



**SCHOLARSHIPS
AVAILABLE**



Our Penryn Campus consistently ranks highly for student satisfaction: students say it's a highly personal experience, intellectually stretching but great fun, where everyone quickly gets to know their peers.

WHY STUDY IN CORNWALL?

Cornwall will appeal if you want to study in beautiful surroundings and live as part of a vibrant student community where you constantly run into people you know. Currently supporting around 4,000 students, the campus, shared with Falmouth University, offers a fantastic student lifestyle in a safe and friendly environment, with plenty of opportunities for sporting and outdoor activities.

The campus is a few minutes' walk from Penryn, home to a rapidly expanding collection of independent cafés, shops, galleries and restaurants, as well as Jubilee Wharf, one of the country's leading zero-carbon buildings.

The vibrant town of Falmouth is a 10-minute train journey from Penryn's railway station. Thanks in part to the number of students in the area, with a wealth of bars, pubs and restaurants and a lively café culture, it's the hub of Cornwall's creative scene, with businesses, studios, shops and galleries, and great live music across the town. Falmouth's seven beaches, beautiful rivers and the world-famous marina also make it a haven for those who love sand, sailing and surf.

Cornwall has created a strong, sustainable economy, with a diverse mix of industries and internationally renowned strengths in the environmental, marine, aerospace, Information Communications Technology (ICT), creative and food and drink sectors.

University of Exeter voted as UK's 4th best international university in the Whatuni awards 2016.



If I could sum up what Penryn was like, I would say it's a very different and unique kind of place – with lots of calm to be able to get on with your studies; many clubs, societies and sports clubs locally; and also plenty going on in Falmouth, including wonderful seafood restaurants, just a 14-minute bus ride away. For me, it's an environment that has everything I need and I'm really looking forward to what the next three years will bring.

Mai Nguyen Thi Phuong, BSc Business, Penryn Campus

LIFE IN CORNWALL

There's something unique about Cornwall. Maybe it's the county's 422 miles of coastline, providing unfettered access to beaches, coves, and scenic cliff-top views. Maybe it's the cosiness of the towns, where it doesn't take long for a newcomer to meet all the neighbours and start to feel at home. Or maybe it's the rich history of artistic and scientific innovation, documented in the many local galleries and museums – and continued today by the two institutions at the Penryn Campus. Whatever it is – the sight of the sun setting into the ocean, the smell of pasties wafting on the sea breeze, the sounds of shanties coming from the pubs – it's intoxicating. You'll feel it as soon as you cross the Tamar and catch sight of the ruggedly beautiful Cornish landscape, criss-crossed by its iconic windy lanes and dotted by old stone tin mine chimneys. It's a place like no other, and it's yours to explore. Study at the Penryn Campus and you will have the time of your life – which is exactly what university is all about.

Penryn has a long history of welcoming students. Many people first find out about Penryn because it is home to one of the University of Exeter's two Cornwall campuses. The town, however, is one of the oldest in the county, and was, for many years, an important site for fishing, trading and education. From 1265 until 1548, it was the home of Glasney College; the current location of the Penryn Campus is a nod to the former institution.

Falmouth is steeped in history – St Mawes Castle, one of the chain of forts built by Henry VIII between 1539 and 1545 to counter an invasion threat from Catholic France and Spain, guarded the important anchorage of Carrick Roads, sharing the task with Pendennis Castle on the other side of the Fal estuary. For 160 years, the town served as the headquarters of a mail service that carried some of Britain's most important news between the mainland and its colonial outposts. It has also been an important site for fishing and boat-building. With the arrival of the Cornwall Railway in 1863, the town started to come into its own as a holiday destination. It is now home to a wide variety of boutiques and eateries, and hosts beloved annual festivals honouring its maritime traditions, including the Falmouth Oyster Festival and the Falmouth Sea Shanty Festival.

Truro has long been the heart of Cornwall's political, commercial, and social scene. Located at the confluence of two rivers, Truro was perfectly placed to become a prosperous port city. It was home to a castle in the 12th century, but is now better known for its iconic cathedral, completed in 1910. The city's Lemon Quay provides space for a number of recurring events, including farmers' markets, an annual carnival and a wintertime parade of lights. On weekends, the city draws visitors from all over Cornwall thanks to its many shops and blossoming night life.

