Course Specification

Course Summary Information		
1	**Course Title**	BSc (Hons) Business and Entrepreneurship
2	**Course Code**	US1530
3	**Awarding Institution**	Birmingham City University.
4	**Teaching Institution(s)** (if different from point 3)	N/A
5	**Professional Statutory or Regulatory Body (PSRB) accreditation** (if applicable)	

6	**Course Description**
	Unlock your entrepreneurial potential with a BSc (Hons) in Business and Entrepreneurship. This course is perfect if you have that entrepreneurial drive to start your own business empire. From that initial idea sketched on a napkin to potential world domination. Our BSc (Hons) Business and Entrepreneurship course is a dynamic, practice-focused programme designed to equip you with the essential skills, knowledge, and mindset needed to make meaningful contributions to socio-economic development and the wider national and international business community. The course equips you with the skills to lead, innovate and drive change in today's fast-paced, globalised economy. With a focus on artificial intelligence, big data and emerging technologies, this course as you prepare for a career in the modern business environment. It will develop you as an innovative, agile and flexible businessperson able to have an impact in an ever-changing environment. The degree is specifically designed to empower you to become a business and entrepreneurial leader of tomorrow, capable of shaping your own future and driving innovation in a range of contexts—both as an entrepreneur and intrapreneur. Nurturing your ambition to start your own business is a key part of the course and you'll have access to the facilities, expertise and business mentors on offer at BCU's STEAMhouse business incubator. **What's covered in the course?** This course is designed to equip you with knowledge and skills in business and enterprise. You will explore data analytics, AI, entrepreneurial thinking, consumer behaviour, business strategy and sales and negotiation to prepare you for your future career as an entrepreneur. Your first year will focus on laying the groundwork and exploring the fundamentals of business, entrepreneurship and personal development, setting the stage for your business or entrepreneurial journey.

	The following year will be all about building on that foundation by identifying real-world challenges and crafting innovative solutions, applying this knowledge to case studies and real-world scenarios. The final year of the course centres around entrepreneurial activities and you'll learn about financing new ventures and business ideas, scaling up your business and collaborating with live clients and local businesses to solve real-world business problems, whether it's launching your own business or driving change within an existing organisation.

7	**Course Awards**		
7a	**Name of Final Award**	**Level**	**Credits Awarded**
	Bachelor of Science with Honours Business and Entrepreneurship	Level 6	360
	Bachelor of Science with Honours Business and Entrepreneurship with Professional Placement	Level 6	480
7b	**Exit Awards and Credits Awarded**		
	Certificate of Higher Education Business and Entrepreneurship	Level 4	120
	Diploma of Higher Education Business and Entrepreneurship	Level 5	240
	Bachelor of Science Business and Entrepreneurship	Level 6	300
	Bachelor of Science Business and Entrepreneurship with Professional Placement	Level 6	420

8	**Variation from the University Regulations**
	None

9	**Delivery Patterns**			
Mode(s) of Study		**Location(s) of Study**	**Duration of Study**	**Code(s)**
Full Time		City Centre	3 years	US1530
Full Time with Professional Placement		City Centre (and placement provider)	4 years	US1531

10	**Entry Requirements**
	The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/ or may be found by searching for the course entry profile located on the UCAS website.
11	**Course Aims**
	• Equip students with the essential knowledge, skills, and mindset required to thrive in an increasingly dynamic and globalised business environment. • Foster innovative thinking and problem-solving abilities, enabling students to create positive change and innovate in diverse professional settings. • Immerse students in a collaborative and creative learning environment where they can develop and apply entrepreneurial skills to real-world challenges. • Prepare students to drive innovation and contribute to the development of sustainable and inclusive businesses in line with PRME principles.

	• Produce graduates who are versatile, resilient, and capable of leading in various career paths, including entrepreneurship, intrapreneurship, consultancy, business development, and digital transformation.

12	**Course Learning Outcomes**
	Knowledge and Understanding
1	Synthesise a comprehensive understanding of entrepreneurship concepts, theories, and models, and their application in creating and managing sustainable business ventures.
2	Analyse the complexities of the global business environment, including market dynamics, economic trends, and the impact of digital transformation on business practices.
3	Evaluate the principles of sustainability and corporate social responsibility, and their integration into business strategies to achieve long-term value creation.
4	Apply processes of innovation and creativity in business development, including how to foster an innovative culture within organisations and bring new products or services to market.
5	Develop an understanding of strategic planning, growth management, and scaling strategies for businesses, including how to effectively manage resources and navigate the challenges of business expansion.
	Skills and Other Attributes
6	Apply problem-solving and decision-making skills to address complex business challenges, using a blend of analytical and creative approaches.
7	Practice leading and working effectively within diverse teams, using entrepreneurial leadership skills to inspire, manage, and collaborate with others to achieve shared business goals.
8	Utilise practical business skills, such as project management, risk management, business planning, and financial analysis, in real-world scenarios, including the creation of new ventures and consultancy projects.
9	Exhibit articulate communication skills, in written and verbal, and non-verbal dimensions and develop effective networking strategies to build and maintain professional relationships within the business ecosystem.
10	Demonstrate adaptability and resilience in response to the fast-paced and often unpredictable nature of business environment, developing the ability to pivot and persevere in the face of challenges.

