

BSc (Hons)

Business Management

Gain a high-quality business degree and benefit from our established reputation for producing business-savvy graduates. Develop applied expertise to become a confident business professional, ready to make a success in your future career.

This exciting new degree has been developed in consultation with industry professionals and is accredited by the Chartered Management Institute to give you the edge in today's business world. You'll study dedicated business management modules to gain a fundamental understanding of the core principles and establish your unique leadership style.

Key Information

 **Course Duration:** 3 years full-time

UC **UCAS Code:** N200

 **Part or Full Time:** Full Time

 **Level of Study:** Undergraduate Degrees

 **Placement Year:** Optional

 **Typical Offer:** 112 UCAS tariff points or equivalent

Course information

Overview

Discover a world of career opportunities as you visit UK-based organisations, hear from inspirational guest lecturers, and have the opportunity to complete a work placement. Our dedicated careers team will draw on their links with over 3,000 employers to help you find one that matches your career aspirations. You'll develop key employability and transferable skills

throughout your studies and take part in CV-boosting activities to ensure you're well-prepared to impress future employers.

Benefit from the small cohort experience and become a valued member of our close-knit business community. This means small class-sizes with individual access to lecturers who will nurture you as a person to achieve your full potential, as well as providing an outstanding teaching quality.

You'll hone your applied business expertise with access to world-class facilities and commercial enterprises on site. Take on business briefs with our Sports Academies , professional teams, Digital Innovation Farm and Tech Box Park for real agribusiness innovation, canine and equine therapy and hydrotherapy centres, rider performance centre, and Hartpury Sports Business Hub.

The Chartered Management Institute have accredited our degree, which means that on successful completion of your degree you will also have the additional, internationally recognised, qualification of a Diploma in Management and Leadership.

Entry requirements

- **UCAS** | A typical offer for this course is 112 UCAS tariff points.
- **GCSE** | A minimum of five GCSEs at grade 9 to 4, (or A* to C grades if relevant) or equivalent, to include English Language and Mathematics.
- **A-level** | Typical offer is BBC or equivalent. This must include a minimum of two A-levels.
- **Vocational Award** | Typical offer is DMM in an Extended Diploma or equivalent in a relevant subject.
- **Access** | Typical offer is 112 UCAS tariff points in an Access to Higher Education Diploma.
- **Scottish Highers** | Typical offer is 112 UCAS tariff points in Scottish Highers. This must include a minimum of one Higher and one Advanced Higher.
- **Irish Leaving Certificate** | Typical offer is 112 UCAS tariff points in the Irish Leaving Certificate. This must include a minimum of two Highers. This must also include Maths and English Language at a minimum of Ordinary Level.
- **OCR Cambridge Technical** | Typical offer is a DMM in a Cambridge Technical Extended Diploma in a relevant subject.
- **T Level** | An overall grade of Merit, to include grade C or above in the Core component.

The minimum academic entry requirement for this programme is 72 UCAS tariff or equivalent providing this is combined with relevant experience.

We may interview mature applicants and those with non-traditional qualifications to ensure this is the right course for you.

Previous learning towards a university-level qualification or relevant work experience may count as credit for this course.

Please contact us for further information.

Employability

Your career

You'll be exposed to industry throughout your course. Opportunities to work on live business and marketing briefs, connect with business professionals on and off site via guest lecturers, business visits, and an optional placement, and gain work experience with our varied on-site enterprises, will ensure you develop skills and expertise required to make a difference within any business or sector.

Work placements and experience

Gain valuable industry experience via short and long-term placement opportunities within the UK and/or abroad, as well as an optional integrated placement year before your final year. Through the support of our ICE department and your tutor, we will support you to secure a work placement that matches your interests and career goals. Placements can be paid or unpaid, and can be anywhere in the world.

On-campus opportunities

You could volunteer within one or more of our 11 commercial enterprises on site to gain valuable behind-the-scenes insights and develop the transferable skills for the future. Home to a commercial farm, sports teams, academies, and state-of-the-art sports facilities, a 70-species animal collection, equine and canine therapy and hydrotherapy centres, a rider performance centre, international equine events, and dog grooming, you're certain to discover an opportunity that supports your career aspirations or opens the door to something new.

