In 2015, the School of Pharmacy launched a CBA programme for students to undertake alongside their MPharm; taught by Henley Business School as 3 summer school modules over 2 to 3 years.

**Objectives**
- To evaluate student perceptions of the new CBA programme
- Identify reasons for students enrolling on the programme

**Design**

<table>
<thead>
<tr>
<th>CBA students (n=24)</th>
<th>Online validated student experience survey</th>
<th>79% response rate (n=19)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBA graduates (n=4)</td>
<td>Semi-structured telephone interviews</td>
<td>25% (n=1) participation</td>
</tr>
<tr>
<td>Enrolled MPharm students (n=497)</td>
<td>Peer-led focus groups</td>
<td>1.6% (n=8) participation</td>
</tr>
</tbody>
</table>


**Results**

**Perceptions of programme**
- Majority of participants:
  - Satisfied with programme
  - Agreed their business skills had improved
  - Agreed that other skills such as analytical, team-working and written communication skills had improved

**Reasons to enrol**
- Opportunity to ‘stand out from the crowd’
- Potential learning:
  - People management
  - Leadership

**Barriers to enrolment**
- Additional cost of CBA modules

**Limitations**
- Low engagement with focus groups and telephone interviews

**Conclusion**
- Students reported perceived benefits of the programme
- To widen access to these benefits and reduce the financial barrier, core modules are now included in the MPharm
- The full PG Cert option is still available for those that want to ‘stand out from the crowd’