

BA (Hons) Business, Enterprise & Leadership

Full Time // Truro College

Developing an academic understanding of business management and leadership, students will be given the opportunity to launch and manage a group business. Ideal for aspiring entrepreneurs or those looking to embark on a successful career in business management, the course content is contemporary with a focus on the practical application.

What will I learn?

Using real life scenarios to develop skills and knowledge, students will explore a diverse range of business topics. Digital marketing will consider the relationship between business models and consumer engagement with digital technology, whilst being able to design a digital marketing strategy to meet marketing goals. The 'Entrepreneurship in Practice' module will make students the directors of their own group business; with a view to combining theory with the skills needed to succeed in an increasingly complex and dynamic business world. Business areas relating to leadership and occupational psychology will explore the principles behind successfully managing employees from different perspectives. Researching globalisation and international management will help students to consider management and leadership within an international context and the influencing factors that are transforming the global economy and the challenges faced by managers of multinational organisations.

On successful completion of this course, students will have an understanding of enterprise, leadership, strategic management and the global business environment.

Modules

Strategic Management & Leadership
Entrepreneurship in Practice
Globalisation & International Management
Digital Marketing
Occupational Psychology

Where will it take me?

Career paths can include:

Business Owner
Business Adviser
Business Analyst
Market Research Executive
Business Development Manager

What will I need?

Students who have successfully completed a Foundation Degree or HND in Business, Enterprise, Leadership or a related course will be able to progress onto this stage.

How to Apply

UCAS Course Code: 1K96

Duration: One year full time, part time routes available

Awarding Body: Plymouth University