13	**Level Learning Outcomes**
	Upon completion of Level 4 / the Certificate of Higher Education, students will be able to:
1	Identify and explain key entrepreneurship concepts, theories, and models, emphasising their role in both venture creation and innovation within existing businesses.
2	Describe the fundamental elements of the global business environment, focusing on market dynamics, trends, and the impact of digital transformation on business practices.
3	Explain key processes of innovation and creativity in different business contexts, demonstrating and understanding of how these can foster new product/service development and/or organisational improvement.
4	Acquire essential problem-solving, decision-making, and communication skills necessary for addressing business challenges and working effectively in diverse team settings.
	Upon completion of Level 5 / the Diploma of Higher Education, students will be able to:

1	Apply entrepreneurship and innovation concepts to scenarios, including the development of business ideas and the improvement of organisational processes, and analyse the effectiveness of this in different business contexts
2	Analyse the complexities of the global business environment, including market dynamics, trends, and digital transformation, and assess their influence on strategic business decisions.
3	Formulate strategic planning, growth management, and scaling strategies, with a focus on sustainably managing resources and navigating the challenges of business expansion.
4	Demonstrate the ability to lead and collaborate within diverse teams, utilising entrepreneurial leadership skills to manage projects and achieve shared business objectives.
	Upon completion of Level 6 / the Bachelor's Degree, students will be able to:
1	Formulate and critically evaluate advanced entrepreneurship strategies that incorporate sustainable growth, innovation, and effective resource management across various business contexts.
2	Analyse and interpret the impact of complex global business dynamics, including environmental shifts and digital transformation, on organisational strategies and market positioning, offering solutions to enhance competitiveness.
3	Critically assess the processes of innovation and creativity in business development, including fostering an innovative culture and bringing new products or services to market, with a focus on business sustainability.
4	Demonstrate proficiency in leading complex business initiatives, making strategic decisions, and exhibiting adaptability and resilience in response to the fast-paced and unpredictable nature of the business environment.

14	**Course Learning, Teaching and Assessment Strategy**
	The Business and Entrepreneurship course aligns to the college mission to '…inspire creativity and innovative mindsets that provides sustainable solutions to communities and the wider world' and its vision to embed digital, entrepreneurial, and employability skills and experiential learning in our curriculum. The course also aligns to the university strategy 2030 strategic pillars of (1) developing talent for tomorrow by providing students studying on the course with transformative, inspiring and inclusive educational experience that equips them with the skills they need to be successful, and (2) powering prosperity by working in with our local and regional businesses and by leveraging on STEAM house to drive innovation, growth and productivity. The BSc (Hons) Business and Entrepreneurship program is delivered through an innovative and immersive learning approach that prioritises experiential and problem-based learning. From the outset, students are actively engaged in business and entrepreneurial activities that challenge them to apply theoretical concepts to real-world scenarios. This approach ensures that students are not mere passive recipients of information but are instead active participants in their learning journey, consistently applying, testing, and refining their knowledge in dynamic, practical contexts. The course is structured around a blend of classroom learning and hands-on experiences, where students participate in experiential learning labs, hackathons, and interactive workshops. These activities are designed to develop creative and innovative thinking by immersing students in real-world business challenges, from sustainable entrepreneurship to managerial simulations and design thinking exercises. Through these experiences, students not only gain a deep understanding of core entrepreneurial concepts but also develop the practical skills necessary to navigate the complexities of modern business environments. A key component of the course is its integration with STEAM (Science, Technology, Engineering, Arts, and Mathematics) pedagogy, which encourages students to think critically, work collaboratively, and innovate across disciplinary boundaries. The partnership with STEAM House, a hub for creativity and innovation, provides students with access to cutting-edge tools,

