

BA (HONS) BUSINESS ENTREPRENEURSHIP DEGREE

with Foundation Year



The **BA (Hons) Business Entrepreneurship degree** course with Foundation Year is designed to provide students with the knowledge, expertise and skills necessary to embark on a fulfilling journey through the world of business entrepreneurship. The course is organised into a foundation year and three key stages. The foundation year is designed to help individuals to develop their understanding on university transition and develop a mind-set to understand business conceptual framework with its core functions in business operations.

The first stage introduces candidates to the fundamentals of business entrepreneurship, giving them a thorough grounding in the essential skills and theories.

Successful completion of stage 2 will increase employability of graduates within the SME sector and equip individuals with applied knowledge and understanding for business expansion and growth using developed skills and techniques, personal qualities and attributes. This degree will also equip graduates to work independently and create a desire for lifelong learning.

Successful completion of stage 3 develop students' abilities to work as an entrepreneur, marketing audit, designing marketing plan, investigate strategic business position in the market, identifying opportunities for entrepreneurial growth, and understand global market for business promotion and growth through the knowledge gained in different parts of the programme. It will enable graduates to identify potential business opportunities in the market place either as an employee or as an entrepreneur.

Upon successful completion of BA (Hons) Entrepreneurship Degree, graduates will be able to analyse competitive market conditions around the globe and recognise resources required for effective business management.

Why study BA (Hons) Business Entrepreneurship with Foundation Year?

This courses offers great outcome of not only a degree, which will help you stand out to employers, but also many transferable skills to aid decision making to become entrepreneur.

The degree course enables students to analyse the art of developing a business through the lens of practicality by critically evaluating local and global business market conditions to support effective decision making for potential business growth. The course will help individuals to gain new skills and enhance their knowledge and understanding on various business environments in which businesses operate. The course will benefit individuals to develop professional and change maker skills along with improved understanding on academic capabilities through the application of various business theories and models. The course is built around personal development aspects such as transition to university, understanding your subject and lead to core entrepreneurial aspects such as entrepreneurial strategies, Business operations such as entrepreneurial marketing, accounting and finance, managing customers, management, recognise business opportunities in various markets, market entry modes, understanding and analysing international markets, corporate and social responsibilities for SMEs, identification of new emerging opportunities.

In addition to gaining theoretical and practical skills tailored for the modern business environment, students will also be able to experience guest-talks by some of the most recognised figures in the field. Once students have successfully completed the Foundation Year, they will then be progressed to the 3 years degree course which looks at the true essence of the Business Industry.

Apply now: www.rcl.ac.uk

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Modules

Foundation Year. Compulsory modules

- ✓ Transition to University – Learning to Learn (40 Credits)
- ✓ Investigating your Subject (20 Credits)
- ✓ Negotiated Learning Project (40 Credits)
- ✓ Foundations in Business Marketing and Management (20 Credits)

Year 1. Compulsory modules

- ✓ Foundations of Marketing (20 Credits)
- ✓ Introductory Accounting and Finance (20 Credits)
- ✓ Entrepreneurial Skills Development (20 Credits)
- ✓ Enterprise and Opportunity (20 Credits)
- ✓ Introducing Social Enterprise (20 Credits)
- ✓ Business Modelling for Marketers (20 Credits)

Year 2. Compulsory modules

- ✓ Tactical and Strategic Marketing (20 Credits)
- ✓ New Ventures (20 Credits)
- ✓ Issues in Small Business and Entrepreneurship (20 Credits)
- ✓ Management Skills Development (20 Credits)
- ✓ Managing the Customer Experience (20 Credits)
- ✓ Enterprise in Society (20 Credits)

Year 3. Compulsory modules

- ✓ Opportunity, Innovation and Entrepreneurship (20 Credits)
- ✓ Entrepreneurial Marketing (20 Credits)
- ✓ Entrepreneurial Strategy (20 Credits)
- ✓ The Entrepreneur Project (20 Credits)
- ✓ Social Responsibility of Business (20 Credits)
- ✓ Global Marketing (20 Credits)

Career Prospects

Completing a degree in Business Entrepreneurship may enable you to enjoy varied career options including:

- ✓ Business Analyst / Consultant
- ✓ Business Researcher
- ✓ Recruitment Consultant
- ✓ Lecturer in Entrepreneurship
- ✓ Business Reporter
- ✓ Being an Entrepreneur
- ✓ Senior management position in SME
- ✓ Market analyst / consultant
- ✓ Sales Account Manager

Entry Requirements

A levels or BTEC programmes of study equating to DEE or DD.
You may also meet the entry requirements if you have:

- ✓ Professional or industry experience
- ✓ a range of other qualifications
- ✓ Self-developed subject knowledge that relates to the course you wish to study

IELTS: 6.0 (or equivalent) with a minimum of 5.5 in all bands (for candidates from non-English-speaking backgrounds)

If you didn't study GCSEs / A-Levels and have non-traditional entry qualifications or relevant work experience, we will be happy to consider your application. You'll be required to attend an interview as part of the admissions process.

Course Specification

Duration:	4 years
Level:	RQF Level 3-6
Awarding Body:	University of Northampton
Assessments:	Knowledge and understanding is tested via a range of reports, portfolios, unseen examinations and coursework. Most assessment tends to be coursework based, which is likely to include reports, essays, group tasks, problem solving exercises, reflective and developmental portfolios, work-based projects, case studies, dissertation, projects, student led seminars, presentations and online tests.
Timetable:	Day / Evening / Weekends
Delivery:	Full Time
Intake dates:	September, February
Fee:	£8,000 per year £9,250 per year from September 2021

**Subject to validation*

Delivered in partnership with:

