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| Course Title  | BA (Hons) Business Management with pathways: Business Management (Generic Pathway); Accounting and Finance; (Subject to demand)Marketing and Digital Communications (Subject to demand) |
| Awarding Body  | University of East Anglia (UEA) |
| Level of Award | Undergraduate |
| Professional, Statutory and Regulatory Bodies Recognition  |  |
| Credit Structure | 360 Credits Level 4: 120 Credits Level 5: 120 Credits Level 6: 120 Credits |
| Mode of Attendance  | Full time |
| Standard Length of Course | 3 years – BA (Hons) Business Management |
| Intended Award  | BA (Hons)  |
| Fall-back Awards  | Unclassified Degree (BA) – 300 credits  Diploma of Higher Education (Dip HE) – 240 credits Certificate of Higher Education (Cert HE) – 120 credits |
| Entry Requirements | Applicants will normally need 48 UCAS tariff points on the new scheme from A Levels, OCR Diploma in Administration, BTEC National Diploma or certificate, or equivalent. We will discuss the most suitable programme for you to take at your interview. Other criteria such as relevant work experience (assessed at interview) will be considered.Access to HE course with an appropriate discipline; Mature candidates with life experience in professional or semi-professional work will be considered, if they are able to demonstrate that they will be able to benefit from the course. This will occur through interview and an interview essay task.Applications from students whose first language is not English are welcome. For International students we require evidence of proficiency in English (including writing, speaking, listening and reading), the required minimum is: IELTS (SELT) 6.0 overall (minimum 5.5 in all components). Please contact the Advice shop for advice and guidance. International candidates are also actively encouraged to access the International Students webpage. |
| Delivering Institution(s)  | City College Norwich |
| UCAS Code  | N102  |

This Summary Programme Specification sets out the essential features and characteristics of the BA (Hons) Business Management course.

# Course Summary

The purpose of the course is to provide students with a work-related approach to acquiring skills and simultaneously develop business management understanding, knowledge and critical analysis.

# Course Aims

* To provide an intellectually stimulating programme of work that will develop the student as reflective, independent and flexible learner
* To provide a programme of learning that will develop transferable employability skills
* To develop the generic and problem-solving skills that will enable students to perform effectively within the workplace
* To inculcate in students a philosophy of continual learning
* To develop skills in the workforce to meet identified and primarily regional and local employment needs.
* To enhance students’ employment and career development opportunities.
* To widen participation in, and progression through, higher education
* To prepare students for further academic or professional studies
* To promote enterprise and entrepreneurialism as key components of a contemporary business management education.

**Course Learning Outcomes**

* Developed skills, knowledge and attitudes appropriate to the contemporary and future labour market
* Developed a professional approach, an acceptance of responsibility for outcomes, a recognition of the need to self-develop and to work within groups and teams.
* Demonstrate an enterprising outlook to problem solving
* A systematic understanding of key aspects of Business Management, including acquisition of coherent and detailed knowledge of marketing, finance, human resource management and operational, project, strategic.
* An ability to deploy accurately established business techniques of analysis and enquiry
* Conceptual understanding - enabling students to devise, sustain and critically evaluate arguments and describe and comment upon particular aspects of current research or advanced scholarship relating to business management
* The ability to manage their own learning and apply methods and techniques they have learned
* Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences

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# Course Design

# The design of this course has been guided by the following QAA Benchmark and Professional Standards:

# QAA Framework for Higher Education Qualifications in England, Wales and Northern Ireland (2015):

# Business and Management

UK Quality Code for Higher Education:

<http://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-management-15.pdf?sfvrsn=c7e1f781_8>

**Professional Standards**

On graduating with an honours degree in business and management, students will typically:

have a wide knowledge and understanding of the broad range of areas of business and management and the detailed relationships between these and their application to practice consistently demonstrate a command of subject-specific skills as well as proficiency in generic skills and attributes have a view of business and management which is influenced by a wide range of learning sources, based on a proactive and independent approach to learning be distinguished from the threshold category by their enhanced capacity to develop and apply their own perspectives to their studies, to deal with uncertainty and complexity, to explore alternative solutions, to demonstrate critical evaluation and to integrate theory and practice in a wide range of situations.

# Course Structure

This course comprises modules at levels 4, 5 and 6.

Module Specifications for each of these modules will be made available to students on-line at the beginning of each academic year.

**Business Management Degree (Generic) Pathway**

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| **Level 4 modules (Year 1 generic pathway)** |
| **Module Title** | **Credit Value** | **Brief description** |
| Higher Learning Skills | 20 | To enable students to identify and develop HE study skills in order to undertake successful study at HE level and to develop transferable skills for the workplace. |
| Marketing of Products and Services | 20 | To provide students with a detailed insight to the concepts, techniques, and best practices in marketing. To develop the skills to exploit the opportunities of marketing, while minimising the risks.  |
| Social and Business Enterprise 1 | 20 | To explore the application of enterprise within social and business start-up organisations. To enable students to research, plan and develop a business idea for a business venture. |
| Creative Enterprise | 20 | This is a management project working with an “outside” organisation or external consultant to solve a work-related problem and provide recommendations to senior members of the organisation. |
| Organisational Behaviour | 20 | To give students the opportunity to understand the role of groups and teams within an organisation, and in particular how it contributes the management decision-making.  |
| Financial Resourcing | 20 | To provide an introduction and overview to the accounting and finance function within a business. It identifies the domain as a center for recording business activity and a source of management reporting.  |

