

City College Norwich Higher Education: Programme Summary Specification	
This Summary Programme Specification sets out the essential features and characteristics of the BA (Hons) Business Management course.	
Course Title	BA (Hons) Business Management
Awarding Body	University of East Anglia (UEA)
Level of Award	Level 6
Professional, Statutory and Regulatory Bodies Recognition	
Credit Structure	360 credits, made up of: - 120 at level 4, 120 at level 5, 120 at level 6
Mode of Attendance	Full time, in person
Standard Length of Course	3 years
Intended Award	Bachelor of Arts with honours, BA (Hons)
Fall-back Awards	Diploma of Higher Education (Dip HE) – 240 credits Certificate of Higher Education (Cert HE) – 120 credits
Entry Requirements	<p>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.</p> <p>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.</p> <p>Applications from students whose first language is not English are welcome.</p> <p>For International students we require evidence of proficiency in English (including writing, speaking, listening and reading), the required minimum is: IELTS Academic (SELT) 6.0 overall (minimum 5.5 in all components).</p> <p>Please contact the Advice shop for advice and guidance. International candidates are also actively encouraged to access</p>

	the International Students webpage.
Delivering Institution(s)	City College Norwich
UCAS Code	N102

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

The Business Management degree 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

Students successfully completing the programme will have / be able to: -

- 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 course is delivered through lectures, demonstrations, presentations, seminars, group work, simulations and case studies. Seminars give the opportunity for detailed discussion of a topic under the direction of a tutor. Delivery will take place at college over two days each week.

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.

Modules

NB This course is subject to revalidation, ready for 2023/4 entrants, so the modules listed below may be subject to change.

Year 1 – Level 4 Modules		
Module Title	Credit Value	Module Summary (including associated assessments)
Creative Enterprise	20	<p>This is a management project working with an “outside” organisation or external consultant. The students will be organised into groups and will be given a “live” project to undertake with an “outside” organisation/consultant. The task will be to first identify a problem, and then to look for some form of solution. This will involve the group, or a group representative, interacting with the “outside” organisation. The role of the course tutor will be to act as facilitator. There will be a series of intermediary presentations both to the course tutor, and to the “client”. The final ‘solution’ presentation will be at the client’s place of work. The students will also be expected to produce a business plan for the client. It is envisaged that the students will adopt clear roles of responsibility within the group, and this will be seen as an important part of the activity. A formative feedback opportunity will be provided that will support the completion of the summative assessment.</p> <p>Assessment: -</p> <ul style="list-style-type: none"> • Consultancy Presentation • Written Report
Financial Resourcing	20	<p>This module provides an introduction and overview to the accounting and finance function within the public sector, charities and businesses. It identifies the domain as a centre for recording business activity and a source of management reporting. It also highlights its significant role as the maintainer of an important business resource. In doing so, it not only provides students with the perspective from inside the organisation but looks at the business from the viewpoint of others. A formative feedback opportunity will be provided that will support the completion of the summative assessment.</p> <p>Assessment: -</p> <ul style="list-style-type: none"> • Assignment – critical evaluation of financial issues
Higher Learning Skills	20	<p>This module is designed to enable participants to identify and develop skills for successful higher education study and transferable employability skills. Delivery and assessment is designed to develop study skills through personal reflection and the identification of personal goals</p>

		<p>and communication skills. The skills are core to any undergraduate programmes.</p> <p>Assessment: -</p> <ul style="list-style-type: none"> • Group Presentation • Journal
Marketing of Products and Services	20	<p>This module examines the key issues in marketing through the use of case studies from a number of industries including production, public sector, charities, retail and services. Using the case illustrations, the principal theories of marketing will be brought to 'life' to enable students to understand how they work. This module will enable students to gain an insight into consumer behaviour and the provision of services and products. This module will help studies of marketing in later parts of the course. Where possible, a local employer will be invited to discuss marketing in the context of their organisation and set students a formative task to complete. A formative feedback opportunity will be provided that will support the completion of the summative assessment.</p> <p>Assessment: -</p> <ul style="list-style-type: none"> • Assignment • Presentation
Organisational Behaviour	20	<p>This module introduces the student to influences on behaviour at different levels, the individual, the group and the organisation. The overall theme of the module is of understanding such influences in a time of continued rapid change. Topics will be considered in the light of individuals and groups within organisations. Students will demonstrate how to manage change in an organisation and be able to support the development of organisational strategies and plans. A formative feedback opportunity will be provided that will support the completion of the summative assessment.</p> <p>Assessment: -</p> <ul style="list-style-type: none"> • Oral Presentation • Assignment
Social and Business Enterprise 1	20	<p>This module explores the application of enterprise within charities, social enterprise and commercial business start-ups. The main focus is to enable students to research, plan and develop an idea for a business venture or social enterprise. This module is the pre-cursor for Business Enterprise in year 3 which provides students with the opportunity to consider the issues associated with managing and growing their business/social enterprise. In Social and Business Enterprise 1 students will acquire the skills and knowledge to enable them to develop and present a comprehensive business plan for their business venture. Where possible a local employer will discuss their</p>