PENRYN CAMPUS

Though we have one of the UK's smallest top-ten university campuses, we excel in tackling some of the world's biggest challenges through our research, which informs our teaching. Students respond positively to how we do this; they report exceptionally high levels of satisfaction with academic staff, improved communication skills and confidence.

Issues related to the environment and sustainability underpin much of the campus's ethos; these themes recur throughout our degree programmes, as well as in student societies, clubs and the running of the campus.

Our newest development, the £5.5 million Science and Engineering Research Support Facility (SERSF), builds upon the £30 million investment

in the Environment and Sustainability Institute (ESI). Cumulatively, these facilities put not only the University, but also Cornwall as a whole, at the forefront of research aiming to solve problems associated with environmental change.

Work is currently underway on the campus to build a new £4 million sports centre, in addition to a new childcare provision, both of which are scheduled to open later in 2016.

Business School students have exclusive access to the new Insyght Lab and the Cornwall Collaboratory, and opportunities throughout the programme to engage directly with businesses using leading edge video conferencing technology, together with web-based collaboration tools.



I was very aware of Exeter's high rankings in relation to business courses and they have a good international reputation. Coming from India, I recognised the quality of teaching on offer, and particularly liked having the opportunity to be based in Cornwall, which I personally believe offers a lot, not only in terms of the infrastructure and climate, but also the abundance of business opportunities.

This is a general business programme, so we are given exposure to a wide spectrum of subjects and have a lot of flexibility in our second and third years to focus in on the areas we are most interested in. There's a special emphasis on sustainability running through the course, a very modern approach to business teaching, and plenty of opportunity to gain practical experience of working in a business.

Overall, the huge opportunities for self-development and networking, together with the excellent facilities, experienced teaching staff and fantastic environment, make this a great place to study business. I'm very happy to be here and am looking forward to gaining a solid base of business knowledge that I can then take with me onto my postgraduate studies and into my career.



Varun Chandan, BSc Business, Penryn Campus

BSc BUSINESS

Career-focused degree with work experience throughout the programme

With International Study or European Study option

A business and management programme with an ethos of ethics and sustainability

Flexible degree programme – choose modules relevant to your career

Scholarships available for 2017 entry worth £1,500

8th for Business and Management Studies in *The Complete University Guide 2017*

Free Business Ebook saving you over £500 in book costs

BSc Business is a programme offered by the University of Exeter Business School at our Penryn Campus in Cornwall. Underpinned by an ethos of ethics and sustainability and incorporating extensive work placements, the programme is designed to address the challenges of growing businesses in an interconnected, climate-changing world, a world where customers and employees increasingly demand socially responsible business models.

Sustainability and social responsibility have moved from the margins to centre stage for the majority of businesses. Why?

Because in a transparent, digital economy, brand reputation is an organisation's most important asset. Leading companies, large and small, know that their reputation now depends on them being at the forefront in developing, implementing and communicating innovative strategies in sustainability and social responsibility.

Visit our website for full programme details: www.exeter.ac.uk/undergraduate/degrees/business/businessbsc



 The BSc Business programme on the University of Exeter's Penryn Campus is unique from any other Business degree in the market; it allows students to gain a more practical approach to business, undertaking various placements as part of the three year degree programme.

BSc Business Programme Director, Penryn Campus 

MODULES

We will help you develop a set of graduate skills and attributes which are hugely relevant to 21st century businesses, from a local and global perspective. This will prepare you for a professional career in a wide range of sectors including e-commerce, marketing, manufacturing and/or wholesale, management relations, environmental consultancy or social enterprise.

A degree in a business-related subject will also help you develop a wide range of employable skills such as analytical problem solving, team working, research, and organising and communicating information.

Our curriculum is made up of a compulsory core together with specialist subjects, allowing you to choose modules that most interest you. Over the three year BSc Business programme you will study all the subjects necessary to give you a classic Business degree.

