



## **UNDERGRADUATE PROGRAMME SPECIFICATION**

<b>Programme Title:</b>	<b>BA (Hons) Business Management</b>
<b>Awarding Body:</b>	<b>Staffordshire University</b>
<b>Teaching Institution:</b>	<b>Staffordshire University CWT Chamber Training Burton &amp; South Derbyshire College Stafford College</b>
<b>Final Awards:</b>	<b>BA (Hons) Business Management</b>
<b>Intermediate Awards:</b>	<b>N/A</b>
<b>Mode of Study: UCAS Codes:</b>	<b>Part-time, one year</b>
<b>QAA Subject Benchmarks:</b>	<b>General Business and Management (2007)</b>
<b>JACS Code:</b>	<b>N100</b>
<b>Professional/Statutory Body:</b>	<b>N/A</b>
<b>Date of Production:</b>	<b>May 2012</b>
<b>Date of Revision:</b>	<b>July 2014 (Change to Programme Structure)</b>

**If you require this document in a larger text or a different medium please contact us.**

## **EDUCATIONAL AIMS OF THE PROGRAMME**

The business awards aim to create a learner-centred success culture which will:

- Provide a stimulating learning experience and environment that offers cutting edge experience for students to develop their potential to become outstanding business graduates and entrepreneurial practitioners within an international business community.
- Develop students who have a critical awareness of business issues, are able to articulate this awareness with respect for others, are willing and able to embrace change and are focused on their achievements.
- Foster an academic community which promotes lifelong learning, supported by research and practice informed teaching
- Support flexible learning with technologies to reflect and anticipate student needs
- Provide stimulating and challenging learning opportunities, work-related experiences to enable full business simulation and utilise students existing business experience
- Provide a coherent, clearly defined programme of study of business organisations and their management, encompassing the broadening scope of business organisations in the context of increasing change and complex societal and environmental demands.
- Provide a learning experience that reflects the importance of, and celebrates diverse communities and enables inclusivity of all those wishing to engage in learning and development.
- Provide a programme of timely assessment and feedback which enables students to become self aware, reflective and independent learners; partners in, contributors to and co-owners of their PDP and life-long learning and success
- Provide a programme of development that inspires and interests students to develop a passion for their subject and for learning and to encourage further development and study.

### **What is distinctive about this programme?**

The Business Management programme has at its core the notion of business being about transformation, of individuals and their lives and of organizations and communities, and the role that our graduates will have in those communities as business transformers.

This award offers is the final stage in progression route to the Honours degree in Business Management (part-time). As part-time students with existing employment skills, more focus on academic and entrepreneurial skills and application of these in the workplace will be facilitated, to enable the student to cope with the demands of

higher education / lifelong study. The programme of study focuses on student awareness on their personal development and application of academic concepts within the workplace. The award is ideal for people who are progressing in their career and are beginning, or have aspirations, to take on a more responsible role requiring business management skills. Students will acquire and understand academic knowledge, and be able to confidently apply this knowledge in practice through being adept communicators, good team workers, have good interpersonal skills, be critical (and able to accept and build on criticism), have the ability to solve problems, make decisions and be able to manage their own time.

Students will develop these skills (as a Staffordshire University Business School Graduate) as a distinctive part of their learning journey, able to demonstrate impact, excellence and distinctiveness in their chosen field of work.

As students progress through their academic and personal development journey Business students will develop:

**Awareness** – understanding and appreciation of the community in which business is conducted and their role in reflecting and shaping the future agenda of business in practice.

**Altruism** – become purposeful and focused on achievement and empathetic of the impact of their decisions, agendas and action on the experiences of others.

**Articulation** – confidence in their ability to communicate their ideas and requirements using a range of media and tools of analysis.

**Adaptability** – ability to be flexible and willing to address and embrace change in the pursuit of better solutions and environments.

**Authenticity** – a genuine, respectful and sincere approach to their dealings with others and able to lead and engage with others to share with and learn from diverse communities of practice.

These attributes will be embedded in the learning outcomes of the total learning experience requiring an innovative and evolving approach to learning and development of business knowledge and skills, which encourages partnership in design and delivery and engagement in assessment and progression. They support development of the Staffordshire Graduate qualities as indicated below:

### **The Staffordshire Graduate**

The Staffordshire Graduate represents a set of qualities that the University passionately believes is necessary for success in the 21st century. The Staffordshire Graduate is a reflective and critical learner with a global perspective, prepared to contribute in the world of work.