		<p>challenges when starting a business. A formative feedback opportunity will be provided that will support the completion of the summative assessment.</p> <p>Assessment: -</p> <ul style="list-style-type: none"> • Poster and Oral Presentation • Report
Year 2 – Level 5 Modules		
Module Title	Credit Value	Module Summary (including associated assessments)
Project Management	20	<p>Businesses and organisations increasingly make use of project management approaches toward creating change in the workplace and the external environment. For this reason, employees need to have a good understanding, and experience of <i>project management</i> in differing projects and contexts. Where possible, students will choose a possible project related to their workplace to plan, in discussion with their line manager.</p> <p>Hence an 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 tasks and finish projects to delivery and implementation of information systems.</p> <p>In the quest for competitive advantage and value for money, different approaches to, and tools of, project management will be explored and applied. The creating of a plan that factors in risk, organises and manages resources in order to achieve organisational goals in key to achieving competitive advantage.</p> <p>Assessment: -</p> <ul style="list-style-type: none"> • Project Management Methodologies Evaluation • Project Presentation
Managing People	20	<p>This module explores Human Resource Management, including insights offered by occupational psychology. The module is designed to allow students to explore these theoretical perspectives to produce better solutions to business and organisational problems involving the leadership and management of people.</p> <p>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. The strategic nature of HRM is also explored to establish the link between public, charities, private or social enterprise strategy and HRM strategy.</p>

		<p>This module encourages students to recognise the contribution that psychology has, and can make, to the understanding of human behaviour in the workplace. Emphasis is placed on the exploration of theories arising from methods of psychological enquiry and how these can be used to understand human problems in the workplace. Where possible, a local employer will be invited to discuss HR management in the context of their organisation and set students a formative task to complete. A formative feedback opportunity will be provided that will support the completion of the summative assessment.</p> <p>Assessment: -</p> <ul style="list-style-type: none"> • Assignment (HR theme) • Assignment (Psychology theme)
Operations Management	20	<p>Transforming multiple resources into products and services is a vital area of competence for managers. 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. A balance of qualitative understanding and quantitative models and approaches is sought to elucidate challenges for decision-making of operations managers. Contemporary organisational and business examples, applications and case studies are reviewed throughout the module.</p> <p>Objectives:</p> <ul style="list-style-type: none"> • To understand the typologies of operations management and its organisational context • To understand operations planning and its relation to strategy • To understand and evaluate process/lean management and performance measurements/control, resource and supply chain management and sustainability. • To understand and evaluate design of processes, system technologies, location/layouts, networks, and job specifications • To understand and evaluate best-practice manufacturing techniques including logistics • To introduce productions and operations management. A formative feedback opportunity will be provided that will support the completion of the summative assessment. <p>Assessment: -</p> <ul style="list-style-type: none"> • Assignment

Research Skills for the Business Sector	20	<p>This module is designed to enable participants to further develop the learning and development skills introduced in the Higher Learning Skills module in year 1 (or its equivalent). It provides the opportunity for students to focus on practice-based research and evaluation skills. The module will develop an appreciation of methodological approaches and critical thinking skills appropriate to the subject area. This will provide a foundation for research at level 6.</p> <p>Assessment: -</p> <ul style="list-style-type: none"> • Essay • Formal Account
Consumer Behaviour	20	<p>In the 21st century an increased emphasis is being placed on the management of the relationship between the organisation and its customers and key stakeholders. For this reason, 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.</p> <p>Objectives:</p> <ul style="list-style-type: none"> • Appraise consumer decision making and explain how an understanding of consumer behaviour reduces decision risk for marketers • To understand and assess consumer involvement and types of buying decisions for goods and services • To identify individual and social factors in relationship decisions. • To understand the role that communication and marketing management play in implementing and enhancing the customer relationship. <p>A formative feedback opportunity will be provided that will support the completion of the summative assessment.</p> <p>Assessment: -</p> <ul style="list-style-type: none"> • Assignment • Presentation
Management Accounting for Decision Makers	20	<p>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.</p> <p>Where possible, a local employer or accountant will be invited to discuss their accounting practices and set students a formative task to complete.</p>

