

## Programme Specification

**BSc Business and Management (Entrepreneurship)**

**For students entering Part 1 in September 2021**

**UCAS Code: N298**

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**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	BSc Business and Management (Entrepreneurship) with Year Abroad - 4 years (UCAS Code: N199) BSc Business and Management (Entrepreneurship) with Placement Year - 4 years (UCAS Code: N289)
Accreditation	AACSB, EQUIS

### **Programme information and content**

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.

Key features of the programme are as follows:

- The programme can be taken over either three or four years. Students opting to take the four year programme can choose either a placement or to study abroad in their third year.
- While the programme ensures that you will acquire knowledge in all of the fundamentals of entrepreneurship, within the wider context of management, it also offers a high degree of flexibility. Any student joining the Business and Management programme (Entrepreneurship) can transfer to the more general Business and Management programme or any of the more specialised associated programmes at the end of the first year.
- We recognise that business is constantly evolving but we believe that equipping students with key personal, professional and entrepreneurial skills will ensure that they are well equipped to succeed in a rapidly changing environment. 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. The skills required to succeed in these roles are embedded in the curriculum.

	<ul style="list-style-type: none"> <li>We also encourage you to enhance your skills and knowledge through a variety of opportunities available outside the curriculum through the Henley Centre for Entrepreneurship, and the Student Entrepreneurship Society.</li> </ul>
Part 1:	<p>Provides a firm grounding in business and management that will support you over the remainder of your studies at Henley whatever specialist options you take in subsequent years. The Part 1 programme develops the students core knowledge and skills over the three terms:</p> <ul style="list-style-type: none"> <li>- Recognising the inter-disciplinary nature of business, in the first term you will be introduced to the core theories of the disciplines which underpin business – economics, psychology, sociology and the humanities.</li> <li>- In the second term, you will build upon this knowledge by learning and applying key business concepts and theories. These will provide you with a foundation in strategy, marketing, organisational behaviour, entrepreneurship, data analytics and accounting.</li> </ul> <p>In both terms, there is a strong emphasis on applying concepts to current business problems.</p> <ul style="list-style-type: none"> <li>- In the third term, the focus will be on developing your own business and personal skill set – this will prepare you not only for your remaining time at Henley but also for the external market as you apply for internships, placements and full time employment.</li> </ul>
Part 2:	<p>The first two terms provide you with a more in-depth understanding of core principles in international strategy, operations, organisational behaviour and human resource management. You will also specialise in entrepreneurship. You will design and develop your first entrepreneurial project in a team, and learn about key entrepreneurial concepts including lean start-up, business model generation, customers validation and design thinking. You will experience and analyse founder dilemmas around co-founding, raising finance and scaling up through a series of simulations and experiential exercises; and you will also have the opportunity to get practical sales and business development experience.</p> <p>In the third term, you will undertake a short, guided project focusing on social responsibility in action which involves working with local communities. The module will be very practical allowing students to apply their learning in different real-world contexts and will open them up to new experiences and ways of thinking.</p>
Placement/Study abroad year:	<p>Students can choose to transfer straight into Part 3 or undertake an additional year either in a work placement or studying in an overseas University.</p> <p>A one year work placement aims at developing professional practice skills that form the basis for students' future careers. It provides hands-on experience in a business or professional practice and develops transferrable skills. The Henley Centre for Entrepreneurship offers students additional networking and job opportunities with the many start-</p>

	<p>ups and scale-ups located in the Thames Valley entrepreneurial ecosystem.</p> <p>A year studying abroad allows students to gain life experiences and skills that are actively sought out by employers. These can be a talking point at interviews or part of a CV that makes you stand out from the crowd.</p>
Part 3:	<p>In part 3 you have the option to choose between two pathways:</p> <p><b>Pathway A: Entrepreneurship &amp; Management</b>  Pathway A gives you the opportunity to create and validate a business idea through the capstone Entrepreneurial Project module. You will also gain in-depth knowledge of entrepreneurial finance. In addition to the core modules, you can select up to 60 credits of specialist modules from Henley’s wide range of final year options. You can therefore choose to specialise in an additional area (e.g. strategy, marketing) or remain broad by picking a wide range of subject areas.</p> <p><b>Pathway B: Entrepreneurship</b>  Pathway B is for (a) student entrepreneurs who are already running a business, (b) students with a family business background who want to build up a new side of the family business, or (c) students who want to create a viable business as part of their final year of study. In the 80 credits Applied Entrepreneurship module, student entrepreneurs will have the opportunity to run their own business with support and mentorship of the Henley Centre for Entrepreneurship (HCfE). This includes access to the HCfE incubator and business networks. In addition, students will gain in depth insight into entrepreneurial finance, and can pick one further module from Henley’s wide range of final year specialist modules. Admission to Pathway B requires an additional application (a short project proposal) to be submitted to the Programme Director at the end of Part 2.</p>

<b>Module information</b>			
Each part comprises 120 credits, allocated across a range of compulsory and optional modules as shown below. Compulsory modules are listed.			
<b>Part 1 Modules:</b>			
<b>Module</b>	<b>Name</b>	<b>Credits</b>	<b>Level</b>
MM1F19	Management Debates: Ways of thinking about business	40	4
MM1F20	Business in Practice: Markets, Marketing and Management	20	4
MM1F27	Business in Practice: Accounting for managers	20	4
MM1F28	Business in Practice: Data analytics	20	4
MM1F29	Developing Professional Excellence	20	4
<b>Part 2 Modules:</b>			
<b>Module</b>	<b>Name</b>	<b>Credits</b>	<b>Level</b>
MM2100	Sales and Business Development	20	5
MM2101	Founder Dilemmas	20	5

MM270	Practice of Entrepreneurship	20	5
MM296	Building competitive advantage: Business Strategy and Operations	20	5
MM297	Managing Work and People: Organisational Behaviour and Human Resources Management	20	5
MM298	Social Responsibility in Action	20	5

**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
MM361	Financing Entrepreneurship	20	6

Depending upon whether students choose the Entrepreneurship Project or Applied Entrepreneurship, they must take either optional modules worth 60 or 20 credits. You can select up to 20 credits of modules from elsewhere in the University subject to timetabling constraints and 20 credits may be at level 5.

**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.

**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 2020  
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.

## **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 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 a combination of lectures, seminars and practical workshops.

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 – 240 hours, Part 2 - 180 hours, Part 3 (following the placement year if applicable) - 150 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**

All Henley Business School programmes are accredited by the EFMD Quality Improvement System and the Association to Advance Collegiate Schools of Business (AACSB)

### **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. 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) achieve an overall average of 40% over 120 credits taken in Part 2;
- (ii) achieve a mark of at least 40% in 80 credits taken in Part 2 and a mark of at least 30% in 120 credits taken in Part 2.

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

#### Placement

Students who choose to undertake a placement are required to pass the placement year in order to progress on the programme which incorporates the placement year. Students who fail the placement year transfer to the non-placement year version of the programme.

In order to progress from Part 2 to Part 3, students must achieve a threshold performance and pass their placement year assessment.

#### 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 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.**

BSc Business and Management (Entrepreneurship) for students entering Part 1 in session 2021/22

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