Field trips and guest lecturers

As part of your degree, you'll see the dynamic world of business come to life through UK-based field trips. You'll also hear from a range of industry specialists via guest lectures, including business experts and senior academics from other institutions. This will support you to make connections and grow your professional network, as well as exploring a world of potential career pathways. It could even lead to an exciting job prospect, so it's important to make the most of every opportunity.

Study internationally

Our Study Abroad programme means that you can make the most of opportunities to study a semester or full year of your degree at one of our partner institutions while achieving credits towards your degree.

Graduate destinations

With a BSc (Hons) Business Management degree, you'll be sought after for a range of graduate careers in a multitude of sectors nationally and internationally, including:

- Business Analyst
- Supply Chain Manager
- Marketing Manager
- Operations Manager
- Investment Banker

Our careers team can support you to find and prepare to secure your perfect role. You could even go on to launch and establish a successful business venture of your own.

How you'll study

We're committed to providing our BSc (Hons) Business Management students with a core business knowledge and a fundamental understanding of how theory works in real-world settings. Gain first-hand experience on site via our commercial enterprises, live projects and case studies, and expert guest speakers, before heading into industry to experience the dynamic world of business for yourself during field trips and an optional work placement.

Your support network

You'll benefit from a strong support network from day one to be the best you can be. This will range from your personal tutor and specialist academic support team (our Achievement and Success Centre) to dedicated wellbeing and employability (Innovation, Careers and Enterprise) centres.

Academic support

You'll have your own personal tutor while you're here who will support you to succeed in your studies. You'll also have access to our academic and wellbeing support teams who run regular workshops and one-to-one sessions on campus and online.

Alongside this, we have a comprehensive bank of online study skills resources, including access to the CMI's online portal with thousands of resources at your fingertips to help you make the most of your qualification.

Your learning experiences

You'll experience a range of teaching methods to strengthen your digestion of topics, including lectures, workshops and practical sessions, as well as supported work placement learning as part of many courses.

Your career

Each year of your course will be made up of two semesters, within which you'll study compulsory and optional modules on different industry-focused topics, enabling you to develop your own unique portfolio of knowledge, skills and experience, ready for your career. The course is taught in English.

Modules

Overview

What you'll study

This degree includes a range of modules designed to give you the essential business knowledge, personal development opportunities, industry exposure, critical thinking ability, and transferable skills to launch a successful career within any area of business management.

You'll study a series of core modules that have been developed exclusively for this new degree in consultation with business professionals, including CEOs, talent leaders, and senior academics. The linear design of this programme will give you a holistic understanding of key business principles and allow you to focus on the commercial application via our on-site businesses and industry networks.

Module credits

On successful completion of your modules you'll gain academic credit that accumulates towards your award. Certain modules in your second and final year will also contribute towards the external CMI Diploma. The marks you gain in your second and final years may contribute towards your final degree classification.

Level four (year one)

In the first semester, you'll learn the essentials of business management, complete a live marketing consultancy project, and take part in a UK-based field visit to see theory come to life. In the second semester, you'll develop an understanding of organisational behaviour and operations management, as well as establishing leadership skills that you'll advance throughout your degree.

Compulsory Modules

Improving Personal Effectiveness

This module helps you build essential skills for university success, including time management, academic writing, research, and confidence. You'll also explore university life in a digital age, create a digital CV, and develop your academic abilities to support you with your studies.

Building Customer Value Project

This module will cover the essential principles of marketing, the marketing environment, and consumer behaviour. You'll learn about segmentation, targeting, and positioning, buyer behaviour, business-to-business marketing, market research, the product lifecycle, and effective marketing communications.

Managing in a Global Business Environment

This module explores the global business environment, focusing on PESTLE factors, legal structures, and the differences between public, private, and third sector organisations. Students will analyse how external factors, government initiatives, and sustainability influence business decisions and operations.

Understanding Financial Foundations for Business

This module develops your understanding of key aspects of accounting and finance, including financial reporting, management accounting, and regulatory requirements. Through a case study report, you will apply key financial principles to real-world business scenarios, enhancing your analytical abilities as well as your appreciation of these key business areas.

Organising and Managing Work

This module will equip you with essential research skills by guiding you through the process of reading, analysing, and synthesising key management theories. You will develop the ability to engage with academic literature, laying a strong foundation for further study in business management.

