

# PROGRAMME SPECIFICATION

**BA Entrepreneurship**

**UCAS Code: N1NF**

**For students entering Part 1 in September 2017**

**UFENTREP**

**UFENTREPSY**

**UFENTREPWY**

**This document sets out key information about your Programme and forms part of your Terms and Conditions with the University of Reading.**

**Awarding Institution** University of Reading

**Teaching Institution** University of Reading

**Length of Programme** 3 years

**Length of Programme with placement/year abroad** BA Entrepreneurship with Year Abroad - 4 years (internal transfer only)  
BA Entrepreneurship with Placement Experience - 4 years (UCAS Code: NN1F)

**Accreditation**

## Programme information and content

**This programme equips you with the management and entrepreneurial skills to start a new business. It also prepares you for professional leadership and managerial roles in increasingly complex, creative and uncertain business environments.**

This programme combines the rigor of a management degree with the creative, entrepreneurial spirit of start-ups and innovation-driven businesses. It will give you a solid foundation in business, marketing and finance while also developing your understanding of start-up contexts and practical entrepreneurial techniques.

The programme will help you to develop your problem solving, presentation and collaboration skills, and increase your numeracy and opportunity awareness. It will also help you to refine your ability to manage and direct yourself effectively.

We will also encourage you to enhance your skills and knowledge through a variety of opportunities available outside the curriculum.

## What's next?

Students will be well equipped to start their own business venture. They will also be in an excellent position to pursue a managerial career in start-ups, fast-growing companies or enter competitive graduate programmes.

Part 1: Introduces you to the fundamentals of modern management and entrepreneurial techniques, as well as basics of financial accounting, marketing, strategy and statistics.

Part 2: Provides you with opportunities to explore the practical challenges founders face further, study innovation and market entry and further build up finance, marketing and management skills. A range of study options allows students to develop a focus area of their own choice.

Through the Henley Centre for Entrepreneurship students have access to exclusive placement opportunities that come through HCfE deep network with SMEs and corporates, in addition to the excellent Henley Business School support.

Part 3: Gives you the opportunities to create and run their own startup, including application of fundraising strategies, marketing and operations, This highly practical experience requires high student independence, and is closely supported and mentored by HCfE.

## Module information

Each part comprises 120 credits, allocated across a range of compulsory and optional modules as shown below. Compulsory modules are listed.

### Part 1 Modules:

Module	Name	Credits
AC105A	Introductory International Financial Accounting A	10
AC106	Introduction to Management Accounting	10
MM1F10	Student Enterprise	20
MM1F11	People and Organisations	20
MM1F12	Markets, Marketing and Strategy	20

MM1F13	Business Statistics	20
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Remaining credits will be made up of optional modules available in the Henley Business School and modules from elsewhere in the University.

### Part 2 Modules:

Module	Name	Credits	Level
AC201	Management Accounting	20	5
MM256	Management Skills	20	5
MM260	Innovation and Market Entry	20	5
MM270	Practice of Entrepreneurship	20	5
MM276	Business Strategy	20	5

Remaining credits will be made up of optional modules available in the Henley Business School and modules from elsewhere in the University.

### Modules during a placement year or study year (if applicable):

Module	Name	Credits	Level
MM284	Work Placement	120	5

If you take a year-long placement or study abroad, Part 3 as described below may be subject to variation.

### Part 3 Modules:

Module	Name	Credits	Level
MM360	Applied Entrepreneurship	100	6

Remaining credits will be made up of optional modules available in the Henley Business School and modules from elsewhere in the University.

## Additional costs of the programme

Costs are indicative, but will vary according to module choice and are subject to inflation and other price fluctuations. The estimates were calculated in 2016.

During your programme of study you will incur some additional costs.

For textbooks and similar learning resources, we recommend that you budget approximately £300 a year. Some books may be available second-hand, which will reduce costs. A range of resources to support your curriculum, including textbooks and electronic resources, are available through the library. Reading lists and module specific costs are listed on the individual module descriptions.

Subject to your module selection, you may be required to purchase sundry materials (i.e. printing). Many students find it advantageous to have their own personal computing facilities though there are central facilities available.