		<p>The module will enable the student 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. The module will enable students to manage budgets, control expenditure and produce financial reports.</p> <p>A formative feedback opportunity will be provided that will support the completion of the summative assessment.</p> <p>Assessment: -</p> <ul style="list-style-type: none"> • Exam
Year 3 – Level 6 Modules		
Module Title	Credit Value	Module Summary (including associated assessments)
Business Ethics	10	<p>The aim of this module is to encourage learners to consider the ethical implications of organisational leadership decisions, ethics leadership in different sectors and the social responsibilities (or lack of them) of organisations. To examine the framework Corporate Social Responsibility through case studies and real-life examples.</p> <p>A formative feedback opportunity will be provided that will support the completion of the summative assessment.</p> <p>Assessment: -</p> <ul style="list-style-type: none"> • Assignment
Developing Organisational Leadership	20	<p>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, teamwork, change management and growth. To achieve this aim, a range of analytical, problem-solving, reflective, communication, collaborative, strategic, and innovative approaches will be covered.</p> <p>This module assists in the development of leadership and management skills, bringing together an established body of knowledge and theory in both leadership and management and learning and development.</p> <p>Furthermore, using applied learning and continuous professional development approaches, the module requires the student to reflect critically on theory and practice in the workplace.</p> <p>Underpinning these developments will be graduates demonstrating they can understand the theory and apply the six course themes: that is to take the initiative, work independently, be interpersonal (skills), investigative,</p>

		<p>innovative and possess integrity (the Six I's).</p> <p>In summation the module will enable learners to develop a range of personal and professional skills associated with the development of leadership and management strategies to facilitate organisational development and change and compete for resources. Where possible, a local employer will be invited to discuss their leadership challenges in the context of their organisation and set students a formative task to complete.</p> <p>A formative feedback opportunity will be provided that will support the completion of the summative assessment.</p> <p>Assessment: -</p> <ul style="list-style-type: none"> • Report and Personal Development Folder • Exam (Open Book)
Dissertation or Extended Work Based Project	30	<p>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.</p> <p>The aim will be achieved through the critical appraisal of the work of others and, through the analysis of the results of the learner's own systematic investigation, which will employ a methodology appropriate to the research question.</p> <p>The dissertation will develop, whilst making continual references back to the Literature Review. Here a body of knowledge, tested hypotheses and analysis of a current problem will be demonstrated - giving opportunity to combine theoretical and empirical investigative techniques (using primary and/or secondary sources), bringing together the conceptual frameworks inherent in a range of modules in a practical study.</p> <p>Finally, the Dissertation will provide evaluation of synthesis upon which the evidence together with arguments derived using both secondary and primary sources</p> <p>Assessment: -</p> <ul style="list-style-type: none"> • Dissertation Oral Seminar Presentation • Professional Discussion • Dissertation Final Written Presentation
Strategic Management	20	<p>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).</p>

		<p>Teaching and learning in this module will develop an understanding of the changing practice of strategic management as organisations operate in dynamic, uncertain and complex macro-environmental contexts. Where possible, a local employer will be invited to discuss Strategic Management in the context of their organisation and set students a formative task to complete.</p> <p>Assessment: -</p> <ul style="list-style-type: none"> • Open Book Exam
Business Enterprise	20	<p>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. The management and growth of the venture using operational management and project management, management accounting and organisational behaviour and change management. Students will also develop a reflective approach to the importance of leadership and motivation within their team and consider the nature of organisational change as an important function of flexibility in a dynamic environment.</p> <p>The content should reflect</p> <ul style="list-style-type: none"> • implementation of operational management techniques • project management tools • management accounting theory and practices • the overarching theme of change and how organisations need to respond to change • the implementation of an Organisational strategy • the nature, structure and design of work organisations • technology and organisations influences on behaviour • Exploration into how organisations develop their capability to grow and prosper in the modern world. • Encouraging Innovation and using technology to better manage change. • Develop new products and processes, organisational structures and new cultural forms. • Individual Dimension, e.g. Perception, Work motivation, Stress. • Group Dimension, e.g. Dynamics of Group work, Teamwork • Organisational Dimension, e.g. Culture, Leadership, Management, Communications, Power, Conflict. <p>Assessment: -</p> <ul style="list-style-type: none"> • Presentation • Assignment

Global Business	20	<p>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. External challenges to the multi-national enterprise are examined, such as those in the economic, political, cultural, ethical and legal fields. Possible internal responses to these challenges are considered, including strategic, human relations, marketing, accounting and logistical responses. The importance of multi-disciplinary perspective for purposes of analysis will be adopted throughout, as will the use of up-to-date case study (driven) and applied and internet materials. Students will have the opportunity, as part of an organised college field trip, to visit a country at a different stage of development or different type of economy, to that of the UK. The aim of the trip will be to encourage reflection and evaluation of issues and impacts within the global macroenvironment.</p> <p>Objectives:</p> <ul style="list-style-type: none"> • To understand the impact of globalisation on business enterprise • To understand and assess macro-environmental issues • To have a broad understanding and demonstrate evaluation of issues covering international human resource management, marketing, logistics and accounting and finance • To understand and apply international business theory and practice. <p>Assessment: -</p> <ul style="list-style-type: none"> • Assignment • Professional Discussion /Viva
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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 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. This should amount to a total of not more than £300 per year.