Creating and Managing Enterprise

In this module, you will be able to explore what it takes to become a successful entrepreneur. You will investigate a successful enterprise and also develop an innovative business idea with sustainability at its core. You will create a business plan, pitch your idea effectively, and build essential skills to succeed in the modern business world.

Level five (year two)

During your first semester, you'll hone your project management skills and take on a live business consultancy. Then in your second semester, you'll learn about coaching and managing talent, and gain a deeper understanding of business analytics and finance.

Compulsory Modules

Collaborating and Managing Relationships

This module combines reflective practice with the application of key theories in relationship management and group dynamics. You'll improve your ability to reflect on personal experiences to drive your personal and professional development, while applying theoretical frameworks to enhance your team collaboration, leadership, and support your long-term career prospects.

Design Thinking for Enterprise

This module equips you with the tools of design thinking to tackle complex business challenges. You'll learn to identify key problems, conduct primary research, generate innovative solutions, and communicate your findings professionally. By applying creative problem-solving, you'll gain valuable skills for driving strategic business outcome.

Leading Sustainably and Responsibly

This module provides an in-depth exploration of leadership, Corporate Social Responsibility, and sustainability within organisations. You will be able to critically assess leadership practices, explore ethical decision-making, and examine the integration of the United Nations Sustainable Development Goals (SDGs). Through case studies and tutor support, you will develop essential skills for strategic, responsible leadership.

Making Financial Decisions

This module equips you with key financial principles and decision-making frameworks, covering areas such as financial statement analysis, time value of money, risk and return, investment appraisal, budgeting, and capital structure. You will apply these concepts to realistic scenarios, enabling you to assess organisational performance, and make informed, ethical financial decisions.

Managing Digital and Data Driven Marketing

This module provides a comprehensive overview of digital marketing strategies, including data analytics, customer segmentation, and targeting. You'll explore key topics such as digital advertising, search engine optimisation (SEO), content marketing, social media engagement, and email automation. Additionally, it covers ethics, privacy, and compliance to ensure responsible and effective marketing practices.

Managing Operations and Projects

In this module, you'll gain hands-on experience managing live projects, combining project management and operations principles. You'll collaborate with peers to create a detailed project plan, focusing on resource allocation, process optimisation, and risk management. Through individual reflection, you'll evaluate operational effectiveness, stakeholder engagement, and overall project success.

Integrated placement year (optional)

An optional year between the second and final year offers the opportunity to put knowledge and skills into practice and gain valuable industry experience.

Level Six (final year)

Learn how to create an effective business strategy and advance your knowledge of the global business environment. During your applied business project, you'll address an existing challenge within a business or sector to propose a solution or develop a business you want to grow.

Compulsory Modules

Managing and Leading in Organisations

This module is designed to help you transition seamlessly from graduation to launching your career. Through focused CV development, LinkedIn optimisation, and personal reflection, you'll refine the way you showcase your own leadership and management skills. You will reflect on your university experience, identify growth opportunities, and create a tailored action plan to achieve your leadership and management goals.

Planning Research Methods

This module sets you up for success in your final semester's 30-credit applied project, ensuring you have a strong and actionable project proposal. You'll gain the essential skills to evaluate research sources, design your study, consider ethical implications, and create a comprehensive research proposal that will guide your project from start to finish.

Exploring Strategy and Innovation

This module enables you to analyse an organisation's current situation, focusing on both internal and external factors that shape its future. You will critically assess strategic alternatives, make recommendations, and present a compelling business case. Emphasising innovation and enterprise, you'll explore leadership challenges in driving change and guiding strategy

Critical Issues in Business

This module allows the students to research a contemporary topic and communicate this to a professional audience via a blog. It critically reviews the nature of knowledge exchange using the blog as an exemplar of this.

Leading, Ethical Business and Corporate Social Responsibility

This module explores corporate social responsibility (CSR), and the role of business in society. You will examine how businesses can address social, environmental, and economic challenges, while developing an understanding of corporate governance and ethical decision-making. The module encourages you to apply theory to real-world scenarios and sustainability practices.

Applied Business Project

This module equips you with the skills to complete a high-quality applied business research project. You'll be able to investigate business or management area of your choice. You will critically analyse literature, collect and interpret data, and develop actionable recommendations. By the end, you'll communicate your findings professionally, making a real-world impact for businesses, organisations, or management practitioners.