Following your first year 60-80 hour placement, as a second year student you will have the opportunity to practice your understanding of what you are learning through a placement with local and regional companies.

In your second and final year you will be able to add two further specialist modules unique to the Penryn Campus to create a more customised BSc Business degree, which, along with your individual dissertation and practice-based consultancy project, will equip you with specialist knowledge of key future-focused issues that will prove invaluable in the world of work.

Please be aware that modules can change, please check www.exeter.ac.uk/undergraduate/degrees/business/businessbsc for the latest available modules.

Year 1 Modules (120 credits)*

Core modules	
Business and Society	A critical study of the relationships between "Business and Society"
Business Practice and Analysis	Key content includes learning about the purpose of work, a strong work ethic, and proprietary business analysis techniques
Operations Management: A Sustainable Perspective	This module explores and re-frames the ways in which Business Managers need to incorporate knowledge of sustainability in their decision making and other activities
Marketing in a Digital Age	This module covers contemporary issues in marketing, together with the selection and application of the most appropriate communication tools available to an organisation in pursuit of its marketing strategy
Economics for Managers	This applied module will consider how economic analysis can be a useful technique for businesses and their managers
Workplace Wellbeing	This module is unique to BSc Business: a collaboration with the University of Exeter Medical School will provide an opportunity to design a 'Lean' Office
Accounting	An introduction to financial accounting
Theory and Practice of Management	This module introduces you to a range of significant issues in today's business and management world

Year 2 Modules (120 credits)*

Core modules	Two optional modules from:
Sustainable Enterprise Economy	Communicating Global Issues in a Changing World
Project Management	Environmental Regulation and Redress
Business Practice (Placement/Work Experience Project)	Grand Challenges Cornwall
Strategic Concepts for Business	Introduction to Ecological Consultancy
Finance for Business	Living with Environmental Change
Research for Inquiry	Nature and Culture
	Rural Social Issues
	Social Enterprise Management
	The Politics of Climate Change and Energy

Final Year Modules (120 credits)*

Core modules	Two optional modules from:
Social and Technological Innovation	Issues in Climate Change
Practice-Based Consultancy Management	Climate Change and Society
Globalisation and Internationalisation	Crisis; Change and Creativity in Organisations
Local-Global Innovation (Cornwall Research Seminar Series)	Ecology of Environmental Change
Future-Facing Dissertation/Project (30 credits)	Energy Policies for a Low Carbon Economy
	Evolution of Human Societies
	Small Business Management
	Waste and Society

*All modules are 15 credits unless stated otherwise.

INTERNATIONAL STUDY

Now, more than ever, it is important to demonstrate a global outlook and perspective. Studying abroad for a full academic year will give you this opportunity.

Studying abroad gives you valuable experience of international cultures, values and languages, which can crucially enhance your professional skill set. Living and studying in a new country will naturally enhance your adaptability, cross-cultural communication, self-confidence and resilience as well as stimulate creative thinking. Having real world examples of these skills can significantly bolster your CV and employability. And, studying abroad in a different country with students from all around the world is also a great way to build and expand your global network of friends and professional contacts.

Language skills

You can choose between placements where you will be taught either in English or in the native language. Our Foreign Language Centre offers optional evening language classes to aid your preparation.

Year abroad

If you opt for a 'with European Study' or 'with International Study' programme, your degree will be four years in total, with your third year spent studying at one of our internationally-recognised partner business schools or universities. Our 'with European Study' option also allows for the flexibility of combining studying abroad with a work placement in an EU country.

Where can you go?

We currently offer study abroad placements in 45 universities in 23 countries including: Australia, Canada, China, Denmark, France, Germany, Hong Kong, Italy, Mexico, the Netherlands, New Zealand, Peru, Poland, Portugal, Singapore, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey and the USA.

How to apply

You can either apply directly through UCAS (see the UCAS codes on the 'Key Information and Entry Requirements' page of this brochure) or ask to transfer onto one of these options later, usually during your 1st year or early in your 2nd year. For further information, please visit our website: www.exeter.ac.uk/business-school/programmes/undergraduate/studyabroad



Being able to combine business subjects with French language modules through the Business School seemed like the ideal option – and the fact I could spend a year abroad as part of my degree was an added bonus. I chose to go to Grenoble during my third year as the business school there has a very strong reputation, not just in France but in Europe as a whole.

