

Award title: BA (Hons)
Full Course Title: Business Management and Entrepreneurship (3 year)

23/24

Awarded by	University for the Creative Arts
Taught by	University for the Creative Arts/ London College of Contemporary Arts
Location	Sceptre Court, London
Language	English
Duration	3 years Full-time
Entry Criteria	<p>At UCA, we want to attract the best and most creative minds in the country – so we take a balanced approach to candidate assessment, taking both individual portfolios and exam results into account.</p> <p>The standard entry requirements** for this course are:</p> <ul style="list-style-type: none"> • 112 UCAS tariff points from accepted qualifications*, or • Pass at Foundation Diploma in Art & Design (Level 3 or 4), or • Distinction, Merit, Merit at BTEC Extended Diploma, or • Merit at UAL Extended Diploma, or • 112 UCAS tariff points from an accredited Access to Higher Education Diploma in appropriate subject, or • 27 points in the International Baccalaureate, see more information about IB entry requirements <p>And 4 GCSE passes at grade A*-C and/or grade 4-9 including English and Maths.</p> <p>Other relevant and <u>equivalent</u> level 3 UK and international qualifications are considered on an individual basis, and we encourage students from diverse educational backgrounds apply.</p> <p>If your first language is not English, you will need an IELTS score of 6.0 or equivalent. If you require a visa to study in the UK, you will also need a minimum score of 5.5 in each individual component.</p> <p>*To see the accepted QCF qualifications, visit: http://uca.ac.uk/study/accepted-qualifications/</p> <p>** We occasionally make offers which are lower than the standard entry criteria, to students who have faced difficulties that have affected their performance and who were expected to achieve higher results. >>In these cases, a strong portfolio is especially helpful. <<</p>
Recognition/Accreditation	N/A

Regulation	<p>The University for the Creative Arts and its courses are regulated by the Office for Students.</p> <p>This course has been designed in line with Sector Recognised Standards and reference points, including the Subject Benchmark Statement: Business and Management 2019</p> <p>For further information about how the course is quality assured see UCA's Quality Assurance Handbook.</p>
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WHAT TO EXPECT

The Business Management and Entrepreneurship course will build on the widening participation agenda but be responsive to the changes within the emerging environment, equipping you with digital and strategic tools to help mould

you into a creative entrepreneur. Working on projects with social, economic, and environmental significance, you will develop a clear understanding of contemporary business theory and practice to apply to current world problems.

Emphasis on imagination and creativity will help develop your intellectual powers and your ability to communicate with rigour in the process. This will stimulate the development of an enquiring, analytical and creative approach, and develop entrepreneurial capabilities.

Through opportunities for engagement with industry experts, collaborative projects and experiential activities, you will be equipped with a post pandemic skillset to thrive in the entrepreneurship journey as well as your professional career as an innovative thinking manager. The course will prepare you to take on complex challenges that have emerged after COVID-19 and prepare you to think out of the box to establish yourself as a contemporary entrepreneur.

You will learn to scan and observe new trends and opportunities arising in the dynamic business world and be creative in tackling these to be a successful entrepreneur. The course aims to make you an industry ready socially responsible and ethical manager and entrepreneurs. Sustainability, creativity and innovation is central to this course.

It has been proven that soft skills are key to any managerial success in today's dynamic and diverse workplace. Necessary soft skills such as emotional quotient, empathy towards colleagues and sub-ordinates and ability to relate and connect with team members during challenging times have proven to be a key mantra for business success. Agility, sustainability, flexibility and creativity will be at the heart of this programme, being proven as critical success factors during the pandemic.

You will study on campus for one day, or two evenings a week (depending on your choice of study mode) with a second day online blended learning.

Year 1 (Level 4)

You will be introduced to the concept of business and entrepreneurship. Emphasis will be on entrepreneurship as a mindset and application to all areas of business management. You will develop an understanding of the business environment and its impact on business operations. You will be introduced to the various functions of a business such as Marketing, Finance, Human Resources and the role of innovation and creativity for success of an enterprise. As entrepreneurs you will be encouraged to scan the environment, new trends, contemporary issues, and the market and competition that is ever changing in a dynamic business environment. This is the key to success of any business.

