
BA (Hons) Business and Enterprise with Foundation Year in Business

Course overview

Do you dream of running your own business? Do you want to learn how to create a successful business that will thrive even in the toughest economic climates? If you have a business idea, we will equip you with the skills and knowledge to bring it to life.

This four-year Business and Enterprise BA (Hons) with Foundation Year in Business degree offers an alternative route into higher education. It is designed for prospective students who may not have a sufficient or relevant academic background for university study.

During the integrated Foundation Year in Business, you will undertake modules to help develop your academic skills and confidence. You will be introduced to key concepts, debates, and skills that will support and inform your second, third, and fourth years of undergraduate study.

You will explore business objectives, practices, and principles through case study research, lectures, workshops, and student-led activities. You will study supply chain and logistics, production and project management, as well as business organization, human resources, and leadership principles.

You will examine the modern business environment and how start-ups grow as technology advances. You will focus on sustainability and the opportunities or limitations small businesses face, as well as develop your own concepts and business plans through lectures, workshops, coursework, and group projects.

After completing your Foundation Year, you will progress to Level 4 of the degree.

You will learn the fundamentals of business planning and development, enhancing your understanding of finance and marketing for business.

You will gain knowledge on formulating a business strategy, making financial forecasts, presenting and selling your ideas, finding customers and clients, and expanding your business into international markets.

Our vocational approach ensures you have plenty of opportunities to put the business and enterprise skills you develop into practice. Your assessments will be practical, allowing you to create a start-up business and generate an income stream as part of your degree. We will encourage you to focus on delivering real outcomes for your business, assessing you on essential start-up tasks such as your launch event, marketing plan, and financial forecasts.

Additionally, you will develop the entrepreneurial skills sought by larger businesses through a major consultancy project in your final year. You will collaborate with other students on new business ideas, applying the skills and knowledge you have gained to deliver business consultancy, reports, and recommendations.

MODULES

Year 0 (Foundation)

Core modules (students are required to take):

- Academic Skills and Studying with Confidence
- Project
- Introduction to Business Operations and Management
- Starting a Business and Fundamentals of Marketing

Year 1

Core modules (students are required to take):

- Financial and Management Accounting
- Operations Management
- Principles and Applications of Macroeconomics
- Management & Organisational Behaviour
- Marketing Fundamentals
- Ethics, Society and Employability

Year 2

Core modules (students are required to take):

- Financial Accounting
- Principles of International Business
- Business Development I
- Professional Development and Placement

Students are also required to choose one option module from:

- Legal Issues for Management

- Financial Management

Students are also required to choose one option module from:

- Marketing Communications
- People Management

Year 3

Core modules (students are required to take):

- Business & Management Strategy
- e-business and e-marketing
- Business Development II*
- Project Management
- Entrepreneurship and Creativity

Students are also required to choose one option module from:

- Leadership
- Corporate Sustainability

*There are pre-requisites for this module

The module details given here are subject to change and are the latest example of the curriculum available on this course of study.

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JOBS

Business Development Executive – Identifying growth opportunities, building partnerships, and driving sales for companies in different industries.

Entrepreneur / Startup Founder – Launching and managing your own business, using entrepreneurial skills to develop and scale a new venture.

Marketing Executive – Assisting in branding, digital marketing, market research, and promotional campaigns to enhance business visibility.

Operations Manager – Overseeing business operations, improving efficiency, and ensuring smooth day-to-day processes within an organization.

Sales Manager / Account Manager – Managing client relationships, driving revenue, and strategizing to achieve sales targets in a corporate environment.