCAS Code: NN5D BA/BEMgt

Business, Finance & Marketing
UCAS Code: NN1M BA/BFM

Business, Marketing & Advertising
UCAS Code: NND5 BA/BMktAd

Business, Marketing & Economics
UCAS Code: NL51 BA/BMktEc

Business, Marketing & Human Resource Management
UCAS Code: NN1P BA/BMktHRM

Business, Marketing & Leadership
UCAS Code: NNCM BA/BML

Business, Management & Marketing
UCAS Code: NN2M BA/BMMkt

Business, Marketing & Public Relations
UCAS Code: NPC2 BA/BMktPR

For the latest information and UCAS codes visit www.ucas.com

Application Enquiries
Tel: +44 (0) 1905 855111
or email: admissions@worc.ac.uk

Marketing degrees

3-year full-time, 4-year sandwich or 6-year part-time courses

Why Marketing?

Marketing enables companies to satisfy customer demand, to position themselves effectively against the competition, to develop business opportunities and to create value for the organisation and its customers. Chief Executives look to marketing to impact organisational success by driving brand differentiation, instilling a customer focus and advising on opportunity development and strategy formulation. Marketing is exciting, creative, fast-paced, varied and constantly changing. Successful marketing graduates will have a wide range of career options to choose from in both the corporate and agency sectors.

What is special about the Worcester degrees in Marketing?

We have a strong portfolio of marketing degrees which are all mapped against the Chartered Institute of Marketing's Professional Marketing Standards. Our degrees are strongly vocationally oriented, with practical assessments designed to reflect and prepare you for the exciting and current real-world of marketing. You will be taught by international scholars, professional marketers and practitioners. You will develop a contemporary, strategic approach to marketing by exploring its role in the context of customer behaviour and other management

functions which operate in a global and technological environment. You will learn to be an excellent communicator, analyst, problem-solver, decision-maker, team-worker and business strategist, as well as developing skills in creative thinking, time management, personal initiative, self-reliance, organisation, prioritisation, responsiveness, proactivity and reflective thinking.

In order to prepare you for the world of work, we offer the following choices:

- *Marketing BA (Hons)* – this is a fully integrated specialist Marketing degree in which you will have the opportunity to explore a range of contemporary and strategic aspects of marketing in more depth including customer behaviour and psychology, marketing communications (including social media), brand management and international marketing.
- *Marketing, Advertising & Public Relations BA (Hons)* – this prepares you for an exciting career on either the client or agency side of the marketing communications industry. It signals your aspirations to become a dedicated marketing communications specialist.
- *Business degrees with a pathway in Marketing* – these degrees offer you the chance

BECOME AN INSTINCTIVE MARKETER WHO ADOPTS AND CHAMPIONS MARKETING AS AN UNDERPINNING BUSINESS PHILOSOPHY AND MANAGEMENT FUNCTION.

to study marketing alongside another business function or management discipline. You can choose from Accountancy, Advertising, Economics, Entrepreneurship, Finance, Human Resource Management, Leadership, Management or Public Relations. These degrees are a good choice if you wish to keep your career options open.

What will I be able to do with my Worcester degree in Marketing?

Your Worcester degree in Marketing will prepare you to work 'in-house' in a wide range of product and service organisations, charities or the public sector. Typical roles include marketing manager/ assistant manager, product manager, brand manager, marketing analyst, sales consultant, events manager or web marketer. You may choose to work within a specialist marketing, advertising, public relations, internet or research agency or to take a broader management or business development role in risk management, accountancy, banking, finance, insurance, investment, retail or general management. If you wish to continue your studies, our Masters programmes in Marketing would be a good complement to your first degree.

“The Worcester Business School Marketing group is peopled by tutors experienced in education and the practice of marketing. We have international exposure and come from different sectors, e.g. entertainment, advertising agencies, beverages, image and reputation management.”

Antonius Raghubansie, Senior Lecturer in Marketing Communications.
Antonius has international industry experience in the FMCG beverages market. He has held specialist senior marketing and general management roles having worked with brands such as Pepsi, 7Up, Tropicana and El Dorado Rums.

Marketing BA (Hons)

1	Creative Communications: Ideas & Impacts	Business Viability: Financial & Economic Perspectives	Business Dynamics: Marketing & Management Perspectives	Business Option OR Elective
				Business Option OR Elective
2	Business Ethics	Contemporary Marketing Communications	Customer Behaviour & Psychology	Business Option OR Elective
	Business Option			Business Option OR Elective
Optional 1-year UK Business Placement Year				
3	Enhancing Organisational Performance	Contemporary Developments in Strategic Marketing	International Marketing	Business Project
	Global Business Strategy		Brand Management	

Marketing, Advertising & Public Relations BA (Hons)

1	Creative Communications: Ideas & Impacts	Business Viability: Financial & Economic Perspectives	Business Dynamics: Marketing & Management Perspectives	Business Option OR Elective
				Business Option OR Elective
2	Advertising: Influence & Persuasion	Contemporary Marketing Communications	Public Relations & Campaigning	Customer Behaviour & Psychology OR Elective
Optional 1-year UK Business Placement Year				
3	Enhancing Organisational Performance	Contemporary Developments in Strategic Marketing	Advertising Campaign	Spin Doctors, Lobbyists & Other Hidden Persuaders
	Brand Management			

Business degrees with a pathway in Marketing BA (Hons)

1	Business Professionalism	Business Viability: Financial & Economic Perspectives	Business Dynamics: Marketing & Management Perspectives	Business Option OR Elective
				Business Option OR Elective
2	Business Ethics	Contemporary Marketing Communications	Specialist Option	Business Option OR Elective
	Business Option		Specialist Option	Business Option OR Elective
Optional 1-year UK Business Placement Year				
3	Enhancing Organisational Performance	Contemporary Developments in Strategic Marketing	Specialist Option	Business Project
	Global Business Strategy		Specialist Option	

We are constantly updating our courses, so our module choices may vary.
 For the very latest information, please visit www.worcester.ac.uk

“The range of modules in the course are perfect for me, since they are creative and outgoing. The lecturers are amazing and incredibly enthusiastic.”

Olivia Larsson,
current student



Scan this QR code to find out more about this course

PUBLIC RELATIONS DEGREES:

**Marketing, Advertising
& Public Relations**

UCAS Code: NP5F BA/MAPR

*Business degrees with a
pathway in Public Relations*

**Business, Accountancy
& Public Relations**

UCAS Code: NP12 BA/BAPR

**Business, Advertising
& Public Relations**

UCAS Code: NP52 BA/BAdPR

**Business, Economics
& Public Relations**

UCAS Code: LP12 BA/BEPR

**Business, Entrepreneurship
& Public Relations**

UCAS Code: NP21 BA/BEPR

**Business, Human Resource
Management & Public Relations**

UCAS Code: NP62 BA/BHRMPR

**Business, Management
& Public Relations**

UCAS Code: NP22 BA/BMPR

**Business, Marketing
& Public Relations**

UCAS Code: NPC2 BA/BMktPR

For the latest information
and UCAS codes visit
www.ucas.com

Application Enquiries

Tel: +44 (0) 1905 855111

or email: admissions@worc.ac.uk

Public Relations degrees

3-year full-time, 4-year sandwich or 6-year part-time courses

Why Public Relations (PR)?