Teaching modes

The modules contain a mixture of scheduled learning – lectures, seminars and practical sessions – alongside independent learning. Students are expected to dedicate at least two to three hours of independent study per contact hour. You could also opt to complete a work placement year during Level 5 (year two).

The course is taught in English.

Year	Written exam	Practical exam	Coursework
Level four (year one)	24%	0%	76%
Level five (year two)	24%	0%	76%
Placement year (optional)	1%	80%	19%
Level six (final year)	20%	0%	80%

Assessment and Feedback

You'll be assessed through inclusive and progressive assessments, with no formal written examinations. Throughout your programme you'll be marked on a mixture of assessment types. Feedback will be given via a mixture of written bullet point-style feedback and/or oral feedback.

Year	Written exam	Practical exam	Coursework
Level four (year one)	5%	21%	74%
Level five (year two)	0%	29%	71%
Placement year (optional)	0%	0%	100%
Level six (final year)	0%	20%	80%

Timetables

Each year of this course is taught over two semesters, normally consisting of 12 weeks of scheduled teaching and then assessment weeks, with an overview below:

- Scheduled teaching takes place between 8:30 to 20:30 Monday to Friday
- Wednesday afternoons are normally reserved for sports and cultural activities
- Work placements may entail different days and hours

 **View term dates**

Fees and funding

Please visit our [student finance page](#) for information on tuition fees and student loans, as well as non-repayable grants, bursaries and scholarships, eligible to different groups, to support with study costs.

Performance Sports Academy membership

Find out costs and details for [joining one of our performance Sports Academy teams](#).

Hartpury gym

Find out about costs and details for [joining the Hartpury gym](#).

Accommodation and living costs

Please [visit our student accommodation page](#) for details.

Livery

We have stabling for 230 horses on campus. If you're interested in having your horse at Hartpury on DIY livery while you study, please [visit our livery page](#) for details and costs.

Equine Academy

If you have the talent and drive to develop your skills as an equestrian athlete alongside your studies, you may be eligible to join our Equine Academy. For further details including costs, please [visit our Equine Academy page](#).

Further course details

Our [***Resource Library***](#) is where you'll find all the essential details about Hartpury University's courses. It includes *Programme* and *Module Specifications*, along with *Course Information Sheets* for every course. You can easily download a complete revision history for each of these, clearly showing the dates changes were made.

Course Information Sheets: These are PDF versions of the course webpages. They provide an overview of the course, what to expect during your studies, and the topics covered.

Programme Specifications: These are detailed, validated documents containing academic specifics for each programme. They include descriptions of the programme, its aims, learning outcomes, year and module structure, as well as teaching, learning, and assessment strategies.

Module Specifications: Each Programme consists of several Modules. Our Module Specifications outline the topics covered and the expected outcomes for students studying each Module.

100% in work or doing
further study 15
months after the
course.

Data for courses in Business and management at
Hartpury University

For **more** official course
information visit
Discover Uni

[See course data](#)



"My tutors on my BA Sports Business Management degree, and my postgraduate Masters in Research, have helped me to apply the knowledge I gained about consumer behaviour, accounting, marketing and how to create an audience to the real business world. I set up my business in 2018 and I'm enjoying every minute thanks to the support and encouragement I received from my tutors at Hartpury.

Will Biggs, Business Owner, Zeeon

Get in touch

Ask us a question, or enter your details to be kept up-to-date with news and events from Hartpury University.

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Meet our academic team

Get to know our dedicated and passionate teaching staff who'll help you achieve your very best. We're proud to have been awarded Gold in all three areas of the Teaching Excellence Framework (TEF): Overall, Student Experience, and Student Outcomes. This places Hartpury University in the top 15% of published institutions in England. Plus, we're ranked sixth in the UK for Teaching Quality, in The Times and Sunday Times Good University Guide 2025.

Important information

Every effort has been made to ensure the accuracy of our published course information, however our programmes are reviewed and developed regularly. Changes or cancellation of courses may be necessary to ensure alignment with emerging employment areas, to comply with accrediting body requirements, revisions to subject benchmark statements or as a result of student feedback. We reserve the right to make necessary changes and will notify all offer-holders of changes as and when they occur.