Year 2 (Level 5)

Year 2 will further develop your entrepreneurial skills through practical application of the knowledge and skills acquired in year 1. This is supported by units such as Digital Marketing E-Business and Operations and Supply Management. This stage of the undergraduate programme aims to build your practical and analytical skills before going into Level 6. You will be encouraged to take on projects that simulate real-world scenarios. Through group projects and collaborative learning, you will begin to think, act and behave like contemporary entrepreneurs.

Year 3 (Level 6)

In year 3, you will be synthesising the skills and knowledge acquired in your previous years to enable you to research and evaluate a business case to make strategic decisions and ethical recommendations to ensure improvements in services and processes. In this year, emphasis will be placed on ensuring that you are ready to be future business leaders ready to compete within your chosen future business environment. The course aims to ensure that you have become innovative and creative entrepreneurs able to respond to dynamic business environments, able to research and synthesise knowledge and skills to develop and lead sustainable business ventures.

Highlights

LCCA is an institution that follows the widening participation philosophy. It encourages diversity and equality.

	<p>The campus is located at Tower Hill, next to the historical monument Tower Bridge. It has got the state of art facilities and a modern building with access to student spaces to work and collaborate with others</p> <p>LCCA thrives on the inter-disciplinary collaboration within various schools, that allow you to share, network and learn from peers across the college. Teaching and learning are built on the experiential learning pedagogy. We follow the blended learning approach which is highly popular amongst our students.</p> <p>Industry visits, guest lecturers and building the employability skills of our students is key to the success of LCCA. Upon completion of the course, many graduates move on to mid-level managerial positions within various creative industries such as fashion, media, designs, hospitality, and innovative business sector.</p>
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Your Course – Unit by Unit

Year 1 (Level 4)

Unit Codes and Titles	Level	Credit Value	Elective Score	Most Popular Student choice of optional elective units or elective options in core units?
Year 1				
Management and Organisation Behaviour	4	30	Core	

This unit focuses on people and their behaviour within a business environment. Managing people is key to the success of any business. This has been proven true post pandemic where soft skills, empathy and people skills are required more than ever for efficiency and high productivity.

The unit explores the impact of politics, culture, ethics, values and group dynamics in the overall performance of a business.

Business Innovation and Entrepreneurial Mindset	4	30	Core	
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This unit provides you with an understanding of the definition and scope of entrepreneurship and Business Innovation and an understanding of the enablers and barriers to business start-up.

You will learn about the influence of national culture and economy on entrepreneurship and will explore the personal characteristics of entrepreneurs and the impact of personal situational factors, including education and background. You will also learn about social enterprise and the social economy.

It will be expected that you understand the balance of risk and reward in starting a new venture, you will investigate and reflect on your own entrepreneurial and enterprising characteristics. Examples of entrepreneurs and start-up organisations will be discussed, and you will be expected to draw on local, personal and general knowledge together with your learning to be able to identify the characteristics of entrepreneurial ventures.

You will be expected to incorporate the learning from other units to support the development of your business plan