Customers, suppliers, employees, investors, journalists and politicians are all relevant for the performance of a business, an association or a charity. They all have a view about, and impact on, the organisations they are in contact with. Some opinions may be positive or negative; justified or not. These attitudes will inform the public's behaviour towards an organisation: where do we shop, who do we support and believe? Therefore, organisations need to build trust into a strong and positive reputation. For any organisation of any size, reputation is key for survival, competitiveness and success. A well-managed reputation gives you an edge over your competitors. Public Relations is the profession that specialises in building reputation through strategic communications. PR practitioners are experts in creating and managing good relationships between organisations and their environments.

Today, PR is given the highest recognition in many businesses and in the non-profit sector. PR practitioners are often appointed to the most senior leadership positions. PR is a flourishing profession and is tipped to grow in years to come.

What is special about the Worcester degrees in Public Relations?

In many organisations employees are required to deal with a range of tasks which involve various disciplines. The strength of the PR programme at Worcester Business School is that it reflects this complex situation and prepares you for the demanding responsibilities that come with the job by enabling you to combine your PR expertise with other functional specialisms. Public Relations entails technical tasks, such as organising events and trade fairs, drawing up briefs for photo shoots and corporate websites, or writing a press release. However, Public Relations is also an essential management function which requires practitioners to do research, develop objectives and plan campaigns strategically. At Worcester Business School you will have the opportunity to learn both hands-on practical aspects of the job and to gain a comprehensive understanding of strategic aspects, thus preparing you to make a valuable contribution to the senior management of an organisation.

CIPR recognised



All of our Worcester Business School degrees in PR are recognised by the Chartered Institute of Public Relations (CIPR). CIPR recognition confirms that course content has been assessed to provide relevant skills

and knowledge development towards a career in public relations or communications. The CIPR has stated that the content of Worcester's degrees "offers challenging study for undergraduate students looking to develop knowledge and skills, and hopefully pursue a career, in public relations".

In order to prepare you for the world of work, we offer the following choices:

Business degrees with a pathway in Public Relations – you can study Public Relations alongside another business function or management discipline. You can choose from Accountancy, Advertising, Economics, Entrepreneurship, Human Resource Management, Management, or Marketing. These degrees are a good choice if you would like to develop PR expertise with a varied study programme and have the opportunity to progress into a broader management role.

Marketing, Advertising & Public Relations BA (Hons) – this prepares you for an exciting career on either the client or agency side of the marketing communications industry. It signals your aspirations to become a dedicated marketing communications specialist.

WORCESTER HAS MORE ACCREDITED CIPR COURSES THAN ANY OTHER UK UNIVERSITY.

What will I be able to do with my Worcester degree in Public Relations?

PR practitioners are sought after in all walks of life. Most businesses have PR departments, but so do charities, sports clubs, political

parties and cultural institutions (such as theatres or broadcasting stations). Trade associations, county councils or environmental lobbyists such as Greenpeace or Friends of the Earth cannot do without PR. As with a range of other professions, data shows that Public Relations is becoming a graduate

entry industry. Therefore, having a business degree with particular emphasis on PR should certainly help you find the job you want. If you wish to continue your studies, our Masters programmes in Marketing would be a good complement to your first degree.

Business degrees with a pathway in Public Relations BA (Hons)

1	Business Professionalism	Business Viability: Financial & Economic Perspectives	Business Dynamics: Marketing & Management Perspectives	Business Option OR Elective
				Business Option OR Elective
2	Business Ethics	Public Relations & Campaigning	Specialist Option	Business Option OR Elective
	Business Option		Specialist Option	Business Option OR Elective
Optional 1-year UK Business Placement Year				
3	Enhancing Organisational Performance	Spin Doctors, Lobbyists & Other Hidden Persuaders	Specialist Option	Business Project
	Global Business Strategy		Specialist Option	

Marketing, Advertising & Public Relations BA (Hons)

1	Creative Communications: Ideas & Impacts	Business Viability: Financial & Economic Perspectives	Business Dynamics: Marketing & Management Perspectives	Business Option OR Elective
				Business Option OR Elective
2	Advertising: Influence & Persuasion	Contemporary Marketing Communications	Public Relations & Campaigning	Customer Behaviour & Psychology OR Elective
Optional 1-year UK Business Placement Year				
3	Enhancing Organisational Performance	Contemporary Developments in Strategic Marketing	Advertising Campaign	Spin Doctors, Lobbyists & Other Hidden Persuaders
	Brand Management			

We are constantly updating our courses, so our module choices may vary. For the very latest information, please visit www.worcester.ac.uk

“I love my course because it’s giving me up-to-date knowledge and developing my skills, which will help me reach my desired job in the future.”
Dina Tomas, current student

“PR gives you an understanding of the cultural, political and economic role of the media in society and its influence on everyday life.”
Christian Schnee, Senior Lecturer in Public Relations
Christian was the youngest director of communications ever appointed by any German state government. After a stint in charge of the international media relations for the FIFA football world cup host city of Hamburg, he returned to politics and organised media relations training for cabinet ministers and members of parliament.



Scan this QR code to find out more about this course

INTERNATIONAL
BUSINESS DEGREES:

International Business
UCAS Code: N121 BA/IntB1

International Finance
UCAS Code: N390 BA/IntF1

**International Human Resource
Management**
UCAS Code: N690 BA/IHRM1

International Marketing
UCAS Code: N550 BA/IntMkt1

For the latest information
and UCAS codes visit
www.ucas.com

Application Enquiries
Tel: +44 (0) 1905 855111
or email: admissions@worc.ac.uk

International Business degrees

Top-up BA (Hons) 1-year

Why International Business?

This suite of Top-up degrees is specifically designed for, but not limited to, international students. It offers a wide range of options and opportunities to specialise in a particular area.

A significant benefit of these courses is that you will have the opportunity to extend your knowledge and skills relating to the study of international business and/or experience of an overseas culture.

All courses include one core module: Comparative International Perspectives. You will also be able to undertake independent research in a relevant topic which, potentially, will help inform international business practice within a UK or overseas organisation and enhance your knowledge of the global business environment. You will then select from a mix of specified and/or option modules relevant to the title of your degree.

THESE ONE YEAR TOP-UP
DEGREES ADD REAL VALUE
TO YOUR EXISTING STUDY
AND EXPERIENCE.

Opportunities for further study

Once you have completed your degree, you will be well placed to go on to a postgraduate course at Worcester Business School. We offer a range of Masters programmes in Management, International Management, Finance, Marketing, Human Resource Management or International Business Management which would be a good complement to your first degree.

Option modules available include:

Single modules taken over one semester	Double modules taken over two semesters
Audit, Ethics & Governance Brand Management* Enhancing Organisational Performance Global Business Strategy* International Marketing*	Contemporary Advertising: Apps, Guerrillas, Viral & More Contemporary Developments in Strategic Marketing* Corporate Tax & Group Reporting e-Business Economics for Business* Innovation & Intrapreneurship International Banking & Finance* Managing Emerging Issues * Spin Doctors, Lobbyists & Other Hidden Persuaders Strategic Challenges of HRM* Strategic Financial Management Strategic Leadership & Coaching

* These modules are mandatory for some award titles – see opposite.

