



University of  
**Strathclyde**  
Business  
School

BA (Honours)

**BUSINESS ENTERPRISE**

BA (Honours)

## BUSINESS ENTERPRISE

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**“en.ter.prise, (noun) from ‘entrepreneur’ – the factor that marks out those who will lead and those who will follow in business, the creative industries and management”**

The BA Business Enterprise pathway is intended to equip students effectively for employment, giving them a competitive edge in the graduate labour market, as well as presenting entrepreneurship, ie the creation of their own business, as a realistic and in some cases essential career option.

The pathway equips students with the skills and learning to start their own business or follow other routes into self-employment (eg buying a business, franchising, taking over a family firm) and directly addresses many of the key attributes required of a graduate in the 21st century.



### Why Study Business Enterprise at Strathclyde?

Strathclyde is unique among Scottish universities. It is the home of the Hunter Centre for Entrepreneurship, an internationally renowned centre for teaching and research, endowed by Scottish entrepreneur Sir Tom Hunter.

The Business Enterprise degree is located in the Hunter Centre and draws on disciplines from across the Strathclyde Business School. This allows you to combine a number of leading business subjects in the first year of your degree programme.



### Real Career Skills

The central theme running through the degree focuses on opportunity identification, evaluation and exploitation. It combines the theory and practice of new venture creation with the entrepreneurial management of existing organisations. The course will equip you with knowledge and skills that are highly valued in an increasingly competitive employment market and are equally applicable in both the conventional 'for profit' and the increasingly significant 'not-for-profit' or 'social' segments of the economy.

Fundamentally, it is about learning practical, real-world entrepreneurial skills and attitudes that can be applied in a wide range of settings, marking you out as someone who has something more to offer than just a qualification.

### Degree Structure

The duration of the BA single or joint Honours degree is four years. All students are admitted as potential Honours students. Students may exit with a BA degree at the end of Year 3 if they have achieved the required standard.

In your first year, in addition to the core element of Business Enterprise you also choose basic classes in Business and other disciplines. In Years 1 to 3 all Business School students also take part in the School's Management Development Programme (MDP) which focuses on key skills in the use of IT, problem-solving, leadership, negotiation, decision-making, business ethics and strategic management.

In Year 2 you choose two of your four first-year subjects as Principal Subjects which you continue to study in greater depth in Years 2 and 3. All students are admitted as potential Honours students. For admission to the final year of the Honours course, a student must have qualified for the BA degree and achieved an approved standard of performance.

Degree Pathway			
Year 1 – Introduction			
Entrepreneurship Theory & Practice			
Year 2 – Fundamentals			
Creativity and Opportunity Recognition (Core)		New Venture Creation (Core)	
Introduction to Business Start Up (Option)		Knowledge, Science & Tech-based Business (Option)	
Year 3 – Fundamentals			
Entrepreneurial Capital & Resources (Core)		Venture Management, Strategy & Growth (Core)	
Social & Community Entrepreneurship (Option)		Corporate Entrepreneurship (Option)	
Year 4 – Specialisation			
Research Methods & Dissertation (10 + 30 credits)			
Venture Management in Practice	Issues & Trends in Entrepreneurship	Family Business: Theory & Practice	International Entrepreneurship

## Flexibility

Business Enterprise can currently be studied to joint Honours level in combination with the following subjects:

- Accounting
- Business Technology
- Business Law
- Economics
- Finance
- Hospitality & Tourism
- Human Resource Management
- Management
- Management Science
- Marketing

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Third-year course work involved a placement working as a consultant with a company to develop strategies for growth and apply what we had learned to the business. It was a valuable experience which led to me being offered a summer internship with the company. Through networking at university I've met people I wouldn't otherwise have met and who I may wish to do business with in the future.

David Neil, Business Enterprise student

## Teaching and Assessment

First-year classes are mainly taught as formal lectures, supported by tutorials. Classes in subsequent years tend to be smaller with more interactive teaching, combining mini-lectures, class discussion and class activities and computer learning packages supported by labs.

Students are expected to take an active role in class discussion and project groups.

In the Hunter Centre formal exams are kept to a minimum and our practice is to focus more on the rigorous assessment of various types of individual, project and group coursework.

## Study Abroad

The Business School offers you access to various international exchanges in countries, such as France, Germany, Spain, Sweden, the USA, Canada and Australia. Studying abroad is an excellent opportunity to benefit from a different cultural perspective, learn how business is conducted in international contexts or develop competence in a foreign language – all of which will enhance your CV and increase your attractiveness to potential employers.

## Business Enterprise in Other Degree

Business Enterprise can also be taken within the following degree course, offered by the Strathclyde Business School. For details about this course, please refer to separate leaflet and the current Prospectus.

- BA (Honours) in International Business
- Masters in International Business & Modern Languages



## Careers

Business Enterprise is about business leadership. It opens up additional opportunities in new venture creation, business acquisition and in the transformation of existing businesses. It also equips you with the real-world entrepreneurial skills and the mindset necessary to thrive in the dynamic and fast-moving environment found in leading companies.

## Contact

For advice on admissions and subject choices please contact:

SBS Undergraduate Office

**t:** 0141 548 4114

**e:** [sbs-adviser@strath.ac.uk](mailto:sbs-adviser@strath.ac.uk)

Specific enquiries regarding Business Enterprise should be directed to the Hunter Centre for Entrepreneurship:

**t:** 0141 548 3482

**e:** [entrepreneur@strath.ac.uk](mailto:entrepreneur@strath.ac.uk)

## Find out more, visit

[www.strath.ac.uk/huntercentre](http://www.strath.ac.uk/huntercentre)  
and the University website at  
[www.strath.ac.uk](http://www.strath.ac.uk)



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