

SUMMARY PROGRAMME SPECIFICATION

Course Title	BA (Hons) Business Management & BA (Hons) Business Management (Top-Up), with pathways: Accounting and Finance; Marketing and Digital Communications; Hospitality, Tourism and Event Management
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 1 year – BA (Hons) Business Management (Top-Up)
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	48 UCAS entry at Level 4 The student entry point for the top-up will normally be 240 UCAS points (or equivalent) in a business-related subject AND interview based assessment exercise. GCSE English or equivalent (or provide evidence they can achieve at this level) GCSE Maths or equivalent (or provide evidence they can achieve at this level) English as a second language students must demonstrate attainment of IELTS at level 6.0. Applications from mature students without the required formal qualifications (aged 21 years and over), who can demonstrate appropriate work experience and commitment to a higher education programme of study, will be welcomed. The student entry point for the articulated route (Top Up) will normally be FdA Business Management at 240 credits
Delivering Institution(s)	City College Norwich
UCAS Code	N102 and N101 (and TBA)

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

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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

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:

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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 (Enterprise and Management) Pathway

Optional modules are subject to sufficient numbers and availability.

	Module	Credits	Module Type
Level 4 (1 st year)			
	Higher Learning Skills – Learners will identify and develop the required Higher Education Study Skills.	20	Mandatory
	Social and Business Enterprise – This module explores enterprise within charities, social enterprise and commercial business start-ups.	20	Mandatory
	Financial Resourcing – This takes a critical view of the financial resourcing requirements of organisations	20	Mandatory
	Creative Enterprise - This module promotes creative ways to innovate and deliver change.	20	Mandatory
	Organisational Behaviour - This module will introduce the student to the influences on behaviour at different levels, linking practice to theory.	20	Mandatory
	Marketing of Products and Services – This module examines the key issues in marketing using the case illustrations to bring the principle theories of marketing to life	20	Mandatory
Level 5 (2 nd year)			
	Research Skills for the Business Sector – This will focus on skills and methods needed to develop appropriate and ethical research	20	Mandatory
	Managing People - The module introduces Human Resource Management (HRM) at a strategic level and explores both the development of HRM as a theoretical approach to the management of people and as an organisational function.	20	Mandatory

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	Project Management – 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.	20	Mandatory
	Operations Management - 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	20	Mandatory
	Consumer Behaviour - 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.	20	Optional
	Management Accounting for Decision Makers - In this module students will learn about the management of working capital together with budgetary control procedures and costing techniques in the public, private or social enterprise sector. They will apply some statistical techniques for the purpose of financial analysis, and will consider in-depth financial aspects of strategic decision making.	20	Optional
Level 6 (3rd year and Top Up)			
	Dissertation – This module is intended to allow learners to research, on an individual basis, some agreed aspect of professional practice or to explore some in-depth theoretical aspects of leadership.	30	Mandatory
	Developing Organisational Leadership - This module aims to develop the leadership and management capabilities of students in areas which improve organisational (public, private, not-for-profit, large, small, national) efficiency and effectiveness in terms of employee output, team work, change management and growth.	20	Mandatory
	Strategic Management - 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 (for example, human resource management, resource management and operations).	20	Mandatory
	Business Ethics - The aim of this module is to encourage learners to consider the ethical implications of organisational leadership decisions, ethical leadership in different sectors and the social responsibilities (or lack of them) of organisations.	10	Mandatory

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	Global Business - The module introduces students to the important area of global business. The factors influencing the organisation's decision as to the degree of internationalisation and the methods adopted are considered, as is the theoretical and institutional framework within which international business must operate.	20	Optional
	Business Enterprise - Following on from Social and Business Enterprise 1 in the first year in which students have investigated the stages of developing a viable business/social enterprise, Business Enterprise enables students to plan the phased implementation of a business plan using the skills and tools covered in subsequent years	20	Optional

BA (Hons) Business Management (Accounting and Finance) Pathway

Pathways are subject to sufficient numbers and availability.