## Optional modules

The optional modules available can vary from year to year. An indicative list of the range of optional modules for your Programme is set out in the Further Programme Information. Details of optional modules for each part, including any Additional Costs associated with the optional modules, will be made available to you prior to the beginning of the Part in which they are to be taken and you will be given an opportunity to express interest in the optional modules that you would like to take. Entry to optional modules will be at the discretion of the University and subject to availability and may be subject to pre-requisites, such as completion of another module. Although the University tries to ensure you are able to take the optional modules in which you have expressed interest this cannot be guaranteed.

## Placement opportunities

### **Placements:**

You may be provided with the opportunity to undertake a credit-bearing placement as part of your Programme. This will form all or part of an optional module. You will be required to find and secure a placement opportunity, with the support of the University.

### **Study Abroad:**

You may be provided with the opportunity to undertake a Study Abroad placement during your Programme. This is subject to you meeting academic conditions detailed in the Programme Handbook, including obtaining the relevant permissions from your School, and the availability of a suitable Study Abroad placement. If you undertake a Study Abroad placement, further arrangements will be discussed and agreed with you.

## Teaching and learning delivery

You will be taught through seminars and lectures.

Total study hours for each Part of your programme will be 1200 hours. The contact hours for your programme will depend upon your module combination; an average for a typical set of modules on this programme is Part 1 - 216 hours, Part 2 - 168 hours, Part 3 - 156 hours. In addition to your scheduled contact hours, you will be expected to undertake guided independent study. Information about module contact hours and the amount of independent study which a student is normally expected to undertake for a module is indicated in the relevant module description.

## Accreditation details

### Assessment

The programme will be assessed through a combination of written examinations, coursework, oral examinations, practical examinations.

### Progression Requirements:

#### Part 1

The University-wide rules relating to 'threshold performance' are as follows:

- (i) Obtain an overall average of 40% over 120 credits taken in Part 1; and
- (ii) Obtain a mark of at least 30% in individual modules amounting to at least 100 credits taken in Part 1.'

In order to progress from Part 1 to Part 2, a student must achieve a threshold performance, and:

- i) obtain at least 40% in 100 credits
- ii) achieve not less than 35% in the remaining 20 credits

The achievement of a threshold performance at Part 1 qualifies a student for a Certificate of Higher Education if they leave the University before completing the subsequent Part.

#### Part 2

To gain a threshold performance at Part 2, a student shall normally be required to:

- (i) Obtain a weighted average of 40% over 120 credits taken at Part 2;
- (ii) Marks of at least 40% in individual modules amounting to at least 80 credits; and
- (iii) Marks of at least 30% in individual modules amounting to at least 120 credits, except that a mark below 30% may be condoned in no more than 20 credits of modules owned by the Department of Mathematics and Statistics.

In order to progress from Part 2 to Part 3, a student must achieve a threshold performance, and:

i) marks of at least 30% in individual modules amounting to not less than 120 credits.

The achievement of a threshold performance at Part 2 qualifies a student for a Diploma of Higher Education if they leave the University before completing the subsequent Part.

## Classification

### Bachelors' degrees

The University's honours classification scheme is based on the following:

Mark	Interpretation
70% - 100%	First class
60% - 69%	Upper Second class
50% - 59%	Lower Second class
40% - 49%	Third class
35% - 39%	Below Honours Standard
0% - 34%	Fail

The weighting of the Parts/Years in the calculation of the degree classification is:

### Three-year programmes

Part 2 one-third

Part 3 two-thirds

### Four-year programmes, including placement year:

Normally:

Part 2 one-third

Placement Year not included in classification

Part 3 two-thirds

(where students fail a placement year which does not contribute to classification they transfer to the three-year version of the programme)

For further information about your Programme please refer to the Programme Handbook and the relevant module descriptions, which are available at <http://www.reading.ac.uk/module/>. The Programme Handbook and the relevant module descriptions do not form part of your Terms and Conditions with the University of Reading.

BA Entrepreneurship for students entering Part 1 in session 2017/18

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