“International students who graduate with a Top-up degree from the University of Worcester have been very successful both in their continuing study and gaining employment and/or promotions on their return to their home country. This has led to the development of a strong and growing alumni network for these students.”

*John Nixon,
Head of the China Office*

International Business BA (Hons)

3	Comparative International Perspectives	International Marketing	Business Option	Business Option OR International Business Project
		Global Business Strategy	Business Option	

International Finance BA (Hons)

3	Comparative International Perspectives	Strategic Financial Management	International Banking & Finance	Business Option OR International Business Project
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International HRM BA (Hons)

3	Comparative International Perspectives	Strategic Challenges of HRM	Managing Emerging Issues	Business Option OR International Business Project
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International Marketing BA (Hons)

3	Comparative International Perspectives	Contemporary Developments in Strategic Marketing	International Marketing	Business Option OR International Business Project
			Brand Management	

We are constantly updating our courses, so our module choices may vary.
For the very latest information, please visit www.worcester.ac.uk

“Studying at the University of Worcester was the best and most rewarding time of my student life. I am very proud of being a student here. My degree has enabled me to obtain a first class job with a major bank.”

Peiyuan Zhao, graduated 2010



Scan this QR code to find out more about this course

Business Management HND
UCAS Code: HND001N
HND/Bus Man

For the latest information
and UCAS codes visit
www.ucas.com

Application Enquiries
Tel: +44 (0) 1905 855111
or email: admissions@worc.ac.uk

“This HND has been designed to enable students to gain the foundation knowledge and practical skills required in the workplace. Modules are underpinned by contemporary real-world scenarios. Students will become acquainted with the tools to manage a business within the context of a changing and continually challenging external environment.”

*Doug Wotherspoon,
HND Course Leader*



Scan this QR code to find
out more about this course
www.worcester.ac.uk

Business Management HND

2-year full-time, 4-year part-time

Why Business Management HND?

The Business Management HND course is designed to help you develop the skills that employers need and want. With a focus on enterprise, entrepreneurship and business sustainability it will prepare you to make an immediate contribution in the workplace and give you the confidence to influence the strategic direction of the organisation.

This HND offers you the opportunity to follow a broad business-based curriculum. Consequently, it is ideal if you want to keep your career options open. Alongside an exploration of the major business functions (management, marketing and finance) and of the business environment in which they operate, you will consider the legal, ethical and sustainability issues that concern organisations today and some of the modern techniques of web and e-Business. You will work on live projects with client organisations and investigate potential business start-up opportunities.

What is special about the Worcester Business Management HND?

Our HND in Business Management is a future-oriented vocational programme, which has been designed to meet the needs of employers.

You will be taught by tutors who have real business experience and will study in a truly supportive university environment within a multidisciplinary Business School. You will work on practical work-related assessments, working with real clients, and practising the skills that organisations need in order to succeed in the modern business environment. You will develop key transferable skills, such as teamworking and presentation skills, and develop practical work-related skills, such as project management and web design.

You will learn how to become an excellent and persuasive communicator; to think creatively and analytically; to manage projects; to work effectively as a member of a team, with the ability to lead and inspire others; to be self-reliant; to use initiative and to champion an ethical and socially responsible approach to business and to global citizenship.

What will I be able to do with my Worcester HND in Business Management?

Successful completion of the Business Management HND will allow you to apply to enter the final (Top-up) year of the Business Management BA (Hons) degree at the University of Worcester. Please see page 19 for further details. You will even have the opportunity to take an optional placement year if you decide to follow on to the degree course.

Business Management HND

1	The Business Manager	Leadership & Management	Law, Ethics & Sustainability	Web & e-Business
2	Accounting & Finance	Marketing, Sales & Customer Management	Business Entrepreneurship	Integrated Project

Business Management HNC

2-year part-time

Why Business Management HNC?

We also offer an HNC Business Management course available part-time for completion over two years. This course is designed to meet the needs of students who are looking for a vocationally oriented part-time study programme.

What is special about the Worcester HNC in Business Management?

Like the HND, this course adopts an applied and contextualised approach to learning. It explores the role of leadership and management in organisations in terms of effective management of self and others and through the more focused lens of the management of financial resources and the customer interface.

What is special about the Worcester HNC in Business Management?

The HNC Business Management course emphasises personal and professional development, as well as the development of lifelong learning skills. It is therefore suitable to students who are preparing for a career in business, as well as providing a valuable career enhancement opportunity for those who have existing work experience. Students who successfully complete this course may choose to continue onto the HND Business Management course (also available part-time) or, with appropriate work experience, progress to further professional qualifications.

A VOCATIONAL HND OR HNC QUALIFICATION OFFERS EXCELLENT CAREER DEVELOPMENT.

Business Management HNC

1	The Business Manager	Leadership & Management
2	Accounting & Finance	Marketing, Sales & Customer Management

We are constantly updating our courses, so our module choices may vary. For the very latest information, please visit www.worcester.ac.uk

Applications for this course should be made directly to the University of Worcester:

Tel: +44 (0) 1905 855111
or email: admissions@worc.ac.uk



Scan this QR code to find out more about this course



Undergraduate courses in Computing

Flexibility to specialise to suit your interests and career aspirations

Our degrees fall into three main categories based upon your interests and career aspirations. Firstly, you can opt for a generic Computing degree which allows you to pursue a wide range of interests and allows a broad-based exposure to a variety of Computing topics.

- Computing BSc (Hons) (available as a Single, Major, Joint or Minor Honours award)

Secondly, you could choose one of our Single Honours specialist degrees, which can be tailored to your interests in either programming, design and methodologies, or a combination of practical applications related to business. They provide a set of modules that allow a particular subject focus especially recognised as valuable by employers.

- Business Information Technology BSc (Hons)
- Computer Games Design & Development BSc (Hons)
- Web Development BSc (Hons)

Finally, you may choose our Single Honours combined degree uniquely developed to open additional career routes and further enable you to stand out from the crowd to attract the attention of employers.

- Information Technology for Education BSc (Hons)

Many of our courses draw from an integrated first year. This means that you will have the flexibility to change to an alternative course at the end of Year 1 as your interests and capabilities develop.

Our degrees are available as:

- Three-year full-time Honours degrees
- Four-year full-time sandwich Honours degrees including a paid placement year
- One-year Top-up Honours degrees
- Part-time degrees

No prior knowledge required

Our specialist degrees in Computing have been designed to engage you even if you have no prior skills in the subject. You will study in a truly supportive environment which will empower you to explore a dynamic discipline which offers intellectual depth and richness together with the possibility of engineering complex systems comprising hardware and software.

Make yourself attractive to an employer

All our degrees provide a dynamic and grounded educational context engaging with the capabilities of our students and the employment needs of our graduates.