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| **Level 5 modules (Year 2 generic pathway)** |
| **Module Title** | **Credit** **Value** | **Brief description** |
| Research Methodology | 20 | To enable students to further develop the learning and development and transferable skills introduced in HLS at level 4. |
| Project Management | 20 | The aim of this module is to develop and apply, within the context of realistic organisational and social systems, a practical approach to the use, planning and implementation of a range of projects - from setting up task and finish projects to delivery and implementation of information systems. |
| Management Accounting for Decision Makers | 20 | The module will enable students to develop detailed knowledge of the nature and behaviour of costs and a sound grasp of the technical, analytical and evaluative skills in the context of cost accounting and its administrative procedures. Students will develop an understanding of the management of working capital, budgetary control and costing techniques. |
| Operations Management | 20 | This module emphasises the convergence of service and manufacturing philosophies in the approach to operations management. Its aim is to illustrate management perspectives that link operational with corporate strategies.  |
| Managing People in Organisations | 20 | To explore HR related theoretical concepts and to encourage students to recognise the contribution that psychology can make to understanding human behaviour in the workplace. |
| Consumer Behaviour | 20 | The aim of the module will be to examine the methods used to understand consumer behaviour as well as the role that marketing management & communication can play in implementing and enhancing the marketing relationship. |

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| **Level 6 modules (Year 3 Generic pathway)** |
| **Module Title** | **Credit Value** | **Brief description** |
| Dissertation | 30 | The dissertation represents the culmination of a degree course and the achievement of honours status within it. Its aim is to provide the opportunity to demonstrate analytical ability to synthesis, and problem-solving skills in a systematically researched project that may be work-based or academic. |
| Business Ethics | 10 | The aim of this module is to encourage learners to consider the ethical implications of business decisions and the social responsibilities (or lack of them) of organisations, within the framework of European moral thought. |
| Strategic Management | 20 | The module is designed to provide students with an understanding of the role of strategic management and thus to appreciate the impact of strategic decisions at all levels of the organisation.  |
| Global Business Project | 20 | The module introduces students to the important area of global business. Factors influencing the organisation’s decision as to the degree of internationalisation & the methods adopted are considered, as are the theoretical and institutional frameworks within which international business operates. |
| Developing Organisational Leadership | 20 | To develop the leadership and management capabilities of students in areas which improve organisational efficiency and effectiveness. |
| Business Enterprise  | 20 | To enable students to plan the phased implementation of their business plan (from Social and Business Enterprise 1), manage growth of the venture and develop an understanding of culture and change management. |

**Accounts Pathway (year 2):**

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| Financial Reporting(Level 5 Module in year 2) – If taking the Finance & pathway | 20 | Students will understand the principles of book-keeping and accounting, be able to maintain primary accounting records, prepare final accounting statements, understand legal and regulatory provisions relating to financial reporting and how to apply appropriate accounting principles. |

**Accounts Pathway (year 3):**

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| **Accounts Pathway (level 5 and 6)** |
| **Module Title** | **Credit Value** | **Brief description** |
| Financial Reporting | 20 | The module is designed to provide students with an understanding of the role of financial measurement and reporting and manage the impact of finance on decisions at all levels of the organisation. |
| Management Accounting | 20 | The module will enable students to develop detailed knowledge of the nature and behaviour of costs and a sound grasp of the technical, analytical and evaluative skills in the context of cost accounting and its administrative procedures. Students will develop an understanding of the management of working capital, budgetary control and costing techniques. |
| Taxation andCredit Management(Level 6 Module in year 3) | 20 | A study of taxation in UK businesses and the implication of those on an organisation.  |
| Financial Management(Level 6 Module in year 3) | 20 | The module is designed to provide students with an understanding of the role of Financial Management and thus to appreciate the impact of finance on decisions at all levels of the organisation. |

**Marketing and Digital Communications Pathways**

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| **Accounts Pathway (level 5 and 6)** |
| **Module Title** | **Credit Value** | **Brief description** |
| Advanced Consumer Behaviour (Level 5) | 20 | The aim of the module will be to examine the methods used to understand consumer behaviour as well as the role that marketing management & communication can play in implementing and enhancing the marketing relationship. |
| Digital Marketing and Communications (Level 5) | 20 | The module will enable students to develop detailed knowledge of the digital internal and external communications and marketing.  |
| Digital Marketing Innovation and Automation (Level 6 Module in year 3) | 20 | A study of digital innovation in businesses and the implication of those on an organisation.  |
| Data Driven Marketing (Level 6 Module in year 3) | 20 | The module is designed to provide students with an understanding of the role of how data is used in effective marketing strategies and the impact of marketing decisions on the organisation. |

# Awards

On successful completion of the course, students will be awarded a BA (Hons) Business Management.

# Course Delivery

The full BA programme will run over 3 years with students attending two days per week. Each 20-credit module will contain 48 hours of lectures/tutorials with students expected to undertake around 152 hours of private study. Students also receive 3 hours of personal tutoring per year. Students will complete 120 credits per academic year and therefore the programme will be full time.

The Top Up programme will run on the same structure as the third year of the full BA programme with a one-day attendance and Dissertation supervisory support on top of this.

The contact hours will be a mix of lectures, seminars, simulated skills and workshops.

The course is mainly delivered at School of Higher Education, City College Norwich, Norfolk House, Exchange Street, Norwich.

# Course Assessment

Assessment methods will include exams, assignments and presentations.

# Course Team

The academic staff delivering this course are drawn from a team that includes teaching specialists and current practitioners. All staff are qualified in their subjects with their own specialist knowledge to contribute.