I think living abroad is quite an achievement. I certainly felt like I had grown as a person after being away. Learning another language also opens doors for you – it's a bonus skill to have in the business world. I am currently applying for graduate schemes within the field of event management. But before that, I think I'd like to spend some more time overseas, and start learning another language such as Spanish.



Georgia Sanders,
BA in Business Management with European Study

In the 2014 National Survey of Graduate Employment, 85.5% of Exeter graduate respondents had found graduate level employment or further study six months after completing their degree.

CAREERS

Work placement opportunities

Throughout your study you will complete project work in business, including work experience with local and regional companies.

In the first year, the placement will last 60-80 hours and be with a third sector employer. During the second year, it could be with any organisation, and in the final year it takes the form of a consultancy project with one of the local or regional companies, responding to a real world problem that they need your help to resolve.

This work experience will ensure you acquire the skills and attributes relevant to modern business management. You will be challenged to develop both a local and global perspective and search out new business models.

Building Brilliant Careers

The BSc Business programme will prepare you for a professional career in a wide range of sectors including e-commerce, marketing, manufacturing and/or wholesale, management relations, consultancy or social enterprise.

A degree in a business-related subject will also help you develop a wide range of employable skills such as analytical problem solving, team working, research, and organising and communicating information.

Hosting the BSc Bootcamp was a very rewarding experience – the student's enthusiasm to learn about our business and market was matched by the eagerness in which they tackled the challenges set, and the depth of detail sought. Their group presentations offered a refreshing perspective on our market with a number of innovative insights and suggestions raised.

Jon Hyatt,
Director, Hendra Group





My main responsibility at the Eden Project was working with the Access department. I researched and managed Eden's application for SW Tourism excellence awards in the Access and Inclusivity category, as well as working with the access team on the ground.

I also shadowed Eden's sustainability manager. I had to identify which sustainability credentials Eden was lacking and suggested which environmental issues Eden could involve themselves with more. My suggestions were taken into a meeting with senior management so that was a great achievement!

I have gained many skills such as analytical skills, time management, written communication, planning and organisation. Furthermore, my employability has been enhanced as this was the first time I've worked for a third sector employer. My mind is now definitely more open to different career paths.



Alizee Lawson, BSc Business,
Placement at Eden Project

KEY INFORMATION AND ENTRY REQUIREMENTS

DEGREE PROGRAMME	UCAS CODE	REQUIRED SUBJECTS	TYPICAL OFFER
BSc Single Honours BSc Business	NI10 3 yrs	GCSE Maths minimum grade B or GCE AL/AS Maths*; GCSE English Language minimum grade B	AAA-AAB; IB: 36-34 BTEC National DDM
BSc Business with International Study	NI12 4 yrs		Please be aware entry requirements may change, please see our website www.exeter.ac.uk/undergraduate/degrees/business/businessbsc
BSc Business with European Study	NI11 4 yrs		

*Candidates may offer GCE AL/AS Maths, Pure Maths or Further Maths

Before you apply

We make every effort to ensure that the entry requirements are as up-to-date as possible. However, since this brochure is printed well in advance of the start of the admissions cycle, in some cases our entry requirements and offers will change⁺.

Before you apply or visit us for an Open Day, please check:

- That you have the most up-to-date entry requirements and other important information. See www.exeter.ac.uk/ug/applications;
- The latest online information for the programme you are interested in and contact the Admissions Office if you have any questions.