Business Finance and Economy	4	30	Core	
<p>This unit is designed to provide you with an understanding of the key concepts and principles of business finance and the macroeconomic environment which is crucial for effective business management. As an entrepreneur, you will be introduced to key concepts and frameworks relevant to business finance, such as financial statements, investment appraisal, budgeting, and risk management. You will learn about the key drivers of the macroeconomic environment such as inflation, interest rates, exchange rate, PESTEL factors and analyse the impact of these variables on a business.</p> <p>You will be able to develop the relationship between business finance and the economic context organisations operates in.</p> <p>You will understand and explore financial reporting in the wider economical context, examining the purpose and the scope of financial management. You will become aware of regulatory frameworks such as the IFRS Foundation and how the preparation and analysis of financial statements measure performance, inform decision-making and help monitor and evaluate companies' competitiveness within markets and the wider economy.</p> <p>The focus of this unit also lies in developing your knowledge and skills in essential accounting and financial concepts: preparation and interpretation of financial statements for businesses with a critique approach of financial results and how you fare within a competitive sector or in an economical context.</p>				
Introduction to Marketing	4	30	Core	
<p>The unit introduces the key concepts, theories, and contemporary practices of marketing, and explains its function in today's global business environment. You will learn the fundamental topics within the marketing discipline from an entrepreneurial and digital perspective, exploring the role of marketing in the achievement of an organisation's goals and objectives. The unit provides you with opportunities to develop an understanding of the marketing environment and to analyse marketing problems and strategies.</p>				
Year 2 (Level 5)				
Unit Codes and Title	Level	Credit Value	Elective Score	Most Popular Student choice of optional elective units or elective options in core units?
Year 2				
Business Ethics and Sustainability	5	30	Core	
<p>This unit aims to examine theories of business ethics, responsible business and sustainability confronting business leaders in a world characterised by rapid economic, technological, social and environmental change. You will be introduced to the origins, practice and theory of business ethics, responsible business, and sustainability. You will be provided with theoretical resources to examine the nature of business ethics and evaluate business sustainability to present recommendations for responsible business that incorporate the ideas of people, profit and planet.</p> <p>The unit also aims to develop the capacity for you to apply your own perspectives to the ethical and sustainable challenges that businesses face and to stimulate the formulation of innovative solutions to these challenges.</p>				
Digital Business and E-marketing	5	30	Core	
<p>In this unit you will assess the various e-marketing platforms and mediums used to generate sales. You will be provided with opportunity to create your own digital marketing campaigns for an existing or a new product. The unit aims to provide you with knowledge of practical frameworks and tools you can apply to understand how different types of businesses can use e-marketing effectively.</p>				

This unit empowers future business managers with the relevant skills required to be competitive. Digital Business and E-marketing broadly covers the background of Digital Systems in organisations and operational aspects of Digital Management. Besides briefly introducing the historical aspects, the knowhow of the digital set ups and peripheral legal, social, and ethical facets, this unit prepares you to critically assess the impact and effective use of digital capabilities in organisations for competitive advantage. It also introduces those skills required to manage online environments and digital marketing.

Employee Relations Management	5	30	Core	
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The unit aims to explore the importance of employee relations within the workplace to achieve higher output and productivity. It builds on managing the human resources and assesses the impact it has on the overall objective of the organisation. People are the main assets of any organisation and to inspire, motivate and lead is a basic requirement of any business.

You will learn various concepts and approaches to employee relations and its management. This unit will look closely into various managerial roles and at regulating and improving employee engagement. You will assess the impact of effective employee management on the motivation of employees and their performance.

Operations and Supply Management	5	30	Core	
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The ability to understand, develop and manage the supply chain has taken on an increasingly significant role in enabling a business to gain a competitive advantage and is a critical component of organisational success. This unit will identify the key theories and core concepts within supply chain management. You will learn to critically evaluate the key drivers within this field to make informed decisions that support the development of sustainable supply chains. Further, you will consider the impact of your decisions from both a social, environmental, and economic perspective to develop a critical understanding of how they can ensure responsible operations within the business.

Year 3 (Level 6)

Unit Codes and Title	Level	Credit Value	Elective Score	Most Popular Student choice of optional elective units or elective options in core units?
Year 3				
Business Policy and Strategy	6	30	Core	

Business policy and strategy is the heart and soul of any business. It underpins the strategy and the actions undertaken to achieve the business aims. Strategic planning is an important part of the business that builds upon the aim and objective of a business.

This unit will introduce you to business policy and strategy. Various theories and models used in policy making and policy analysis are explored in this unit. Different theories and models are critically evaluated to develop business strategy and policy making. You will be expected to scan and analyse the current business environment to develop a plan for implementation of appropriate policy and strategy in favour of the business.

Applied Research Project	6	60	Core	
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The aim of this unit is to offer you the opportunity to engage in sustained research in a specific field of study. The unit enables you to demonstrate the capacity and ability to identify a research theme, to develop research aims, objectives and outcomes, and to present the outcomes of such research in both written and verbal formats. The unit also

encourages you to reflect on your engagement in the research process during which recommendations for future, personal development are key learning points.

