

UNIVERSITY OF
EXETER | BUSINESS
SCHOOL

BSc BUSINESS

UNDERGRADUATE SUBJECT BROCHURE 2018
PENRYN CAMPUS



**SCHOLARSHIPS
AVAILABLE**



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 clifftop 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 sound 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.



Falmouth Bay

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. You'll find a fantastic student lifestyle in a safe and friendly environment, with plenty of opportunities for sporting and outdoor activities.

The Penryn 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.

Penryn's railway station is a 10-minute journey from Falmouth and 20 minutes from Truro.

Falmouth is a vibrant town, thanks in part to the number of students in the area, with a wealth of bars, pubs, restaurants and a lively café culture. Falmouth is the centre 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 world famous marina also make it a haven for those who love sand, sailing and surf.



One of the big attractions for studying here is the beautiful coastal environment. I go surfing and walking on the beach, and there's a lot on our doorstep in terms of places to discover and activities to get involved in. We're only a 15-minute bus journey to Falmouth Bay (see image) plus there's a lot going on here to give you a good social life.

Rees Hope, BSc Business



Our Penryn Campus has consistently ranked highly for satisfaction: students report having a highly personal experience that is intellectually stretching but great fun, providing plenty of opportunities to quickly get to know everyone.



PENRYN CAMPUS

Currently supporting around 5,000 students, the campus – shared with Falmouth University – combines the latest academic research and residential facilities with an intimacy, energy and friendliness. The diversity of the students' interests and backgrounds gives the campus a unique vibrancy.

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.

The campus is constantly developing, most recently the £5.5 million Science and Engineering Research Support Facility, which 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.

Business School students have exclusive access to the 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.





Tremough House, Penryn Campus



In 2016 we opened a new £4 million Sports Centre on the campus offering high-quality sports facilities for staff, students and the community.

BSc BUSINESS

Career-focused degree with work experience throughout the programme

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

With International Study, European Study or Industrial Experience option

Flexible degree programme – choose modules relevant to your career

Scholarships available for 2018 entry worth £1,500

6th for Business and Management Studies in *The Complete University Guide 2018*

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.

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.

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.

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



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.

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

Following your first year placement with a third sector employer, as a second year student you will have the opportunity to practice your understanding of what you are learning through a placement with local, regional and international companies.

In your second and third year you will be able to add two further specialist modules exclusive to the Penryn Campus to create a more customised 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 how to present yourself in the best possible light to attract employers’ interest with a focus on third sectors
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	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 space
Accounting	An introduction to financial accounting incorporating the revolutionary Colour Accounting methodology, teaches students to understand the language of accounting and see how a business really works
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 (Currently only available on the Penryn Campus)	Environmental Regulation and Redress
Business Practice (Placement/Work Experience Project)	Grand Challenges Cornwall
Strategic Concepts for Business	Introduction to Ecological Consultancy
	Legal Foundations for Business
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
Optional year abroad or industrial placement year	

Final Year Modules (120 credits)*

Core modules	Two optional modules from:
Social and Technological Innovation	Issues in Climate Change
Practice-Based Consultancy Management	Marketing Strategy
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

CAREERS

Building brilliant careers

In today's highly competitive graduate labour market – it's vital that you stand out from the crowd.

As well as undertaking work experience throughout your degree you also have the option to spend your third year 'out in the field' – either gaining a year's work experience, studying abroad or a combination of these. These opportunities are available in the UK, Europe and beyond.

Project work and work experience

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

Each year the placement will last 60-80 hours, in the first year it will 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 a local or regional company, 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.

With Industrial Experience degrees

If you opt for our With Industrial Experience (WIE) programme, you'll get the opportunity to put into practice some of the things you've learnt in your first two years. This means that you'll come back to us for your fourth and final year well-equipped with even more practical experience.

As well as undertaking work experience throughout your degree the year's work placement will further improve your employment track record and give you extra confidence when you set out to find your first graduate job.

What's more, your industrial experience will give you the opportunity to:

- Make yourself more employable – 94% of industrial placement students were in graduate employment or further study within six months of graduating (DLHE survey 2016)
- Gain the skills and a proven employment track record to help you secure a graduate job
- Shine with your employer – more than 50% of industrial placement students got a graduate job offer from their placement provider
- Get a good degree – 99% of industrial placement 2016 graduates secured a first or 2:1 degree
- Road test a career path
- Boost your confidence to set you on the path for career success

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 this pathway later, usually during your first year or early in your second year. For further information, please visit our website: www.business-school.exeter.ac.uk/careers/placements

Employability events and workshops

Unique to any of our other programmes, as well as access to the Business School's Careers Team, students on the BSc Business programme have their own dedicated Employability Advisor who will provide support with your work placements and help you build a great career by running a wide range of employability events at the Business School to give you invaluable and highly relevant careers skills, advice and support.

Typical employability events include:

- Mock interview sessions and phone interviews
- Career and industry-specific sessions
- Site visits to employers
- Series of careers and professional skills development workshops
- "Hot Choc & Chat" networking evenings

Leading employers who regularly engage with Business School students:

- Abercrombie & Fitch
- Accenture
- BNP Paribas
- Deloitte
- EY
- Ford
- GSK
- Jaguar Land Rover
- Johnson & Johnson
- J.P. Morgan
- Morgan Stanley
- Normura
- Procter and Gamble
- PwC
- Thomson Reuters
- Threadneedle Investments
- Vauxhall



The employability events organised by the Business School are a great opportunity to meet local business owners and entrepreneurs who have given us advice on how we should be starting out in the business world.

Sebastian Binns, BSc Business



A massive 89.4% of our students begin graduate employment or further study within six months of graduating from The University of Exeter Business School. (DLHE survey 2016)

My main responsibility at the Eden Project was working with the Access department. I researched and managed Eden's application for South West 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, Cornwall

STUDY ABROAD

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.

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 over 45 universities across 23 countries including: Australia, Canada, China, Denmark, Finland, France, Germany, Hong Kong, Italy, Mexico, the Netherlands, New Zealand, Norway, Peru, Poland, Portugal, Singapore, Slovenia, 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 first year or early in your second year. For further information, please visit our website: www.exeter.ac.uk/business-school/study/ugstudyabroad



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.



Studying abroad is a unique experience. You can immerse yourself in a new culture and a different university life. It is a great opportunity to meet new people and improve existing language skills or pick up a new one. Studying abroad allows you to broaden your perspectives, visit new places and experience new challenges all of which will be beneficial to you in the future.”



Tashana McNaught,
BA Management with Marketing
with European Study & Proficiency in Spanish

KEY INFORMATION AND ENTRY REQUIREMENTS

DEGREE PROGRAMME	UCAS CODE	REQUIRED SUBJECTS	TYPICAL OFFER
BSc Single Honours BSc Business	NI 10 3 yrs	GCSE Maths minimum grade B or GCE AL/ AS Maths*; GCSE English Language minimum grade B	AAA-ABB; IB: 36-32 BTEC National DDD-DMM Please be aware entry requirements may change, please see our website www.exeter.ac.uk/undergraduate/degrees/business/businessbsc
BSc Business with International Study	NI 12 4 yrs		
BSc Business with European Study	NI 11 4 yrs		
BSc Business with Industrial Experience	NI 13 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

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





When I graduate I am hoping to get a position in business management or management consulting, ideally within an international organisation. The content of the programme, Exeter's strong reputation and all the extra-curricular activities we have access to puts me in a great position to find the sort of role I am looking for.

Emily Ford, BSc Business



MAP OF OUR CAMPUS



Academic, administration and social buildings

The Heart University Reception and Shop	1
The Exchange The Compass Library Career Zone IT Suites	2
Daphne du Maurier building Camborne School of Mines Centre for Ecology and Conservation Accessibility Services Masters Suite Teaching rooms and laboratories The Stannary Restaurant and bars FXU	3
Tremough House and The Annexe Applied Mathematics Chapel Lecture Theatre Student Services Wellbeing Centre	4

Sports Centre Little Wonders Nursery	5
Environment and Sustainability Institute (ESI)	6
Science and Engineering Research Support Facility (SERSF) Business School Collaboratory Renewable Energy Group including Centre for Offshore Technologies Centre for Ecology and Conservation	7
Peter Lanyon building Info at Penryn (student information desk) Centre for Geography, Environment and Society English History Politics Institute of Cornish Studies Professional Services teams Teaching and seminar rooms	8

Reprographics	9
Academy of Music and Theatre Arts (AMATA)	10
Tremough Barton Cottages Chaplaincy	11
Tremough Innovation Centre	12
Self-catered residences	
Glasney Student Village Koofi Multi-use Games Area (MUGA)	13

HOW TO FIND US



Penryn Campus, Cornwall

By train

There are regular services to Truro from all major British cities. At Truro, change to the branch line service to Penryn and Falmouth. The average journey time from London Paddington to Truro is just over 4 hours, and from Truro to Penryn less than 15 minutes. Penryn Station is about 10 minutes' walk from the Penryn Campus.

By coach

For timetables visit www.nationalexpress.com or phone National Express on +44 (0)8717 818181.

By car

The Penryn Campus is approx 2 hours' drive from Exeter. From Exeter take the A30 west until you reach the A39 signposted Truro. Drive through Truro, following the signs A39 to Falmouth. Follow the A39 towards Falmouth until you come to the Treliever roundabout, where you will see signs to the University Campus Penryn.

Satellite navigation

Use postcode TR10 9FE or TR10 9EZ. Please note: some satellite navigation systems do not work properly in Cornwall and we recommend a level of caution when using either of the postcodes for the campus; you may prefer to follow the directions above instead of relying on Sat Nav.

By air

The closest airport to the Penryn Campus is at Cornwall Airport Newquay.

For further details, please see www.exeter.ac.uk/visit/directions

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/contact

Phone: +44 (0)1326 371801

Email: cornwall@exeter.ac.uk

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



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Facebook: search 'University of Exeter Business School'
www.twitter.com/UofEBusiness
www.instagram.com/uniofexeter

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