The top-up honours degree in Business Management aims to produce graduates who are reflective and critical learners, with a global perspective, and who are prepared for the world of work.

- Across all business modules, we aim to provide our graduates with **discipline expertise**. We instil a critical knowledge of the discipline that is underpinned by the experience, research and scholarship of the academic staff and which strives to reflect the key issues that affect the world in which we live.
- As part of our commitment to ensuring that Business Management graduates

demonstrate **professionalism**, we aim to produce graduates who are equipped to enter the world of work and are **enterprising** or **entrepreneurial** by nature. We use tutorial modules, practical work, work-based activities and research projects to develop and refine the transferable skills (and the confidence and proficiencies that such skills endow) that create graduates with the abilities that employers seek. Our graduate will be required to be enterprising, innovative in how they think and conduct their work, and creative in seeking solutions based on the knowledge and skills that the curriculum imparts.

- In order to capitalize on the knowledge and understanding that the degree aims to develop, **effective communication** and an ability to work in teams and with diverse stakeholders, are seen as essential attributes of our graduates. The development of communication, **presentation** and **team working** skills lie at the heart of the award and are nurtured to a high level of proficiency in many of the thematic modules and, especially, through tutorial programmes, professional practice modules, and the employability modules.
- Employers also value **independence of thought** and a **creative** ability to find solutions. The degree enables students to take ownership of their learning – whether individually or in groups – and encourages independence of thought and **problem-solving** across a spectrum of activities: in the conduct of a research project or a work-place project; in critical reading and writing in thematic modules; or in tutorial discussions and presentations.
- These are essential attributes of the **critical, reflective** and **life-long learners** that Staffordshire graduates are expected to become. Throughout the three years of the degree, students are encouraged to develop their understanding through critical reflection; to question different views and perspectives and to use both their generic and specialist skills (including technology supported learning) to recognize and resolve problems.
- Increasingly those problems are set in a global context and globalisation and **global citizenship** are central to the way that business practitioners look at the world. The majority of the thematic modules explore understandings of how global systems work; how those systems impact upon individuals; and how graduates can work professionally to manage global issues.

## PROGRAMME OUTCOMES

**What will this programme teach me to do?**

**How does this relate to national standards? (*QAA Business & Management benchmark statements met by each outcome are indicated in italics at the end of each outcome*)**

**At the end of your studies you should be able to:**

<p><b>Knowledge &amp; Understanding</b>            Demonstrate a systematic understanding and critical evaluation of key aspects of business, to include strategic management concepts to inform decision making and change management in response to contemporary and global developments.  <i>(2.1; 2.3; 3.1; 3.2; 3.5; 3.7; 5.4)</i></p>
<p><b>Learning</b>            Carry out inquiry based learning, critical analysis and evaluation, and creative thinking to provide opportunities and solutions for business success. Engage in strategic thinking and development and apply ethical reasoning to issues facing contemporary organisations, management and leadership.  <i>(2.1; 3.1; 3.2; 3.3; 3.4; 3.7)</i></p>
<p><b>Enquiry</b>            Justify and apply appropriate and ethical approaches to research and investigation in the field of management, and apply skills and knowledge of enterprise in the pursuit of new business solutions and opportunities. Evaluate the effectiveness and ethical use of Information in a global business management context.  <i>(2.2; 3.9; 5.4)</i></p>
<p><b>Analysis</b>            Describe, comment on and critically evaluate contemporary research into business management and its application related to decision making and the judgement of strategic decisions. Be entrepreneurial in your way of thinking and behaving, and in your approach to problem and opportunity analysis. Throughout you will reflect on the application of creative thinking, risk analysis and innovation.  <i>(2.2; 3.3; 3.6; 5.4)</i></p>
<p><b>Problem Solving</b>            Demonstrate a range of approaches to solving complex and interrelated business problems, displaying judgement of appropriate and different perspectives and the knowledge and understanding of what is right and ethical.  <i>(3.5; 3.9; 4.2)</i></p>
<p><b>Communication</b>            Communicate complex information, ideas, problems and solutions through a variety of media and display confidence in their communication and presentation abilities and your ability to network and interact.  <i>(3.9)</i></p>
<p><b>Application</b>            Apply, with reasoned judgment the research and analysis skills, problem-solving techniques and business knowledge to business problems review, extend, devise and sustain arguments to complex organisation problems, scenarios and opportunities to demonstrate your capabilities as entrepreneurs and enterprising individuals.  <i>(2.4; 3.1; 3.3; 3.4; 3.5; 3.7; 3.9; 4.2; 5.4)</i></p>
<p><b>Reflection</b>            Demonstrate a high level of competence in personal development, showing initiative, responsibility, reflection and the transferable skills necessary for employability and understanding of your role in a globalised economy, through highly developed skills of personal awareness and critical review.  <i>(2.3; 2.4; 3.2; 3.8; 3.9; 5.3)</i></p>