	Module	Credits	Module Type
Level 4 (1 st year)			
	Higher Learning Skills – Learners will identify and develop Higher Education Study Skills	20	Mandatory
	Social and Business Enterprise – explores the enterprise within charities, social enterprise and commercial business start-ups	20	Mandatory
	Financial Resourcing – this takes a critical view of the financial element	20	Mandatory
	Creative Enterprise - This module promotes creative ways to innovate and deliver change	20	Mandatory
	Organisational Behaviour - This will introduce the student to the influences on behaviour at different levels, linking practice to theory	20	Mandatory
	Marketing of Products and Services – This module examines the key issues in marketing using the case illustrations, the principle theories of marketing are brought to life	20	Mandatory
Level 5 (2 nd year)			
	Research Skills for the Business Sector – This will focus on skills and methods needed to develop appropriate and ethical research	20	Mandatory
	Managing People - The module introduces human resource management (HRM) at a strategic level and explores both the development of HRM as a theoretical approach to the management of people and as an organisational function.	20	Mandatory

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	Project Management - 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	20	Mandatory
	Operations Management - 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	20	Mandatory
	Financial Reporting - From this unit, students will understand the principles of book-keeping and accounting, be able to maintain primary accounting records, be able to prepare final accounts statements for a variety of business enterprises, and be able to make appropriate (end-of-year) adjustments to those statements.	20	Optional
	Management Accounting - In this module students will continue to learn about the management of the finances of an organisation following on from the Financial Reporting module. Students will learn about the management of working capital together with budgetary control procedures and costing techniques in the public, private or social enterprise sector	20	Optional
Level 6 (3 rd year and Top Up)			
	Dissertation – This module is intended to allow learners to research, on an individual basis, some agreed aspect of professional practice or to explore some in-depth theoretical aspects of leadership	30	Mandatory
	Developing Organisational Leadership - This module aims to develop the leadership and management capabilities of students in areas which improve organisational (public, private, not-for-profit, large, small, national) efficiency and effectiveness in terms of employee output, team work, change management and growth	20	Mandatory
	Strategic Management - 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 (for example, human resource management, resource management and operations).	20	Mandatory
	Business Ethics - The aim of this module is to encourage learners to consider the ethical implications of organisational leadership decisions, ethics	10	Mandatory

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	leadership in different sectors and the social responsibilities (or lack of them) of organisations		
	Credit and Risk Management - The student is introduced to Credit Risk Management as a vital process in the assurance of sound incoming cash flow and to the body of concepts, systems and techniques underpinning the credit industry.	20	Optional
	Financial and Investment Management - The module will require students to develop and apply their skills of critical analysis and interpretation in support of financial decision making and the evaluation of alternative financial strategies and investment portfolios	20	Optional

BA (Hons) Business Management (Hospitality, Event and Tourism) Pathway

Pathways are subject to sufficient numbers and availability.

	Module	Credits	Module Type
Level 4 (1 st year)			
	Higher Learning Skills – Learners will identify and develop Higher Education Study Skills	20	Mandatory
	Social and Business Enterprise – explores the enterprise within charities, social enterprise and commercial business start-ups	20	Mandatory
	Financial Resourcing – this takes a critical view of the financial element	20	Mandatory
	Creative Enterprise - This module promotes creative ways to innovate and deliver change	20	Mandatory
	Organisational Behaviour - This will introduce the student to the influences on behaviour at different levels, linking practice to theory	20	Mandatory
	Marketing of Products and Services – This module examines the key issues in marketing using the case illustrations, the principle theories of marketing are brought to life	20	Mandatory
Level 5 (2 nd year)			
	Research Skills for the Business Sector – This will focus on skills and methods needed to develop appropriate and ethical research	20	Mandatory
	Managing People - The module introduces human resource management (HRM) at a strategic level and explores both the development of HRM as a theoretical approach to the management of people and as an organisational function.	20	Mandatory

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	Project Management - 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	20	Mandatory
	Operations Management - 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	20	Mandatory
	Food and Health Management - The aim of this module is to investigate a number of areas of nutrition, diet and health including contemporary ideas regarding diet and health, such as food choice and the influence of society and food safety, in order to devise and analyse menus for a variety of customers in various sectors of the hospitality industry	20	Optional
	Operational Event Management - The purpose of this unit is to provide students with an opportunity to plan, stage and evaluate a moderately complex event. Students will be able to apply concepts covered in a variety of other modules including HR, marketing and finance. The unit combines theoretical aspects with practical application	20	Optional
Level 6 (3 rd year and Top Up)			
	Dissertation – This module is intended to allow learners to research, on an individual basis, some agreed aspect of professional practice or to explore some in-depth theoretical aspects of leadership	30	Mandatory
	Developing Organisational Leadership - This module aims to develop the leadership and management capabilities of students in areas which improve organisational (public, private, not-for-profit, large, small, national) efficiency and effectiveness in terms of employee output, team work, change management and growth	20	Mandatory
	Strategic Management - 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 (for example, human resource management, resource management and operations).	20	Mandatory
	Business Ethics - The aim of this module is to encourage learners to consider the ethical implications	10	Mandatory