On successful completion of this unit, you will have the confidence to engage in problem-solving and research activities which are part of the function of a manager. You will have the fundamental knowledge and skills to enable you to investigate workplace issues and problems, determine appropriate solutions and present evidence to various stakeholders in an acceptable and understandable format.

Leadership Strategy in Innovation	6	30	Core	
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Overall business strategy underpins the management decisions that are made regarding the growth and direction of a company. Managing and promoting innovation in an organisation requires strong team leadership and a collective vision. This unit builds upon your understanding of the role of leadership and strategy in embedding innovation culture within an organisation. It will examine the scope and nature of leadership, strategic management, and approaches that promote creativity and innovation within an organisation.

This unit will introduce you to the characteristics of leaders who are able to manage today's ever-changing business needs and focusing on managing change and innovation. The impact of the size and structure of organisations as well as external factors impacting strategy including globalization and sustainability are also considered.

Who teaches this course?	<p>The course team, led by the Course Director, have a wealth of academic and professional experience within the business environment.</p> <p>Unit leaders are responsible to lead on the unit while lecturers deliver the lessons and help you to complete their course through interactive delivery and support in assessment.</p> <p>All staff members have a minimum of master's Qualification in the related subject matter. The team brings in extensive professional and academic experience which has been reflected through the higher level of student satisfaction and progression.</p> <p>Further academic team members are encouraged to engage in Continuous Professional Engagement (CPE) through various courses running in the college. Various principal projects are running at the college led by different individuals and team members. This has provided excellent opportunity for all staff members to grow and build their potential.</p> <p>Academic and non-academic members have participated in various professional courses such as PG: CERT, Advance HE fellowships, PGCE: HE, and other online courses that help them develop as a professional on a continuous basis.</p>
What will learning look like?	<p>Our learning and teaching strategy is based around the blended approach to suit the needs of our diverse range of learners. You will be provided with the opportunity to engage in one day (or two evenings depending on your learning mode) face to face teaching/seminar and additional remote learning.</p>

Recorded lessons, videos, articles and discussion forums will be embedded as part of online learning. These asynchronous structured sessions will form part of your structured learning

You are expected to carry on with independent learning to establish yourself as a critical and reflective thinker. This is based around the creative education strategy.

Experiential learning is another strategy that underpins our approach to teaching. You will learn through the cycle of learning by doing and reflecting. This will include working in groups and individually on projects, live events, simulation and peer-based learning that are not only authentic but also equip you with a real-world and current skillset.

Learning and Teaching Strategy for Business Management and Entrepreneurship

If you have learning difficulties or disabilities, you will receive support from Learning Mentors, and additional support from unit tutors, where appropriate. Reasonable adjustments will be made for those of you with learning difficulties and disabilities in terms of assessment models and timings. The College has a Reasonable Adjustment Policy and an Extenuating Circumstances Procedure but will utilise those of the University, as advised.

Seminars/ tutorials and workshops focus on developing new ideas and knowledge and showing how they can be applied to the analysis and solution of practical problems. Guest lecturers provide specialist expertise and report on current issues. In seminars you will be required to produce, present and discuss seminar papers.

Project work is an integral part of the course, and will invariably be based on real-life, current issues and cases. Projects may be undertaken on an individual or group basis and are used to apply and integrate ideas in a realistic context, whilst developing research, management and study skills.

Tutorials are used when individual or small group contact is needed. Tutorials are an essential part of team and individual projects, and research project supervision. They may also be used to provide guidance on specific problems.

Live events are encouraged to help you to develop planning and management skills. This will also help in developing social skills and empathy and assist in understanding multiple perspectives and engaging with other cultures. Real-time decision-making, problem solving, and creative thinking skills can also be developed through such events.

Business simulations will be used as an experiential learning tool where you will learn in a risk free, realistic, virtual business environment. They also assist in practicing business-related skills, such as financial and market analysis and business acumen.