We aim to provide an educational experience which is grounded both in theory and practice, which will motivate and guide you into your future professional lives. At each year of study, you will have the opportunity to take modules which explore your own career and personal development goals. You will also be able to opt to take a paid placement year in employment after Year 2¹ which often leads to the offer of a permanent position after completion of your degree. We also offer the opportunity for a semester abroad where you earn academic credit and gain valuable international experience.

A degree that will inspire and enable you to make a difference

Computer technology touches every part of our lives, so studying will provide you with knowledge and skills which are universally relevant and necessary. Our degrees in Computing will enable you to solve complex and challenging problems in our modern and future world. Computing drives innovation in every corner of science, technology, medicine, society and the environment, so studying Computing will equip you to be part of making a difference to the world in which we live.

“Our Computing portfolio is a place where theory and practice come together; where learning and teaching strive to encourage our students to engage with both vocational and academic materials; to become active, motivated, and lifelong learners, but above all, to be creative and to have fun!”

*Dr Colin Price,
National Teaching
Fellow, Principal
Lecturer and Subject
Leader for Computing*

¹ Not available with Information Technology for Education BSc (Hons)

Computing

UCAS Code: G400 BSc/Comp

For the latest information
and UCAS codes visit
www.ucas.com

Application Enquiries

Tel: +44 (0) 1905 855111
or email: admissions@worc.ac.uk

Computing BSc (Hons)

3-year full-time, 4-year sandwich course, 6-year part-time course or 1-year Top-up
Also available as a Major, Joint or Minor Honours degree

Why Computing?

All our lives are touched by computing, from the desktop and laptop machines to mobile devices, social networks and the invisible computers within our household devices, cars and aeroplanes. Our reliance on this technology exposes us to exciting new ways of living, working, socialising and playing, as well as to additional risks (from software viruses, to identity theft and fraud). In the domain of commerce and industry, computing resolves practical problems and leads to the understanding and development of systems which do not merely enhance, but also transform, business – delivering entirely new ways of trading, differentiation and competitive advantage in order to fulfil business objectives.

What is special about the Worcester degree in Computing?

This Computing degree allows you the flexibility to study a broad range of aspects of modern-day computing. It is designed to inspire you whether you are choosing to engage with the depth and richness of computing theory, to experience the production of complex systems, or to target the vocational aspects.

A particular focus is the adoption of a skills-based learning approach to the concepts, structured techniques and tools used in the

analysis, design, development and implementation of computer-based systems which is a key aspect of the work of a computing professional. You will explore the development of software applications, web-based solutions, database systems, security and game design and development. You will study a selection of emerging topics which will inform you of likely future developments and their impact in the widest sense.

With a very strong focus on employability this degree will equip you with skills required of a professional working within the computing industry as well as knowledge of the place and scope of computing within present day society. In addition to acquiring practical and professional skills, you will further enhance your future attractiveness to employers by the development of highly-sought skills in problem-solving, decision-making, creative thinking, analysis, commercial awareness, numeracy, project management, teamwork, organisation, time-management and self-reliance. Our courses inspire you to become an excellent problem-solver with innovation and creativity as your key attributes.

Further benefits of our degrees in Computing are the opportunity to take a paid placement year in work, and/or to study for a semester abroad at one of our partner universities in the USA, Canada,

Europe, New Zealand or Australia. As a student of Computing you will join a close-knit student and staff community, which has its own strong team culture, within the vocational environment of a thriving and multidisciplinary Business School purpose-designed to support inspirational and technology-enabled learning.

This course draws from an integrated first year which means that you will have the flexibility to change to an alternative course at the end of Year 1, as your interests and capabilities develop.

What will I be able to do with my Worcester degree in Computing?

Computing has transformed the world of business, making computer literacy a key skill for professionals, so a Worcester degree in Computing will open doors to a very broad range of career options. Many of our graduates go on to careers in systems analysis, website design, database design, network management, software development, security analysis and IT services and support. If you wish to continue your studies, our Masters programmes in Management or International Management would be a good complement to your first degree.

STUDY A BROAD RANGE OF ASPECTS OF MODERN-DAY COMPUTING TO OPEN DOORS TO A VARIETY OF EXCITING CAREER POSSIBILITIES.

Computing BSc (Hons) (also available as a 1-year Top-up degree in Year 3)

1	The Computing Professional	Introduction to Application Development	Introduction to Web & Database Development OR Introduction to Game Design & Development	Computing Option OR Elective
				Computing Option OR Elective
2	Systems Analysis & Design	Computing Option	Computing Option	Computing Option OR Elective
				Computing Option OR Elective
Optional 1-year UK Business Placement Year				
3	Professionalism in Context	Computing Option	Computing Option	Computing Project
	Computing Option	Computing Option	Computing Option	

A key feature of this degree is the wide range of options available including:

Year 1	Year 2	Year 3
Single modules taken over one semester		
		Modelling and Simulation Nature of Computing Practical Database Applications Professionalism in Context
Double modules taken over two semesters		
Creative Computing Digital Infrastructures Introduction to Application Development Introduction to Game Design & Development Introduction to Web & Database Development	e-Business Game Design & Engineering Mobile Application Development Object Oriented Design & Development Web Applications Development Work-based Experience	Advanced Game Design & Engineering Advanced Web Applications Development Distributed Application Development e-Business Mobile Application Development Work-based Experience

Computing BSc (Hons) 1-year Top-up

3	Professionalism in Context	Computing Option	Computing Option	Computing Project
	Computing Option	Computing Option	Computing Option	

We are constantly updating our courses, so our module choices may vary.
For the very latest information, please visit www.worcester.ac.uk

“Working with the latest technologies in a wide variety of computing areas, our programme will develop your theoretical knowledge of the subject as well as hands-on practical skills. Employers find this a well-rounded approach for a basis in a successful career in Computing.”
Dr Joanne Kuzma, Course Leader and Senior Lecturer in Computing



Scan this QR code to find out more about this course

**Business Information
Technology**
UCAS Code: G500 BSc/BIT

For the latest information
and UCAS codes visit
www.ucas.com

Application Enquiries
Tel: +44 (0) 1905 855111
or email: admissions@worc.ac.uk

Business Information Technology BSc (Hons)

3-year full-time, 4-year sandwich or 6-year part-time course

Why study Business Information Technology?

The design, development and management of business information systems to ensure quality service and reliability is an essential must-have for business in the modern world, and requires a broad understanding of the interrelations between business and IT. Businesses rely heavily on information systems, which can form the basis for competitive advantage; for developing an IT infrastructure to better serve customer needs; for achieving business efficiencies; for determining organisational investment and resource planning and for optimising information flow. New technologies play a pivotal role in the central needs of many organisations, and knowledge and skills in this area are vital to graduates. Therefore, graduates who understand business and IT and have the communication skills to work effectively in an organisation are very much in demand. This degree provides a balance between business and technology and produces graduates who can play a crucial role in designing and maintaining systems for industries in a variety of sectors.

What is special about the Worcester degree in Business Information Technology?

This degree is unique in that it provides you with hybrid skills. It enables you to combine a study of the fundamental aspects of IT applications and processes (for example database, systems development and web) with an exploration of e-Business and study of the key issues which determine organisational profitability and sustainability (including the management of customers, operations and risk). You will also be able to explore the role of Business Information Technology in other specialist computing and business applications via the selection of specialist option modules.