How to apply

All applications for full-time study must be made online through the Universities and Colleges Admissions Service (UCAS). Full details and instructions: www.ucas.com and www.exeter.ac.uk/undergraduate/applications

For scholarships please visit: www.exeter.ac.uk/business-school/programmes/undergraduate/scholarships_bursaries

For funding information please visit: www.exeter.ac.uk/studying/funding

For information about fees please visit: www.exeter.ac.uk/undergraduate/money/fees

⁺ Full terms and conditions can be found at www.exeter.ac.uk/undergraduate/applications/disclaimer





 The BSc Business programme is relatively small, with just 36 students on the first year of the course, which means we have access to many extra opportunities we wouldn't get at other universities. There are lots of business networking events happening locally, and everyone on the course is invited to them, rather than just a handful of students – so I am getting the chance to mix with business people and get that valuable first-hand insight into business life, alongside my wide-ranging business studies.

My advice would be to get involved in as much as you can, right from the start – and don't be put off by the fact that this is a smaller campus, as the facilities are great, the opportunities are plentiful, and there is the extra bonus of being in a beautiful part of the country with great beaches and all the activities that come with being in Cornwall.

Emily Ford, BSc Business,
Penryn Campus



VISIT US TO FIND OUT MORE

Open Days

You can register your interest now for our Open Days and receive priority access to book your place* visit www.exeter.ac.uk/opendays

*Pre-registration guarantees priority access to the booking system and is not an absolute guarantee of a place at any of our Open Days. Booking is essential and is on a first-come, first-served basis.

Open Day Dates:

Saturday 11 June 2016

Saturday 24 September 2016

Campus Tours

We run campus tours at the Penryn Campus on Wednesday and Friday afternoons. You'll be shown around by a current student, who'll give you a first-hand account of what it's like to live and study at the University.

You will also be given the opportunity to meet the BSc Business faculty if you wish.

Phone: +44 (0)1326 371801

Email: cornwall@exeter.ac.uk

Offer-Holder Visit Days

If you apply to the University of Exeter and are made an offer of a place to begin your studies in September 2017, you will be invited to one of our Offer-Holder Visit Days which will be held in February and March 2017 on our Penryn Campus, Cornwall.

You will be sent a link to book for one of these dates with your offer email.



 Cornwall is such a fantastic place to be studying, I'm from London and sometimes it feels like you're on holiday, being down here at university and still able to go and surf! I'd definitely advise students applying for the programme to consider coming down for the Open Days or Offer-Holder Visit Days. It's a great opportunity to meet current students and take a look around the campus. 

Sebastian Binns, BSc Business, Penryn Campus

MAP OF OUR CAMPUS



The department locations are correct as of August 2015

Academic, administration and social buildings

- The Exchange** 1
 - The Compass
 - Library
 - Career Zone
 - IT Suites
- Daphne du Maurier building** 2
 - Camborne School of Mines
 - Department of Biosciences
 - Accessibility Services
 - Fitness Centre
 - Teaching rooms and laboratories
 - The Stannary Restaurant and bars
 - FXU
- Environment and Sustainability Institute (ESI)** 3
- Science and Engineering Research Support Facility (SERSF)** 4
 - Business School
 - Collaboratory
 - Marine Renewables Team
 - College of Life and Environmental Sciences
- Peter Lanyon building** 5
 - Department of Geography
 - Department of Humanities
 - Department of Politics
 - Education Support Services
 - Teaching and seminar rooms
- Reprographics** 7
- The Heart** 8
 - University Reception and Shop
- Tremough House and The Annexe** 9
 - Applied Maths
 - Chapel Lecture Theatre
 - Student Services
 - Wellbeing Centre
- Tremough Innovation Centre** 10
- Performance Centre** 11
- Sports Centre and Nursery** 12
 - (due to open in September 2016)

Self-catered residences

- Glasney Student Village** 6
 - Koofi
 - Chaplaincy
 - Multi-use Games Area (MUGA)

CONTACT US

Live webchats

Why not join one of our live webchats to find out more about the BSc Business programme? A member of our Marketing and Admissions team will be available every Tuesday 11am until 12pm and Thursday 2pm until 3pm to answer any questions you may have.

Visit our website to join the chat:
www.exeter.ac.uk/business-school/about/contact/webchats

Phone: +44 (0)1326 371801

Email: cornwall@exeter.ac.uk

www.exeter.ac.uk/undergraduate/degrees/business/businessbsc



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www.instagram.com/uofebusiness

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