Field trips and study visits provide opportunities to examine business issues at first hand, discuss them with practitioners and to apply theories and skills in practical circumstances. Field trips and study visits are associated with projects and assignments.

Private study includes reading, researching, managing project work, and writing, revising and producing assignments.

Assessment Strategy:

You will be provided with a diverse range of assessments to address the need of the diverse background of our students. As part of the widening participation college, focus will be on inclusivity and accessibility.

The range of assessments include but are not limited to Portfolio, report writing, practical assessment, oral assessment, and presentation, reflective summary, blogs, and peer assessed role plays.

The assessment for learning will be a continuous process with you being engaged in several activities both class and online where feedback is continuous with areas for improvement identified and explained

You will be supported in an evaluation-rich environment with multiple opportunities to learn from formal and non-formal formative feedback and an expectation of constructive self-evaluation. You will engage with a variety of formative assessment opportunities and reflect on all forms of feedback to improve their study methods and future performance.

All courses will include opportunities for, and support the social learning required for, constructive peer evaluation and will include some forms of assessment that mirror potential industry/sector knowledge and skill requirements, for example: briefing papers, portfolios, pitches, simulations, research projects, in-tray exercises, event management plans.

Digital technologies will be embedded in the assignment brief, ensuring that you work on digital skills and undertake self-reflection. Assignment briefs will be inclusive, clearly written and designed to reflect evidence-based practices that support learning to deliver the intended learning outcomes.

Teaching team and academic mentors will support and encourage you to be fully engaged with evaluating your own work through the assessment process. Marking and assignment brief standardisation process will take place periodically to ensure consistency in delivery and feedback. Members of the teaching team will be marking and will provide feedback that is fair, accurate and timely. There will be opportunities for feed-forward through teacher's comments that will assist you in improving your learning and performance.

All written assessments will be submitted through Turnitin. Assignment briefs will be subject to approval by UCA link tutors, as well as externals as required by the school. Assignments will be internally moderated, and also available for second consideration by UCA unit tutors.

All units will have a combination of formative and summative components to check on your learning. This may be undertaken through group discussions, presentations and project tasks scrutinised by unit tutors. Where you will undertake summative assessment, full written feedback will be provided within 4 weeks, or as close to this timeframe as possible.

The assessments will be devised by the teaching staff to reflect best practice for the programme and sent to the Link Tutor at UCA for their feedback, and to

	<p>externals for their approval as appropriate. This is a standard approach utilised by LCCA, and complements the University's quality assurance procedures, to ensure all assessment strategies cover learning outcomes and are at the correct level.</p> <p>All assessment will be conducted in accordance with UCA's assessment and feedback policy. Rubrics and other marking documentation will be utilised, as advised by the Unit Leaders. Feedback and timings will be conducted in accordance with the University's Assessment and Extenuating Circumstances policies and procedures.</p>
<p>By the end of the course, you will be able to:</p>	<p><u>Knowledge of:</u></p> <p>LO1 Critical understanding of theoretical knowledge of key academic theories and concepts on relation to business management, as a preparation for employment, self-employment, or postgraduate study</p> <p>LO2 Business and management informed by a wide range of learning sources, based on a proactive and independent approach to learning</p> <p>LO3 Relevant communication and information technologies for application in business management within a global knowledge-based economy</p> <p><u>Understanding through application of:</u></p> <p>LO4 Key theories, concepts digital technology in relation to Business Management and Entrepreneurship.</p> <p>LO5 Marketing and Business strategy and planning that would embrace the new trends and changes and challenges in the Creative industry business environment in which business professionals operate</p> <p>LO6 A range of research methods/techniques, both quantitative and qualitative, and an understanding of their strengths and weaknesses for providing information and evaluating options in an uncertain environment</p> <p><u>Application of:</u></p> <p>LO7 Contemporary business Management concepts to specialist aspects of the creative industries business; value management and applying enterprising values to business situations and choices</p> <p>LO8 Digital Marketing to analyse and evaluate its interconnections with the other functional areas of business management and produce effective outcomes</p> <p>LO9 Research and evaluation skills and to articulate, communicate and present business appropriate projects to specialists in the creative industries and non-specialists' audiences</p>
<p>Student Support</p>	<p>We aim to ensure, where possible, personal tutors remain with you throughout your degree studies to discuss all matters relating to student well-being and academic support. Academic mentors and the Careers Team will also support you in discussions around your potential or preferred career direction.</p> <p>Students are further supported by:</p> <ul style="list-style-type: none"> • Unit leader for each unit