This degree seeks to develop a wide range of skills to enhance your CV and your value as a future employee, or to equip you if you choose to start your own business. You will understand the link between information and business strategy, and how it affects competitive advantage. You will be able to assess business and technical decisions involving commercial computing and develop an awareness of using various types of technologies to deliver value to an organisation. You will be able to systematically analyse and discriminate between options for the development of

computer-based solutions against business needs. You will develop an appreciation of professional, moral and ethical issues involved and a sensitivity to changes in computing and information technology. You will be able to demonstrate project management skills to effectively lead and motivate fellow team members.

What will I be able to do with my Worcester degree in Business Information Technology?

Your degree in Business Information Technology will open doors to a very wide range of IT and management career options, such as database administrator, information systems manager, IT technical support officer, IT consultant, e-commerce consultant, systems analyst, IT sales professional, IT trainer, technical author, project manager, production manager. Alternatively, a degree in Business Information Technology provides an appropriate platform for setting up your own business or freelance working. If you wish to continue your studies, our Masters programme in Management or International Management would be a good complement to your first degree.

GRADUATES WITH
KNOWLEDGE AND SKILLS IN
BOTH BUSINESS AND IT ARE
VERY MUCH IN DEMAND.

Business Information Technology BSc (Hons) (also available as a 1-year Top-up degree)

1	The Computing Professional	Introduction to Web & Database Development	Business Dynamics: Marketing & Management Perspectives	Business Viability: Financial & Economic Perspectives
2	Systems Analysis & Design	e-Business	Operations, Project & Risk Management	Computing or Business Option OR Elective Computing or Business Option OR Elective
Optional 1-year UK Business Placement Year				
3	Professionalism in Context	Computing Option	Business Option	Business Information Technology Project
	Practical Database Applications	Computing Option	Business Option	

We are constantly updating our courses, so our module choices may vary.
For the very latest information, please visit www.worcester.ac.uk

“The effective and innovative use of IT within all businesses is critical. IT now plays a vital part in all business functions from controlling logistics and operations to interactive marketing through web and social networking sites. This course will provide its graduates with the technical and business know-how to make informed decisions on the ways new technologies can improve a business’s efficiency, effectiveness and profitability. The opportunities for employment and further study should provide a challenging and rewarding career path in this dynamic area.”

Sue Barnes, Course Leader – Student Liaison

“My time at the University of Worcester has exceeded my expectations – not only have I made some great friends, but through the skills gained on my course I have also been able to secure a job as a business analyst.”

Rosi Birchley, graduated 2011



Scan this QR code to find out more about this course

**Computer Games Design
& Development**

UCAS Code: G451 BSc/CGMD

 For the latest information
and UCAS codes visit
www.ucas.com
Application Enquiries

Tel: +44 (0) 1905 855111

 or email: admissions@worc.ac.uk

Computer Games Design & Development BSc (Hons)

3-year full-time, 4-year sandwich or 6-year part-time course

 PREPARE FOR A CAREER
IN THE EXCITING GAMES
OR WIDER INTERACTIVE
MEDIA INDUSTRIES.

Why study Computer Games Design & Development?

Computer Games Design & Development are at the heart of a multi-billion pound global industry. The digital game industry grows steadily, fuelled by high levels of computer and game consoles ownership, the growth of mobile devices, social network sites, the rise of innovative forms of play (such as fitness, music and social gaming), and synergies with other entertainment industries such as music and movies. As user expectations grow and platforms continually improve, innovation is the key driver of success in a highly competitive and fast-moving global marketplace.

What is special about the Worcester degree in Computer Games Design & Development?

This degree provides a balanced education with an equal focus on the software development and game design branches of the digital games domain. This enhances employability and self-employment opportunities in the games industry, the interactive media industry, and all the related creative and technical domains of computing and IT. The degree takes into account current developments, such as the massive growth of the social networking and mobile games industries, and the self-employment opportunities generated by modern developer-to-player retail channels (for example Microsoft's Xbox LIVE Marketplace, and Apple's AppStore).

The course has been designed with reference to the skills, qualifications and experience required to work in interactive media and computer games as defined in the National Occupational Standards for Games and Interactive Media (Sector Skill Council for Creative Media); and the Curriculum Framework defined by the International Game Developer Association Education Committee. The course is supported by our high-tech laboratories where students will have access to industry-standard 2D and 3D game design and development technologies and applications.

What will I be able to do with my Worcester degree in Computer Games Design & Development?

With this degree you will be prepared for the following roles within the game industry: game designer; scripter; content programmer; games tester; general programmer; quality assessor. You will also be equipped for roles in the wider interactive media industries, such as designer, developer, production assistant, content strategist and programmer. Alternatively, a degree in Computer Games Design & Development provides an appropriate platform for setting up your own business or freelance working. If you wish to continue your studies, our Masters programme in Management or International Management would be a good complement to your first degree.

Computer Games Design & Development BSc (Hons)

1	The Computing Professional	Introduction to Application Development	Introduction to Game Design & Development	Computing Option OR Elective
				Computing Option OR Elective
2	Systems Analysis & Design	Game Design & Engineering	Object Oriented Design & Development	Computing Option OR Elective
				Computing Option OR Elective
Optional 1-year UK Business Placement Year				
3	Professionalism in Context	Advanced Game Design & Engineering	Computing Option	Game Design & Development Project
	Computing Option		Computing Option	

We are constantly updating our courses, so our module choices may vary.
For the very latest information, please visit www.worcester.ac.uk

“The game industry is a thriving, constantly evolving arena, offering brilliant opportunities to blend creativity with organisational and technical know-how in order to conceive successful products. The mission of our degree is preparing students to ‘decipher the present to anticipate the future’, developing their ability to understand player engagement and motivations, adapt to ever-changing scenarios and devise opportunities to create innovative gaming products.”

Dr Carlo Fabricatore, Senior Lecturer in Computer Games Development
Carlo is a computer scientist, game scholar and professional game developer. In the game industry he has managed and participated in a variety of projects collaborating with Nintendo, Sony and Atari, amongst others.

“The game development module gave me an insight into how games are analysed rather than just played. I have learned what artefacts to look for when making a good game, to research the target audience and how to do play testing.”

Simon Heath, current student



Scan this QR code to find out more about this course

**Information Technology
for Education**
UCAS Code: G5X1 BSc/ITEdT

For the latest information
and UCAS codes visit
www.ucas.com

Application Enquiries
Tel: +44 (0) 1905 855111
or email: admissions@worc.ac.uk

Information Technology for Education BSc (Hons)

3-year full-time, or 6-year part-time course

Why Information Technology for Education?

With the increase in virtual and managed learning environments, Information Technology is creating a new educational culture impacting the way schools, colleges and universities communicate, educate and motivate their students. New technology does more than merely enhance the learning experience, it equips students to join an increasingly global workforce. It makes learning more accessible, collaborative, interactive and a richer experience. IT has the power to dramatically raise performance and meet the needs of students on an individual basis, while potentially simultaneously cutting costs by entering grades and providing assignment feedback online; by providing access to a limitless digital library from almost any location via a mobile device or laptop; or by enabling learners to devise a study schedule to suit their own time commitments and availability.