# PROGRAMME STRUCTURE, MODULES AND CREDITS

**Programme Title: PART-TIME BA (HONS) BUSINESS MANAGEMENT  
(One Year Top-Up)**

## Level 6

<b>TB1</b>		<i>(15 credits, Level 6 Option)</i>	<i>(15 credits, Level 6 Option)</i>
<b>TB2</b>	<b>Applied Business Research</b> <i>(30 credits)</i>	<b>Global Business Directions</b> <i>(30 credits)</i>	
<b>TB3</b>		<b>Strategic Management in Organisations</b> <i>(30 credits)</i>	

This award offers seamless progression from the Foundation degree in Business Management. It offers specialist professional choice in TB1 and research focus throughout the year to facilitate progression from a range of alternative FdA awards offered at partner institutions (Leadership & Management, Public Service, Salon Management etc.)

**2 Professional Choice (Option) modules will be selected from the list below :**

Business of War & Terrorism  
Work Experience

Marketing Metrics *or* Brand Identities & Communities  
Learning, Knowledge & Performance *or* Managing & Coordinating the HR Function  
International Supply Chain Management *or* The Role of Emerging Economies in International Business  
Legal Aspects of Supply Chain Management *or* International Supply Chain Management  
Fraud Risk Management *or* Applied Accounting Software

## HOW WILL I BE TAUGHT AND ASSESSED?

### Teaching and Learning

Recognising the diverse skills and styles of our student community places an emphasis on ensuring that a range of learning environments and media are available and enabling students to engage in learning in a variety of ways. The emphasis on experiencing business creates the need for additional learning environments such as conference, guest speakers, tutorials, workshops, seminars and VLE to complement and enhance traditional, face-to-face learning experience. Knowledge and skills will be developed through case-studies, role-plays, simulations, presentations, projects (work-based and academic), reflective portfolios and the extended use of technology supported activities.

The curriculum will develop and evolve so that knowledge and skills learned in previous awards will be transferred, re-applied and developed in related option modules and at higher levels. Learners will be guided through their studies through a teaching support network of module tutors, personal tutors, award leaders and supporting academic and business managers, and dedicated and involved support and pastoral staff. Learning and teaching will be an enriching experience for the students that reflects the value the school places on effective, innovative and research informed teaching. Learning and teaching will foster the critical intellectual development of our students and the business capabilities required to further a career in contemporary organisations.

In their learning situations our students will be acting in partnership with module deliverers and facilitators who, through a programme of study designed to develop an evolving body of knowledge and portfolio of skills, will be:

- Encouraging active learning and a confidence to learn
- Making explicit the skills to be developed through the curriculum
- Stimulating intellectual curiosity and excitement in learning through engagement with up-to-date and contemporary, well researched subjects.
- Encouraging critical reasoning about the world of business to achieve well informed judgements and conclusions
- Challenging and shaping new learning experiences and opportunities through application of research informed andragogy.

And our learners will have the opportunity to:

- Engage with complex, challenging problems and real world issues
- Proactively use available resources, technical, digital and paper-based to address problems, construct solutions and identify new topics for research
- Engage in constructive reflection on learning and new ideas
- Communicate and share with others in effective teams and collaborative activities.
- Demonstrate a sense of community through active involvement with individuals and groups from differing backgrounds, communities and value systems

## Assessment

We will seek to design an assessment programme that allows students to demonstrate knowledge and skills appropriate to the world of work and which is underpinned by high academic standards and informed by relevant awarding bodies. We will ensure that students are able to engage confidently in the assessment process by developing appropriate skills.