	<ul style="list-style-type: none"> • School support staff • Personal Academic Mentors • Careers Team • Technical support with IT and software • Canvas a versatile online learning environment • Induction and ongoing re- induction sessions • Student Staff Course Boards • Library and Learning Resources
<p>Our approach to employability is to:</p>	<p>Employability is at the core of the course development and is evidenced through overall philosophical aims, approach to teaching and learning, as well as underpinned by co-curriculum activities, where you will gain transferable skills which will add values to future employability and enterprising ventures.</p> <p>You will be developing 21st century skills (creative and critical thinking, collaboration and problem solving) that are required by the industry. Such a combination of teaching and learning will result in developing industry-ready professional who can lead in challenging work environments.</p> <p>The curriculum is designed by embedding industry interface through guest lecturers, field visits, experiential workshops and discussion with business professionals. Where possible, there will be opportunities to pitch your ideas and work to industry professionals to receive feedback.</p> <p>The final year you will build upon your understanding of leadership and strategy as well as engage in sustained research within a specific field of study to develop research aims and objectives to resolve a contemporary business issue.</p> <p>You will also be using digital technologies to create their own ventures and creatively present their innovative ideas to industry professionals.</p> <p>The college has links with business consultant/owners, general managers of various organisations and the talent acquisition head, etc. These employers work collaboratively with colleagues to bring in industry knowledge to you and all students in order to open opportunities for final work placement for our students. Their shared experiences also support you in setting up your own independent ventures while contributing to local communities.</p>
<p>Our Commitments</p>	
<p><u>Sustainability</u> University for the Creative Arts (UCA) is committed to sustainable development and reducing the environmental impact of activities through our teaching, research and day to day operations. Our courses align to Education for Sustainable Development as defined by UNESCO (2019): 'Education for Sustainable Development empowers learners to take informed decisions and responsible actions for environmental integrity, economic viability and a just society, for present and future generations, while respecting cultural diversity. It is about lifelong learning and is an integral part of quality education. ESD is holistic and transformational education which addresses learning content and outcomes, pedagogy and the learning environment. It achieves its purpose by transforming society'.</p> <p><u>Equality, Diversity and Inclusion</u> "Equality, diversity and inclusion are fundamental to our commitment to the extraordinary creativity of our staff and students. In the UK the standards we are required to adhere to are embodied in the 2010 Equality Act. Equally important is how these standards are evidenced through the values and behaviours of the University and the individuals of which it is comprised. As well as compliance with these standards we should in my opinion all be exemplars and role models. In terms of everyday actions, this means we should treat others with respect and dignity, and value their contributions because of, and not despite, our differences. I am personally committed to diversity and in this regard the University has the highest expectations of every employee and student alike".</p> <p>Professor Bashir Makhoul, President & Vice-Chancellor, University for the Creative Arts.</p>	

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Overall methods of assessment	Written exams:	Practical exams:	Coursework:
Level 4	0%	0%	100
Level 5	0%	0%	100%
Level 6	0%	15%	85%

Indicative course learning hours	Independent:	Structured:	Placement or Live Professional Activity:
Level 4	60% (720 h)	40% (480 h)	0%
Level 5	60% (720 h)	40% (480 h)	0%
Level 6	70% (840 h)	30% (360 h)	0%

Additional Course Costs	Cost associated with field trips as and when they take place. You should allocate approximately £120 per year for any field trips.
Equipment/materials recommended	We recommend that you bring at least one 1TB hard drive to back up your work. A laptop (Mac or PC) for research purposes is both recommended.
Visits	Field trips to industry, organisations and museums can take place as part of a unit of study or for a year group. Advance notice would be given of any associated costs.