Multimedia applications and interactive software enable teachers to increase literacy and understanding, and to reach more types of learners in comparison with traditional lecture methods of teaching.

Information Technology for Education is also valuable for industry, where corporate training departments are tasked with educating and training their employees on new systems and updated software. With the fast-paced changes in technology, it is imperative that corporations are able to effectively use a variety of learning resources to deliver programmes where employees can update their skills and deliver value to the organisation.

IT enabled education drives large scale investment, but it is vital that the use and design of Information Technology to improve learning processes is understood, a skill which graduates of this course will have.

What is special about the Worcester degree in Information Technology for Education?

This is a highly flexible Single Honours degree, unique to Worcester Business School which you can customise to suit your particular areas of interest. It is based on a balanced curriculum in which you will be able to develop knowledge of educational issues, policies and contexts and gain first-hand experience of a range of IT applications such as information systems or web development. You will consider current issues in the use of IT for educational purposes and how IT can enhance or transform conventional methods of learning. You will be taught by computing and education specialists, who combine theory and practice in the use and development of learning technologies for education.

During the course you will hone your problem-solving skills as well as becoming adept at research and evaluation. You will become an expert in communication using IT, while building your ability to work as part of a team.

A HIGHLY DESIRABLE
QUALIFICATION SUITABLE
FOR A CAREER IN THE IT OR
EDUCATION SECTORS.

What will I be able
to do with my
Worcester degree in
Information Technology
for Education?

This course develops your knowledge and skills in a broad range of IT areas and has been created specifically for those interested in a career in either ICT teaching, professional IT training or development of e-learning resources. This is a fascinating

area where there is considerable investment being made and the opportunities for career progression for a well-qualified individual are excellent. A variety of career paths will be open to you where you can put your newly attained Information Technology skills into practice within an education context. There will be a broad range of contexts, from primary or secondary school teaching, adult education or even Information Technology training, development

and consultancy work. If you wish to continue your studies, our Masters programmes in Management, International Management or Teaching and Learning, would be a good complement to your first degree. Alternatively, you may wish to take our Postgraduate Certificate in Education (PGCE) in order to become an ICT or Computing primary or secondary school teacher.

Information Technology for Education BSc (Hons)

1	The Computing Professional	Introduction to Web & Database Development	Foundations of Education	Computing Option OR Elective
2	Systems Analysis & Design	Computing Option	Research in Education	Computing Option OR Elective Computing Option OR Elective
3	Professionalism in Context Computing Option	Computing or Education Option Computing or Education Option	Issues in ICT & Education Education Option	IT for Education Project

We are constantly updating our courses, so our module choices may vary. For the very latest information, please visit www.worcester.ac.uk

“Studying Information Technology for Education BSc (Hons) is interesting and dynamic – combining advanced computing techniques with educational theory; and the wide range of extra-curricular possibilities opens up and strengthens future employment opportunities.”

Tasha Board,
current student



Scan this QR code to find out more about this course

Web Development
UCAS Code: G452 BSc/WebD

For the latest information
and UCAS codes visit
www.ucas.com

Application Enquiries
Tel: +44 (0) 1905 855111
or email: admissions@worc.ac.uk

Web Development BSc (Hons)

3-year full-time, 4-year sandwich or 6-year part-time course

Why Web Development?

The worldwide web has transformed conventional business models impacting communications, processes, strategy, infrastructure, customer expectations and organisational cultures. Buyers and sellers can meet in a 24/7 electronic marketplace where the smallest company can compete on equal terms with multinational organisations and where consumers have the means by which to directly compare offer values via comparison websites. Businesses which are able to tap into this potential will gain valuable customer insights. They will identify new approaches to business which will enable them to save costs, enter new markets, create new revenue streams and compete on the basis of superior levels of customer relations and service. The skills of web professionals are therefore highly prized by all types of organisation.

What is special about the Worcester degree in Web Development?

Our degrees will enable you to study the fundamentals of web development so that you can function effectively in the web industry where skill sets change rapidly. Our courses explore all the fascinating aspects of the web including the aesthetics of design, the underlying technical knowledge required and the importance of a sound, user-focused systems approach. You will learn how to design, implement and deploy real-time interactive web pages using visual frameworks, multimedia elements and up-to-date software development technologies. You will explore e-Business management and e-Business implementation, as well as the legal minefield and security issues associated with online trading. Throughout your course you will apply this learning to develop computing artefacts, such as the production of a small dynamic online shopping site.

What will I be able to do with my Worcester degree in Web Development?

Your degree in Web Development involves the study of a broad-based computing curriculum that provides you with the skills and knowledge to work as a web developer in the IT industry in the UK and in other countries. You will graduate with practical experience of web-based systems that will be valuable to all employers affected by internet developments. Career options include web design and development, systems analysis, e-Business development, web architecture, e-marketing, software development, and IT services and support. A web degree will also provide you with the ideal platform to take on freelance web development work, or to set up a business on your own or with others. If you wish to continue your studies, our Masters programme in Management or International Management would be a good complement to your first degree.

A THOROUGHLY MODERN
DEGREE PREPARING YOU
TO WORK IN THE FAST-
PACED WEB SECTOR.

Web Development BSc (Hons)

1	The Computing Professional	Introduction to Web & Database Development	Introduction to Application Development	Computing Option OR Elective
				Computing Option OR Elective
2	Systems Analysis & Design	Web Applications Development	e-Business	Computing Option OR Elective
				Computing Option OR Elective
Optional 1-year UK Business Placement Year				
3	Professionalism in Context	Advanced Web Applications Development	Computing Option	Web Development Project
	Computing Option		Computing Option	

We are constantly updating our courses, so our module choices may vary.
For the very latest information, please visit www.worcester.ac.uk

“This degree develops a broad range of knowledge and skills enabling students to learn and practise the technical aspects of web design (such as coding, design, testing and implementation); and to explore strategies and methodologies needed in the real world. It develops an appreciation of the importance of web standards, open technologies, accessibility and user-centred design.”

Viv Bell, Senior Lecturer in Web Development

“Studying Web Development has helped me develop my knowledge of coding and the way that I write my code. I particularly enjoyed being able to design my website. I would recommend it to anyone looking to study Web.”

Benjamin Twitney, current student



Scan this QR code to find out more about this course

For the latest information
and UCAS codes visit
www.ucas.com
Application Enquiries
Tel: +44 (0) 1905 855111
or email: admissions@worc.ac.uk

Undergraduate Joint Honours courses in Business or Computing

Why Undergraduate Joint Honours courses in Business or Computing?

Joint honours degrees allow you to study and explore two different subjects and develop a clear insight into each. Studying two subjects together is exciting and challenging, and it enables you to focus on what you are most interested in. Obtaining a degree in two subjects also opens up a broader range of career or further study opportunities when you graduate. It enables you to meet and mix with a much larger group of fellow undergraduates from day one. It is a very flexible way of studying, because you can study two subjects equally, or you can major or minor in one subject.