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	of organisational leadership decisions, ethics leadership in different sectors and the social responsibilities (or lack of them) of organisations		
	Hospitality Service Operations Management - This module is concerned with customer service operations in hospitality, tourism and leisure organisations and addresses the knowledge, skills, and competencies required to balance the maximization of customer satisfaction with the optimum use of resources from a management	20	Optional
	Sustainable Development in Hospitality, Tourism and Events - Students will identify the core principles of sustainable development approach and examine how they can be put into practice with the aim of making various tourism types and destinations more sustainable.	20	Optional

BA (Hons) Business Management (Marketing and Digital Communications) Pathway

Pathways are subject to sufficient numbers and availability.

	Module	Credits	Module Type
Level 4 (1 st year)			
	Higher Learning Skills – Learners will identify and develop Higher Education Study Skills.	20	Mandatory
	Social and Business Enterprise – explores the enterprise within charities, social enterprise and commercial business start-ups.	20	Mandatory
	Financial Resourcing – this takes a critical view of the financial element.	20	Mandatory
	Creative Enterprise - This module promotes creative ways to innovate and deliver change.	20	Mandatory
	Organisational Behaviour - This will introduce the student to the influences on behaviour at different levels, linking practice to theory.	20	Mandatory
	Marketing of Products and Services – This module examines the key issues in marketing using the case illustrations, the principle theories of marketing are brought to life.	20	Mandatory
Level 5 (2 nd year)			
	Research Skills for the Business Sector – This will focus on skills and methods needed to develop appropriate and ethical research.	20	Mandatory
	Managing People - The module introduces human resource management (HRM) at a strategic level and	20	Mandatory

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	explores both the development of HRM as a theoretical approach to the management of people and as an organisational function.		
	Project Management - 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.	20	Mandatory
	Operations Management - 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.	20	Mandatory
	Digital Marketing and Communications - The aim of this module is to provide students with a detailed insight to the concepts, techniques and best practices in digital marketing and Internal Communications.	20	Optional
	Advanced Consumer Behaviour - 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 and to build on the digital marketing theory already covered.	20	Optional
Level 6 (3 rd year and Top Up)			
	Dissertation – This module is intended to allow learners to research, on an individual basis, some agreed aspect of professional practice or to explore some in-depth theoretical aspects of leadership.	30	Mandatory
	Developing Organisational Leadership - This module aims to develop the leadership and management capabilities of students in areas which improve organisational (public, private, not-for-profit, large, small, national) efficiency and effectiveness in terms of employee output, team work, change management and growth.	20	Mandatory
	Strategic Management - 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 (for example, human resource management, resource management and operations).	20	Mandatory
	Business Ethics - The aim of this module is to encourage learners to consider the ethical implications of organisational leadership decisions, ethics	10	Mandatory

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	leadership in different sectors and the social responsibilities (or lack of them) of organisations.		
	Data Driven Marketing - The aim of this module aims to provide an introduction to data driven marketing tools and techniques common within this discipline.	20	Optional
	Digital Marketing Innovation and Automation -The aim of this module is to provide students with the opportunity to investigate, explore and assess the process of creating digital innovation and utilising digital automation to better develop user experiences.	20	Optional

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.

Course Costs

The tuition fees that new students pay will be fixed for the duration of the course and will not be subject to any further increases.

Payment of tuition fees is due at the time of enrolment and is managed in accordance with the Course Fees & Eligibility Statement and Rules and Regulations .

Students are likely to incur other costs for books, printing and other learning materials they may choose to buy and the cost incurred for printing two copies of their final year dissertation. This should amount to a total of not more than £300 per year.

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Academic Framework and Regulations

This course is delivered according to the Norfolk Regulatory Framework and other academic policies and procedures of the College as published on Blackboard.