

## PROGRAMME SPECIFICATION

The Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes.

### SECTION A: DETAILS OF THE PROGRAMME AND AWARD

<b>Programme Title</b>	<b>BA (Hons) Business Management (Top-Up)</b>
<b>Awarding Body</b>	<b>Buckinghamshire New University</b>
<b>Teaching Institution / Programme Location</b>	<b>Buckinghamshire New University</b>
<b>Faculty</b>	<b>Design, Media &amp; Management</b>
<b>Name of Final Award</b>	<b>Bachelor of Arts with Honours, BA (Hons)</b>
<b>NQF/FHEQ Level of Qualification</b>	<b>Level 6: Bachelor's degree with honours</b>
<b>QAA Subject Benchmark Statement(s)</b>	<b>General Business 2015</b>
<b>UCAS Code</b>	<b>N/A</b>
<b>Course Code(s)</b>	<b>BB4BAM1 (Online Full Time) BB4BAM2 (Online Part Time)</b>
<b>Mode of Delivery</b>	<b>FT/PT</b>
<b>Length of Study</b>	<b>9 Months to One Year Full Time or Two years part-time</b>
<b>Number of Intakes</b>	<b>3 per year: September, January and May</b>
<b>Regime of Delivery</b>	<b>Distance Learning</b>
<b>Language of Study</b>	<b>English</b>
<b>Programme Accreditation</b>	<b>N/A</b>
<b>Month and Year valid from</b>	<b>01 September 2017</b>
<b>Publication &amp; Revision Dates</b>	<b>01 July 2017</b>

### Programme Introduction

The programme is designed for students who see themselves as future business professionals in any industry (private / public / voluntary). The programme provides various opportunities to develop knowledge and expertise required to be a successful manager in the industry. This course would suit students who are interested in developing business knowledge, management skills and managing in an ever increasing international world.

The BA (Hons) Business Management Online programme gives opportunity to students to top up their level 5 qualifications to a full honours degree online without the need to attend traditional face-to-face lectures. The programme consists of four main modules which will help to develop the intellectual capability of students as well as their research skills.

The programme covers the important area of leading and managing change especially in the current climate where businesses need to understand the turbulent business environment and the role of effective managers and leaders in the change process. Further to this, the programme also covers areas of strategic aspects of marketing which will help students to understand not only the key areas of

marketing but also the ability to understand how to successfully manage products and services from idea inception to achieving success through effective marketing both in UK and international markets. The programme also covers areas of innovation and Corporate Governance as well as the chance to learn new research skills in business and management.

## **Distinguishing Features of the Programme**

A key feature of the programme is the blend of both academic study and skills development in order to enhance the employability of our graduates. In order to enable students to develop broad knowledge in the desired area, we offer a course with an emphasis on applying the knowledge developed in real life situations through case studies or working in and with real organisations. The course also aims to develop an individual's entrepreneurial capabilities and offers opportunities for students to develop and launch business ideas, as well as providing flexible opportunities for undertaking work experience.

Additionally, students acquire a wide range of skills and competences useful for dealing competently with real-life, practical problems. The course will focus on the ability to think critically and will, therefore, enable students to analyse and evaluate solutions to complex, real-life problems.

### **Distinguishing Features**

- Programme can be completed 100% online
- Programme can be completed between 9 and 12 months
- The opportunity to interact with students online from all over the world
- Discussions through online forums will engage students and allow them the opportunity to network
- Ability to research real organisations and also through case studies, students will be able to understand the real issues organisations face

## **Admission Requirements**

The minimum entry requirements for the programme are as follows:

- Applicants for Direct Entry to this Level 6 Top Up programme will be expected to have 240 credits or equivalent gained on a business-related programme such as Foundation Degree, HND or Advanced Diploma acceptable to the university.
- No specific syllabus mapping is required but successful applicants will have covered all the functional areas of business (i.e. Operations, Finance, HRM & Marketing)
- In general, for all Business Management students, a typical offer would be made to those with GCSE Maths and English at Grade C or above or IELTS 6 or equivalent
- Mature students without formal qualifications, but with appropriate experience, may be admitted to the course in-line with the university's admission statement regarding mature students.
- Students whose first language is not English will be required to show some evidence of appropriate English language proficiency
- Mature students will also need to demonstrate how they will benefit from the programme through the submission of a personal statement

- Admissions will be in line with university's standard procedures for business management programmes.

### **Recognition of Prior Learning**

In other cases, applications for advanced entry with specific credits towards the degree will be dealt with under CATS/APEL regulations and procedures.

### **Employability Statement / Career Prospects**

On completion of the programme, students will be able to progress to a range of opportunities and careers in general management, or developing their own business. The programme provides a broad background in the area of business management, which offers the opportunity to focus on a particular area of interest for post-graduate study, either full time or part time whilst working, should the graduate wish to follow this route. Overall, this is a flexible business programme allowing students to prepare themselves for a professional role that suits their skills and interests.

### **Professional Statutory and Regulatory Body Accreditation**

N/A

## **SECTION B: PROGRAMME AIMS, OUTCOMES, LEARNING, TEACHING AND ASSESSMENT METHODS**

### **Programme Aims**

The main educational aims of the programme are to:

- To provide all students with an in-depth knowledge and understanding of the core functions of business and management
- Critically evaluate and plan for a range of contemporary business and management scenarios.
- To develop the intellectual skills necessary to contribute to effective business practice and problem solving
- To prepare students for graduate employment, research, further study and lifelong learning by developing their intellectual, practical and key (transferable) skills
- Enhance the employability of graduates through the blend of academic study and skills development. The course aims to develop enterprise and entrepreneurial skills and offers students opportunities to link their studies with work experience and internships.

### **Programme Learning Outcomes and Mapping to Modules**

**On successful completion of Level 6 BA Ordinary degree a graduate, will be able to:**

#### *K. Knowledge and Understanding*

1. Evaluate and critique the range of activities within the key business functional areas and their interrelationship and interconnectedness;
2. Analyse theories and concepts of strategic management, leadership and innovation within a changing environment.

#### *C. Intellectual/Cognitive Skills*

1. Deal critically with organisational issues and be able to produce solutions and action plans.

*T. Key/Transferable Skills*

1. Critically evaluate information, arguments and concepts.

**On successful completion of Level 6 BA (Hons) a graduate, in addition to the above, will be able to:**

*T. Key/Transferable Skills*

2. Research information about complex business situations and apply qualitative and quantitative techniques to it, in a project context.

<b>Programme Learning Outcomes</b>		
<b>K</b>	<b>Knowledge and Understanding</b>	<b>Core Modules (Code) Level 6</b>
<b>K1</b>	Evaluate and critique the range of activities within the key business functional areas and their interrelationship and interconnectedness.	<b>BM629 BM630 MG626 MG627</b>
<b>K2</b>	Analyse theories and concepts of strategic management, leadership and innovation within a changing environment.	<b>BM629 BM630 MG626 MG627</b>
<b>C</b>	<b>Intellectual/Cognitive Skills</b>	
<b>C1</b>	Deal critically with organisational issues and be able to produce solutions and action plans.	<b>BM629 BM630 MG626 MG627</b>
<b>T</b>	<b>Key/Transferable Skills</b>	
<b>T1</b>	Critically evaluate information, arguments and concepts.	<b>BM629 BM630 MG626 MG627</b>
<b>T2</b>	*Research information about complex business situations and apply qualitative and quantitative techniques to it, in a project context.	<b>BM630</b>

### **Learning, Teaching and Assessment Methods to achieve the Programme Learning Outcomes**

Students study four modules which carry 30 credits each: Strategic marketing, Managing Innovation in Business, Leading and Managing Change and Corporate Strategy and Governance. The corporate strategy and Governance module incorporates research element in satisfying the honours degree requirement hence students will be required to write a 6,000 word report incorporating various research skills they will learn in the module. The Corporate Strategy and Governance module is also a requirement for the award of an Honours degree.

Throughout the award the objectives are to develop the knowledge, skills and analytical ability of students to enable them to develop successful careers in business organisations. This objective is met by a combination of self-study, directed research and investigation, tutor support and Blackboard materials. The assessment tasks will be individual assignments incorporating case study analysis, and project work in a combination designed to assess and meet the stated aims and the required learning outcomes. There will be opportunity for formative assessment through discussions with tutors at specific times to review progress of work to date as well as general feedback on the online forums.

The assessment strategies are designed to ensure that learning outcomes are achieved and that there is a development of knowledge and skills. Independent learning is embedded within the programme and students develop a depth of understanding via synthesis, critical analysis and evaluation. Assessments are by coursework and examination with the majority of modules being assessed by coursework only. A mixture of formative and summative assessment are used. The assessment strategy is informed throughout, and aligned to, the QAA guide (2012) *Understanding assessment: its role in safeguarding academic standards and quality in higher education*. Formative assessment, and the timely follow-up by tutors with good practice feedback, is used to monitor student progress and also help the student to plan, practice and prepare for the summative assignments

### Work-Based / Placement Learning

Not applicable

### Blackboard access (VLE)

It is mandatory for Students to ensure they have gained access to Blackboard (VLE) within 7 days of enrolment. If any student has any difficulty accessing Blackboard, they should contact the IT department via email [it@bucks.ac.uk](mailto:it@bucks.ac.uk) and the programme leader.

## SECTION C: PROGRAMME STRUCTURE(S) AND HOURS

Table 1: Programme Structure Table

Programme Title		BA (Hons) Business Management (Top-Up)							
Course Code		BB4BAM1-OFT; BB4BAM2-OPT							
Mode of Study		PT/FT							
Credit Value		UK	120	ECTS			60		
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award ( <i>Core / Optional</i> )	Credit Value	Assessment Regime			Semester Taught *
						Written Exam %	Coursework %	Practical %	
<b>Level 6</b>									
MG626	Strategic Marketing	6	1	C	30		100%		S1
BM629	Managing Innovation in Business	6	1	C	30		100%		S1
MG627	Leading and Managing Change	6	1	C	30		100%		S2
BM630	Corporate Strategy and Governance	6	1	C	30		100%		S2

### Table 3: Breakdown of Contact Hours

*Note: Hours are worked on the basis of full-time study. 1 Academic Credit is equated to 10 notional learning hours. A full-time undergraduate student will normally study 120 credits in an academic year which is therefore equated to 1200 notional hours. A full time postgraduate student will normally study 180 credits in an academic year which equates to 1800 hours. Module Descriptors provide detailed breakdowns of the categories given below.*

Year of course	Scheduled Learning and Teaching Activities	Guided Independent Study	Placement / Study Abroad	Total
Year One	352	848	0	<b>1200</b>
<b>Total</b>	<b>352</b>	<b>848</b>	<b>0</b>	<b>1200</b>

## SECTION D: ASSESSMENT REGULATIONS

This programme complies with the approved University regulations *Academic Assessment Regulations* and procedures as detailed on the University website.

The following modules will be non-compensable:  
BM630

The calculation of this award will be **Level 6 100%**

### Exit Awards Available

Exit Award Type	Award Title	Credits Achieved
Ordinary Degree	BA Business Management	60 Credits

To achieve the Level 6 Ordinary Degree students must pass two out of three of the modules which are not deemed to be research based i.e. MG626, MG627 and BM629. Students therefore cannot be awarded an ORD for passing BM630 with one of the other modules.

To achieve the Level 6 Honours Degree students must pass all four Level 6 modules.

The calculation of this award will be Level 6 100%

The following modules will be non-compensable:

- BM630

### Annual Monitoring

This programme will be monitored annually through the University's Annual Monitoring Process, which is a continual cycle of review and enhancement. This process is supported by both the periodic review of departments and the periodic re-approval process for individual programmes. All processes are completed in consultation with students via the Students' Union or student representatives.

The re-approval of this programme is scheduled for academic year:  
2022-2023

## Ethics

The following ethics sub-committee will be responsible for ensuring good research practice and student awareness of ethical concerns and risks.

Business and Management ethics sub-committee will be ensuring good research practice and any ethical awareness.

## SECTION E: FURTHER INFORMATION

### Reference Points

- University Strategy 2016-2021 - [https://bucks.ac.uk/\\_data/assets/pdf\\_file/0020/12818/strategic\\_plan\\_summary2016\\_2021.pdf](https://bucks.ac.uk/_data/assets/pdf_file/0020/12818/strategic_plan_summary2016_2021.pdf)
- Buckinghamshire New University Approval of Academic Provision policy and procedure - [https://bucks.ac.uk/\\_data/assets/pdf\\_file/0016/12733/Approval-of-Academic-Provision.pdf](https://bucks.ac.uk/_data/assets/pdf_file/0016/12733/Approval-of-Academic-Provision.pdf)
- QAA Subject Benchmark Statement (February 2015) - <http://www.qaa.ac.uk/en/Publications/Documents/SBS-business-management-15.pdf>
- QAA Framework for Higher Education Qualifications (2014) - <http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf>
- Promoting equality of opportunity through flexible learning – Higher Education Academy - [https://www.heacademy.ac.uk/system/files/hea\\_-\\_birmingham.pdf](https://www.heacademy.ac.uk/system/files/hea_-_birmingham.pdf)
- University Academic Qualifications Framework

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