You can change the balance of your study as you progress. You will attend the same lectures and classes as students studying for single honours degrees, so you will also have the opportunity to convert to a Single Honours programme in one of the subjects after Year 1, if you decide that you would prefer to specialise.

At the University of Worcester we offer subject combinations which are closely related, such as Business Management and Computing BA (Hons) or a different subject area, which have proven to be very popular with our students. You can choose from the following combinations:

Joint Honours Degrees with Business Management

- Archaeology and Heritage Studies
- Computing
- Drama and Performance
- Human Geography
- Psychology

Joint Honours Degrees with Computing

- Animation
- Business Management
- Education Studies
- Environmental Management
- Graphic Design and Multimedia

The structure of our Joint Honours degree in Business Management and Computing is given below.

Business Management & Computing BSc (Hons)

1	Business Viability: Financial & Economic Perspectives	Business Dynamics: Marketing & Management Perspectives	Introduction to Web & Database Development	Introduction to Application Development
2	Business Option	Business Option	Systems Analysis & Design	Computing Option
	Business Option	Business Option		Computing Option
3	Business Option	Business Option	Computing Option	Computing Option
	Business Option	Business Option	Computing Option	Computing Option

The exact structures of other Joint Honours degrees will vary. For further details of the modules contained in each of the above Joint Honours degrees, please visit our website www.worcester.ac.uk

COMBINE TWO SPECIALIST
AREAS OF INTEREST TO
OPEN UP A WIDE RANGE
OF CAREER CHOICES.

Option choices in the Business Management and Computing Joint BA (Hons) Degree

A key benefit of this degree is the wide range of options available at Year 2 and Year 3 to enable you to tailor your degree to study the particular aspects of Business Management and Computing which most interest you. Examples of options available include:

Business Management Option Modules

Year 2	Year 3
Single modules taken over one semester	
Business Ethics Business Research Business Sustainability Selling & Sales Management	Audit, Ethics & Governance Brand Management Enhancing Organisational Performance Global Business Strategy International Marketing
Double modules taken over two semesters	
Advertising Influence & Persuasion Contemporary Marketing Communications Customer Behaviour & Psychology e-Business Entrepreneurship & Small Business Management Financial & Management Accounting Macro & Micro Economics Managing HR & Performance Leadership Principles & Practice Operations, Project & Risk Management Public Relations and Campaigning Tax & Financial Reporting Work-related Project	Contemporary Advertising: Apps, Guerrillas, Viral & More Business Project Contemporary Developments in Strategic Marketing Comparative International Perspectives Corporate Tax & Group Reporting e-Business Economics for Business Innovation & Intrapreneurship International Banking & Finance Managing Emerging Issues Spin Doctors, Lobbyists & Other Hidden Persuaders Strategic Challenges of HRM Strategic Financial Management Strategic Leadership & Coaching

Computing Option Modules

Year 2	Year 3
Single modules taken over one semester	
	Modelling and Simulation Nature of Computing Practical Database Applications Professionalism in Context
Double modules taken over two semesters	
e-Business Game Design & Engineering Mobile Application Development Object Oriented Design & Development Web Applications Development Work-based Experience	Advanced Game Design & Engineering Advanced Web Applications Development Distributed Application Development e-Business Mobile Application Development Work-based Experience

“I have enjoyed being a joint honours student as it allowed me to study my two main interests of business management and computing. I have found it an enjoyable experience and would recommend it to anyone. It has also allowed me to get a great job (I have a job waiting for when I graduate) as it combines my two key areas which go together hand in hand.”

Sean Johnson,
graduating 2012



Scan this QR code to find out more about this course

In brief

- BEGIN YOUR UNDERGRADUATE LIFE AND KICKSTART A BROAD RANGE OF CAREER POSSIBILITIES WITH WORCESTER BUSINESS SCHOOL'S FLEXIBLE AND EMPLOYABILITY ORIENTED PORTFOLIO OF COURSES IN BUSINESS AND COMPUTING.

How to apply and other useful information

How to apply

To see entry requirements or to apply for any of our courses, please visit www.ucas.com or contact our Admissions Office for an application form on **+44 (0) 1905 855111** or email admissions@worc.ac.uk

Fees and finance

Financial help is available for both your fees and your living expenses. Many students are entitled to our bursaries and are able to apply for scholarships and grants. Full tuition fee details and funding opportunities are available on our website at www.worcester.ac.uk

Part-time jobs

Lots of students take on a part-time or vacation job to top up their spending money. You will find lots available around the University such as the Student Ambassador Scheme or working with the community as Worcester Outreach Workers. Our Careers Service can advise on vacancies in Worcester itself.

Well prepared for a graduate job

Our Careers Advisory Service offers lots of help and additional preparation for your entrance into the professional world. Our friendly, supportive team offers coaching and advice on preparing your CV, can help you identify potential employers, and stage a range of workshops and careers fairs throughout the year.

Academic year

The academic year begins in September with a Welcome Week for freshers. Some international students on pre-sessional language and academic development programmes will commence in August. Contact the Admissions Office for more details on **+44 (0) 1905 855111** or at admissions@worc.ac.uk

PLEASE SEE THE UNIVERSITY OR UCAS WEBSITES FOR THE LATEST ENTRY REQUIREMENTS.

