

# BA (HONS) BUSINESS AND MANAGEMENT WITH FOUNDATION YEAR

Awarding Institution: **BATH SPA UNIVERSITY**

Awarded Degree: **BA (HONS) BUSINESS AND MANAGEMENT WITH FOUNDATION YEAR**

Duration: **4 YEARS**

## COURSE OVERVIEW

Unlock the door to a world of opportunities with our Business and Management degree.

Immerse yourself in a dynamic learning environment that will sharpen your strategic thinking, enhance your leadership skills, and prepare you for success in the business landscape.

You will learn the theories of business and management in practical ways, ensuring that you're ready to tackle real-world challenges.

You'll engage in hands-on projects and case studies that hone your analytical and problem-solving skills.



## MODULES

### YEAR 0 (FOUNDATION)

- Academic and Career Foundation
- Digital Essentials
- Introduction to Analytics
- Introduction to Business and Management

### YEAR 1

- The Business Environment
- Organisational Behaviour and Management
- Economics and Globalisation
- Managing Data
- Design Thinking for Enterprise
- Professional Practice

### YEAR 2

- Creativity for Business
- Innovation Management
- The Marketing Business
- Operations and Project Management
- International Business
- Human Resources Management



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## YEAR 3

- Business and Management Project
- Enterprise: Creating your Business
- Organisational Strategy
- managing Sustainability
- Leadership and Management

## JOB PROSPECTS

- Business Analyst
- Client Service Manager
- Sales Representative
- Project Manager
- Office Manager
- Human Resources Manager
- Business Manager
- Community Manager
- Marketing Manager
- Logistics Manager
- Account Executive
- Data Analyst
- Business Consultant