	technologies, and interdisciplinary expertise. This collaboration enhances the learning experience by placing students at the intersection of business and technology, fostering an environment where they can experiment, prototype, and develop solutions to contemporary business challenges. Assessment throughout the program is designed to reinforce this experiential learning model. Students will encounter a range of assessments that mirror the challenges faced by entrepreneurs and business leaders in the real world. These include practical projects, business simulations, case studies, and collaborative group work, all of which are designed to test students' ability to apply their knowledge in practical, meaningful ways. The applied and immersive nature of these activities will progress as the programme develops across its levels. Feedback is provided continuously through a combination of formal and informal mechanisms, including peer reviews, tutor feedback, and reflective exercises, ensuring that students receive constructive guidance that supports their ongoing development. In this learning partnership, students are expected to engage fully with the opportunities presented, embracing the challenges and taking ownership of their learning. The course demands a proactive approach, where students are encouraged to experiment, take risks, and learn from both successes and failures. This active engagement is crucial to developing the entrepreneurial mindset that the program seeks to cultivate, preparing graduates not only to enter the business world but to lead and innovate within it.

15	**Course Requirements**

15a **Level 4:**

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
MKT4030	Marketing Principles and Practice	20
BUS4094	Fundamentals of Business	20
BUS4049	Introduction to Data Analytics and AI	20
BUS4095	Entrepreneurial Thinking	20
ACC4034	Finance for Managers	20
BUS4096	Ideation	20

Level 5:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):

Module Code	Module Name	Credit Value
BUS5089	Sales and Negotiation	20
BUS5092	Solving Wicked Problems	20
BUS5090	Entrepreneurial Feasibility	20
BUS5091	Legal Issues for Businesses	20
BUS5075	Business Strategy	20

In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of OPTIONAL modules.

Module Code	Module Name	Credit Value
BUS5108	Data Analytics and AI in Practice	20
MKT5054	Consumer Behaviour	20
BUS55093	Contemporary Global Management	20

To qualify for the award of BSc (Hons) Business and Entrepreneurship with Professional Placement Year a student must successfully complete the following module:

Module Code	Module Name	Credit Value
PLA5001	Professional Placement Year	120

Level 6:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 60 credits):

Module Code	Module Name	Credit Value
BUS6088	Financing Ventures	20
BUS6089	Scaling up strategies	20
BUS6086	Business Models for Digital Economy	20

In order to complete this course a student must successfully complete at least 60 credits from the following indicative list of OPTIONAL modules, including at least 40 credits from one of the two-40 credit optional modules.

Module Code	Module Name	Credit Value
BUS6083	Management Project	40
BUS6087	The Entrepreneurial Challenge	40
MAN6084	Practical Application of AI in Business	20
MKT6059	Marketing Strategy and Planning	20

15b	Structure Diagram

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

Level 4

SEMESTER ONE	SEMESTER TWO
Core MKT4030 Marketing Principles and Practice (20 credits) BUS4094 Fundamentals of Business (20 Credits) MAN4049 Introduction to Data Analytics and AI (20 credits)	**Core** BUS4095 Entrepreneurial Thinking (20 credits) ACC4034 Finance for Managers (20 credits) BUS4096 Ideation (20 credits)

Level 5

Core BUS5089 Sales and Negotiation (20) credits BUS5090 Solving Wicked Problems (20 credits)	**Core** BUS5090 Entrepreneurial Feasibility (20 credits) BUS5091 Legal Issues for Businesses (20 credits) BUS5075 Business Strategy (20 credits)
Optional MAN5108 Data Analytics and AI in Practice (20 credits) MKT5054 Consumer Behaviour (20 credits) BUS5093 Contemporary Global Management (20 credits)	Optional N/A

Level 6

Core BUS6088 Financing Ventures (20 credits) **Core Option 1**: MAN6083 Management Project (40 credits) **Core Option 2:** BUS6087 The Entrepreneurial Challenge (40 credits)	**Core** BUS6089 Scaling up strategies (20 credits) BUS6086 Business Models for Digital Economy (20 credits) **Core Option 1:** MAN6083 Management Project (40 credits) **Core Option 2:** BUS6087 The Entrepreneurial Challenge (40 credits)
Optional MAN6084 Practical Application of AI in Business (20 credits) MKT6059 Marketing Strategy and Planning (20 credits)	Optional N/A

16 Overall Student Workload and Balance of Assessment

Overall student workload consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- Scheduled Learning includes lectures, practical classes and workshops, contact time specified in timetable
- Directed Learning includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- Private Study includes preparation for exams

The balance of assessment by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 4

Workload

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	360
Private Study	624
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	60%
Exam	30%
In-Person	10%

Level 5

Workload

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	360
Private Study	624
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	36%
Exam	14%
In-Person	50%

* Core modules only, balance of assessment will vary depending on optional module choice

Level 6

Workload

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	198
Directed Learning	252
Private Study	750
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	78%
Exam	n/a
In-Person	22%

* Core modules only, balance of assessment will vary depending on optional module choice