WWW.UCAS.COM



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How to find us

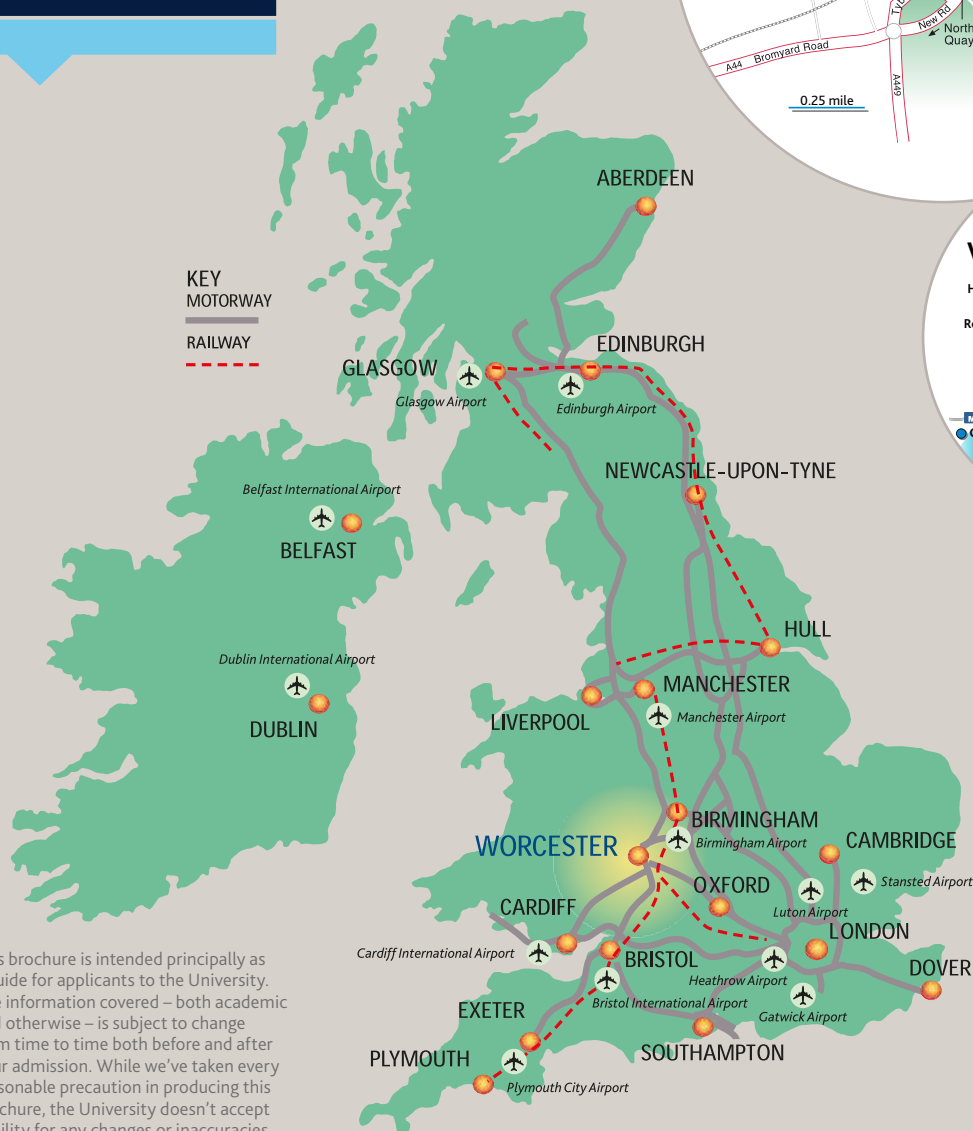
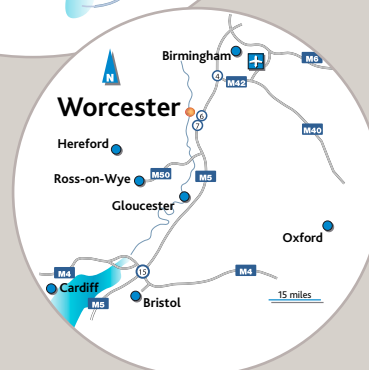
Contact us

If you've got any questions about anything in this prospectus or would like advice and information about the courses, please contact **+44 (0) 1905 855111** or **admissions@worc.ac.uk**

Open Days

Our Open Days offer a chance for you to get a feel for Worcester, the University and your potential accommodation. For more details visit **www.worcester.ac.uk/opendays**

FOR DETAILED
DIRECTIONAL MAPS PLEASE
SEE OUR WEBSITE AT
WWW.WORCESTER.AC.UK



This brochure is intended principally as a guide for applicants to the University. The information covered – both academic and otherwise – is subject to change from time to time both before and after your admission. While we've taken every reasonable precaution in producing this brochure, the University doesn't accept liability for any changes or inaccuracies.



University Quarter

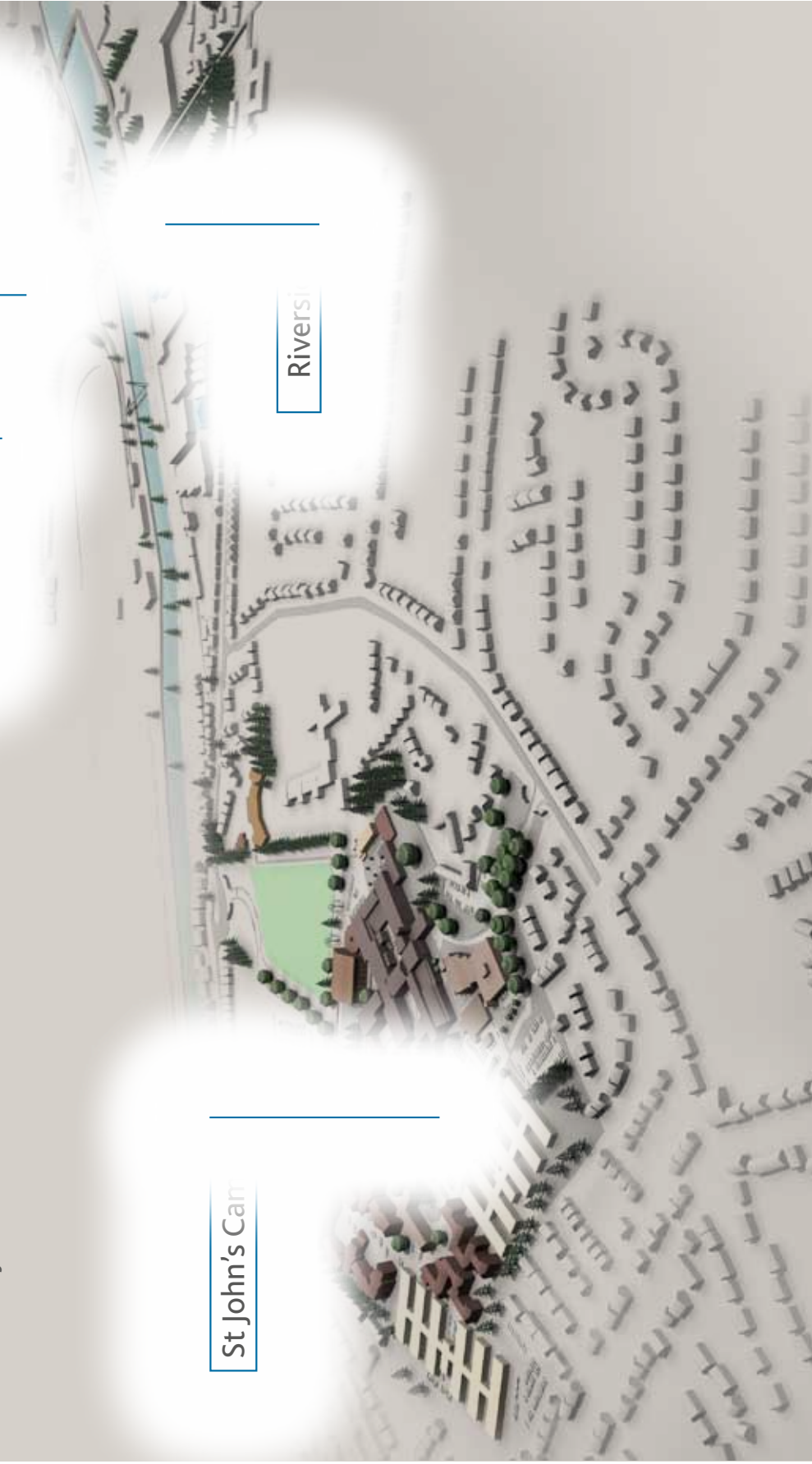
The distance between St John's and City Campus is
3.2km – an easy 20-minute walk

City Cam

the Hive

Riversi

St John's Cam



inspired for life



Undergraduate Prospectus Worcester Business School

**For advice and information about courses,
please contact +44 (0) 1905 855111 or
email admissions@worc.ac.uk**

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