BA (Hons) Business Studies

Driven? Ambitious? Entrepreneurial?
Why Study Business Studies?

Do you see yourself working in a business environment? This degree will provide you with a strong knowledge base, skills and competencies to form a foundation from which managerial expertise can develop throughout your working life.

Our focused, yet flexible, approach to learning means you can undertake one of a number of Combined Degree courses. However, those students intending to specialise in Business Studies are encouraged to take modules in related subject areas, such as Accountancy, Business Law, Economics, Computing Science, Psychology or Sociology.

The University of Stirling Management School has been awarded a Bronze Charter by the Small Business Charter in recognition of its active participation in supporting local economies through its work with start-ups and small businesses.

The course

Semesters 1-3 introduce students to the main areas of business and management.

Analytical techniques that underpin business activity and management are also introduced.

Semesters 4-8 cover advanced modules in The Organisation of Behaviour, International Business, Entrepreneurship, Responsible Business and Strategic Management from a list of elective modules in each semester.

Option modules include:

- Managing Change
- Business in Europe and Emerging Economies
- Public and Non-Profit sector Management
- Human Resources Management
- Economics
- Accounting and Finance
- Marketing
- Retail Studies
- Leadership and Management

Why choose Stirling?

Stirling Management School is committed to a research-led approach in all of its activities with all of our outputs being rated at an international level, and an impressive proportion deemed to be world leading. The Business Studies degree is highly rated. In the most recent National Student Survey, 85 per cent of Honours students reported that they were satisfied with their overall student experience.

Our teaching staff are active in various areas of current management research. Research, therefore, informs their teaching, making it relevant to current debates within business.

Professor Rob Ball Memorial Prize

A prize of £200 is awarded to the graduating student with the best overall academic performance on the BA Honours Business Studies course. Rob Ball was Professor of Public Service Management and worked at the University of Stirling for many years. This prize is kindly funded by Professor Ball's family.
Preparation for work

During the degree, students can participate in a personal and professional development module with a focus on developing key skills that employers are looking for, as well as helping students prepare for, and make the effective transition into the workplace.

Will I get a job when I graduate?

Business Studies graduates are well-placed for management careers in many sectors of the economy.

97 per cent of University of Stirling go on to work and/or study within six months of graduation (HESA). Stirling is 1st in Scotland and 3rd in the UK for graduate employability.

Our graduates have gone on to careers in communications, banking, insurance, human resources, information management, advertising, retailing, international trade and research and development. Some of our graduates continue their education with postgraduate study.

What our alumni say

As student you have the chance to be involved in many activities and engage with the local businesses as well. Studying at Stirling has allowed me to meet people from all over the world and discover new cultures whilst expanding my knowledge.

Guest lecturers and visits to local businesses throughout the year enabled me to have a deeper insight of the real business world and allowed me the opportunity to discover more about the functions of a business and also discover the link between the theory and practice.

The new accommodation, gym equipment and library are some of the features which show that the university really cares for its students. Stirling is a beautiful town, full of opportunities and activities.

I am currently employed and working as Business Development Executive. My degree from the University of Stirling had a great impact and helped me get my dream job in Marketing.

Konstantinos Ioannidis
BA (Hons) Business Studies and Marketing graduate

I chose Stirling as I have always wanted to study abroad and it was recommended by a fellow Norwegian who had studied here. The University has fantastic sport facilities, as well as great flexibility with your degree. Overall, the student environment is amazing.

I cannot wait to start my career at Bloomberg. They are based all over the world with opportunities to move around.

They have a young working environment and really take care of their employees, starting with high wages and good benefits. I feel like I am truly lucky and blessed by this opportunity and I believe that my time at Stirling and the Saltire Foundation has helped me to land this full-time position.

Thea Bronlund,
BA (Hons) Business Studies and Economics graduate

UCAS code: N100

Minimum requirements

Year 1 entry -
Four-year Honours

- SQA Higher:
  - ABBB – one sitting
  - AABB – two sittings

- GCE A-level:
  - BBB

- IB Diploma:
  - 32

- BTEC (level 3):
  - DDM

Year 2 entry -
Three-year Honours

- SQA Adv. Higher:
  - ABB

- GCE A-level:
  - BBB

- IB Diploma:
  - 35

Other qualifications

Scottish HNC/HND
Minimum entry: Bs in graded units
Advanced entry: Please visit: http://stir.ac.uk/ay
Access courses and other UK/EU and international qualifications are also welcomed.

Additional information

General entry requirements apply. Please visit: http://stir.ac.uk/av
## Typical timetable

<table>
<thead>
<tr>
<th>Year</th>
<th>Semester</th>
<th>Subject 1</th>
<th>Subject 2</th>
<th>Subject 3</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>The Global Business Environment: An Introduction (Core)</td>
<td>Any Module</td>
<td>Any Module</td>
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<tr>
<td></td>
<td>2</td>
<td>The Management Challenge: An Introduction (Core)</td>
<td>Any Module</td>
<td>Any Module</td>
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<tr>
<td></td>
<td>3</td>
<td>Fundamentals of Business &amp; Management (Core)</td>
<td>Any Module (a)</td>
<td>Any Module (c)</td>
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<td></td>
<td>4</td>
<td>The Organisation of Business (Core)</td>
<td>Any Module (b)</td>
<td>Any Module</td>
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<td>5</td>
<td>International Business (Core)</td>
<td>Any module from the Management School options</td>
<td>Any module from the Management School options</td>
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<td>6</td>
<td>Entrepreneurship (Core)</td>
<td>Responsible Business (Core)</td>
<td>Any module from the Management School options</td>
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<td>7</td>
<td>Strategic Management (Core)</td>
<td>Any option in Management or Marketing</td>
<td>Dissertation (d) (Core)</td>
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<tr>
<td></td>
<td>8</td>
<td>Any module from the Management School options</td>
<td>Dissertation (Core)</td>
<td></td>
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(a) Accounting & Finance for Managers (ACCU9M1) strongly recommended.
(b) Introductory Economics (ECNU115) strongly recommended.
(c) Students intending to take Marketing modules in semesters 5-8 should take Marketing module, Fundamentals of Marketing in semester 3.
(d) Continued in semester 8.