

# BA (HONS) BUSINESS ENTREPRENEURSHIP

Degree



## What is the BA (Hons) in Business Entrepreneurship?

**BA (Hons) in Business Entrepreneurship degree** analyses the art of developing a business through the lens of practicality, delving into the fundamental aspects of operating in a variety of business disciplines.

The course is organised into three key stages. 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 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 also equip graduates to work independently and create a desire for lifelong learning.

Successful completion of stage 3 develop students' abilities in entrepreneurship, business strategies and marketing 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.

Graduates will be able to analyse competitive market conditions and recognise resources required for effective business management.

## Why should I do a BA (Hons) Business Entrepreneurship Degree?

The BA (Hons) Business Entrepreneurship degree will provide students with the knowledge, expertise, and skills necessary to embark on a fulfilling journey through the world of business entrepreneurship. The course is built around key aspects such as entrepreneurial strategies, Business operations such as 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.

In addition to gaining theory 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.

Apply now: [www.rcl.ac.uk](http://www.rcl.ac.uk)

# BA (HONS) BUSINESS ENTREPRENEURSHIP

## Degree



### Progression Opportunities

The job pathways associated with business entrepreneurship are vast, enabling you to enjoy varied career options upon completion, 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

### Modules

#### Stage 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)

Students must take all compulsory modules.

#### Stage 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)

Students must take all compulsory modules.

#### Stage 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)

Students must take all compulsory modules.

### Entry Requirements

UCAS Tariff score: **104**

A-levels: **Minimum of two full A-levels (or equivalent)**

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

### Course Specification

Duration: **3 years**

Level: **RQF Level 4-6**

Awarding Body: **University of Northampton**

Assessment: **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.**

Delivery: **Full Time**

Timetable: **Two full days or three evenings a week**

Intake dates: **September, February**

Fee: **£8,000**

**£9,250 per year from September 2021**

\*Subject to Validation

Delivered in partnership with:

