

# UNDERGRADUATE PROGRAMME

## BUSINESS AND MANAGEMENT



Where business comes to life

# Preparing you for success

At Henley, our aim is to increase your knowledge, skills and confidence, and prepare you for professional careers – some of them in roles that may not even exist yet. We want to help you find your feet and make your mark.

Henley is one of just 100 business schools in the world to hold triple-accredited status for the quality of its teaching and faculty.



Henley  
Business  
School



## Henley Careers & Professional Development

Henley Careers & Professional Development offers you a lot on top of your degree. We can help you plan your career, develop your interview and application skills, build your confidence and give you advice on different career journeys. We can also help with placement year applications.

Some examples of what we offer:

- One-to-one career support
- Employer panels where you can ask your questions
- Skills development masterclasses

## Our location

All undergraduate programmes are taught at the University's Whiteknights campus in Reading. Set in extensive, green parkland, the campus has achieved the Green Flag Award for its high standard. With excellent rail and road links, Reading is easy to get to for both UK and international students. This vibrant town, within walking distance of the University campus, offers some of the best retail and entertainment experiences in the UK.

## Fun that's really social

When you're not studying, you can join one of our 150+ clubs and societies; work up a sweat at the University SportsPark; visit the beautiful Harris Gardens; or watch a film at the Reading Film Theatre.



# Why study Business and Management at Henley?

A business and management degree from Henley can open up a wide range of opportunities in every business sector and around the world. Henley has been a leader in teaching and research in international business for over 40 years. You will be taught by academics who can share original research with you, as well as those with extensive experience in the world of business.

You can choose our range of pathways that tailor your degree to either accounting, marketing, entrepreneurship, international business, or data analytics and digital business. Alternatively, you can stay with the general degree and personalise it through your choice of optional modules.

**In year one** of your studies you will focus on gaining core knowledge of Business and Management. This content will be the same for all pathways.

**In year two** you will gain a more in-depth understanding of Business and Management. You will now start to focus your degree further with modules that are specific to the pathway of your choice, as well as choose optional modules.

You can change your choice of pathways after year one. You cannot change your pathway at the end of year two but you can transfer back to the general programme.

You will take modules such as Developing Professional Excellence, equipping you with skills to help secure job roles and perform well in work.

All our degrees offer you the option of a placement or to study abroad.



The course is really flexible and Henley's location and reputation makes it a magnet for recruiters

Ben Cummings, graduate of BSc Business and Management



I learned so much in those four years, in what was a fantastic, supportive environment.

Harry Hulse, graduate of BSc Business and Management

## BSc Business and Management

You will gain a strong grounding across the main areas of business, plus you will cover the core areas of strategy, accounting, marketing, and organisational behaviour. The programme is heavily focused on employability and will equip you with the necessary business and personal skills to help you succeed in a rapidly changing world. In both year 2 and your final year, there is a wide range of optional modules to choose from so that you can steer your studies to those areas you find particularly interesting.

Example modules:

- Business in Practice: Markets, Marketing and Management
- Building Competitive Advantage: Business Strategy and Operations
- Social Responsibility in Action

UCAS codes:  
N100 (3 years)  
N101 (4 years)  
READG R12 (University)

## BSc International Business and Management

Your studies will have a greater focus on the international aspects of business, but with the same essential understanding of the foundations of management practice and emphasis on applying learning to current business problems. You can also take a language option in both the second and final year – either a new one or one in which you already have some learning.

Example modules:

- Firms in the Global Economy
- Cross Cultural Marketing
- International Corporate Strategy

UCAS codes:  
N102 (3 years)  
N110 (4 years)  
READG R12 (University)

## BSc Business and Management (Accounting)

This degree will give you a firm understanding of the practice, concepts and theories of financial and management accounting within a wider business and management framework. There is a strong emphasis on applying concepts to current business problems and this will help you apply in practice what you learn.

Example modules:

- International Financial Accounting and Reporting
- Business in Practice: Accounting and Data Analysis
- Managing Work and People: Organisational Behaviour and Human Resource Management

UCAS codes: N400 (3 years) N401 (4 years) READG R12 (University)

## BSc Business and Management (Marketing)

The focus of this degree is marketing but it is rooted in a broader study of business and management, the same as the other pathways. You will have the opportunity to specialise in specific areas of marketing (including digital marketing and branding) and you also have the option of doing a dissertation in marketing in your final year.

Example modules:

- Business in Practice: Markets, Marketing and Management
- Digital Marketing
- Consumer Behaviour

UCAS codes: NN25 (3 years) N2N5 (4 years) READG R12 (University)

## BSc Business and Management (Entrepreneurship)

This programme brings together the rigour of a management degree with the creative entrepreneurial spirit of start-ups and innovation. It will help you develop your problem solving, presentation and collaboration skills, plus increase your numeracy and opportunity awareness. In your final year there is an option to work on your own business.

Example modules:

- Business in Practice: Data Analysis
- Practice of Entrepreneurship
- Financing for Entrepreneurship

UCAS codes: N298 (3 years) N289 (4 years) READG R12 (University)

## BSc Business and Management (Data Analytics and Digital Business)

This degree will help you acquire knowledge in all the fundamentals of data analytics and digital business, alongside more general management subjects. It gives you the opportunity to advance your knowledge and skills in developing and implementing technology solutions for business and to specialise in different areas of digital business.

Example modules:

- An Introduction to the Management of Information Systems
- Business Data Analytics
- Project Management

UCAS codes: NG12 (3 years) NG13 (4 years) READG R12 (University)

## BSc International Business and Management with Modern Languages

You will have the same foundation modules as the other business degrees and, in addition to the international modules available to you, there will be more emphasis on your chosen language. Central to this degree is to develop a high level of written and spoken competence in your chosen language, as well as an awareness of that country's culture and business practices.

Example modules:

- Managing Work and People: Organisational behaviour
- Human Resource Management
- (Language) for Management and Business

UCAS codes: N1R9 (3 years) N1R8 (4 years) READG R12 (University)

# Our Programme Rankings

**#30**

in the UK for overall subject<sup>(1)</sup>

**#12**

in the UK for career after 6 months<sup>(2)</sup>

**#18**

in the UK for research quality<sup>(3)</sup>



(1) Complete University Guide 2020 subject results for Business & Management studies

(2) Guardian university league table 2019, subject results for Business, Management & Marketing

(3) Times/The Sunday Times university league table 2019, subject results for Business Studies

'The University of Reading scored 88% for Graduate Prospects, which puts it 17<sup>th</sup> in this subject area' (same for research quality: 'The University of Reading scored 3.11 for Research Quality, which puts it 10<sup>th</sup> in this subject area', and continuation: 'The University of Reading scored 96.4% for Continuation, which puts it 12<sup>th</sup> in this subject area')

## Placements

Our Business and Management programmes allow you to undertake a work placement in your third year. This will further develop your knowledge and skills, could strengthen your CV and graduate employment prospects, and can help you build a professional network. In some cases, a successful placement may lead to the offer of a permanent role.

## Study abroad

While most undergraduate students can choose to apply to spend a year abroad, it is a competitive process. The number of places at partner institutions can vary year on year. The University cannot guarantee every applicant the possibility to study abroad, or in a particular country or institution.

## International students

As part of the University of Reading, Henley Business School is home to a diverse and inclusive international community. The University's International Office provides support and advice to students, including pre-departure briefings, an airport 'meet and greet' service, welcome events, an orientation programme, and specialist advice on matters ranging from student finance to accommodation.

All international student enquiries are handled centrally by the University of Reading [international@reading.ac.uk](mailto:international@reading.ac.uk) or visit [reading.ac.uk/international](https://reading.ac.uk/international)



## How to apply

Competition for places on our undergraduate degree programmes is strong, so we advise that you apply as early as possible.

All applications, whether you are from the UK, EU or overseas, should be made through UCAS using the University of Reading's UCAS code: R12

Find out more at:

[reading.ac.uk/how-to-apply](https://reading.ac.uk/how-to-apply)

### Fees, funding and scholarships

For information about tuition fees, living costs and financial support, visit: [reading.ac.uk/moneymatters](https://reading.ac.uk/moneymatters)

To find out about our scholarships, visit: [henley.ac.uk/ugscholarships](https://henley.ac.uk/ugscholarships)

For information on UK government funding, including tuition fee and maintenance loans, visit: [gov.uk/studentfinance](https://gov.uk/studentfinance)

[UG-BMAP@henley.ac.uk](mailto:UG-BMAP@henley.ac.uk)

## Henley Business School

### For more information, please contact:

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#### Important information

This brochure is correct at the time of going online (July 2020). However, it may be necessary for Henley Business School to make some changes to the information presented following publication where strictly necessary, for example if an accrediting body requires us to make a change. To make an informed and up-to-date decision, please check our website for the latest information before applying to study. Henley Business School undertakes to take all reasonable steps to provide the services (including the courses) described in this brochure. It does not, however, guarantee the provision of such services. Should circumstances beyond the control of Henley Business School interfere with its ability to provide the services, it undertakes to use all reasonable steps to minimise any disruption.

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