Assessment design will reflect the skills needed to engage in business and will include report presentation through a variety of media, case-study analysis and feedback, reflective portfolios, assignments, research projects, examinations (both open and closed-book) pod-casts and technology supported presentations, poster presentations and web-based design tasks. The assessment programme will also build in a feedback programme to enable students to engage with and benefit from meaningful and timely feedback to help develop confidence in meeting the demands of different approaches to assessment. We will develop a partnership approach so the assessment enables our learners to demonstrate their potential

To achieve this we will:

- Design into our programmes opportunities for formative assessment and feedback and encourage students to reflect and evaluate their contribution and development.
- Design assessment strategies based on an integrative approach which addresses the elements of assessment for learning, accessibility, diversity and efficiency.
- Assessment will enable students to make increasingly effective and confident judgements within their courses of study and within professional and employment contexts.
- Underpinning our strategy will be the 5A\* graduate attributes that will enable our students to engage in learning and development and effective employment beyond their ongoing involvement in the school.
- Assessment design will be informed by the 11 principles identified by the REAP Project:
  - Engage students actively in identifying or formulating criteria
  - Facilitate opportunities for self-assessment and reflection
  - Deliver feedback that helps students self-correct
  - Provide opportunities for feedback dialogue (peer and tutor-student)
  - Encourage positive motivational beliefs and self-esteem
  - Provide opportunities to apply what is learned to new tasks
  - Yield information that teachers can use to help shape teaching
  - Capture sufficient study time and effort in and out of class
  - Distribute students' efforts evenly across topics and weeks
  - Engage students in deep not just shallow learning effectively

- Communicate clear and high expectations to students.
- We will ensure that the volume of assessment is not greater than is necessary for the testing of appropriate learning outcomes
- Assessment design will give students the best opportunity to demonstrate their potential.
- We will provide timely and constructive feedback to enable students to learn and develop through the assessment process.
- We will encourage students to reflect on all forms of feedback to enhance their ongoing learner development.
- We will encourage students to share their reflections with staff to enable critical review and analysis.

## **ADDITIONAL INFORMATION**

### **Entry Requirements (including IELTS score)**

#### **What qualifications would I need to join this programme?**

The entry requirements for the award are normally:

This award is available as a top-up for students who have normally completed an HNC/D Business Management, Foundation Degree Business Management (or related subject) or ILM Diploma. However, many students gain entry via ILM, supervisory NEBBS, IM Certificate, Graduate Certificate in Management Studies (GCMS), also non-business qualifications such as HNC or HND in computing, HNC or HND in tourism and leisure etc. Additional study may be required for students with non-business specific entry qualifications

#### **Credit for Prior Learning**

There may be an opportunity to get some accreditation for prior learning and work experience. This should be discussed on application.

**Applicants with non-standard qualifications are encouraged to apply.**

**Overseas students would normally be required to demonstrate achievement of IELTS level 6 or TOEFL score of 550, or equivalent.**

#### **Disability Statement**

Staffordshire University operates a policy of inclusive teaching and learning to ensure that all students have an equal opportunity to fulfil their educational potential. Details about how to apply to have your needs assessed can be found at:

[http://www.staffs.ac.uk/courses\\_and\\_study/disabled\\_students/index.jsp](http://www.staffs.ac.uk/courses_and_study/disabled_students/index.jsp)

## **AWARD SPECIFIC INFORMATION**

**Further information about the award can be found in the relevant Student Handbook and on the University Website. This includes information about optional modules, learning outcomes at levels below honours, student support, and academic regulations.**

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## THE STAFFORDSHIRE GRADUATE

The Staffordshire Graduate represents a set of qualities that the University passionately believes is necessary for success in the 21<sup>st</sup> century. The Staffordshire Graduate is a reflective and critical learner with a global perspective, prepared to contribute in the world of work.

The table below indicates where, within your award, these characteristics are addressed:

AWARD TITLE:	Business Management (final year) Core Modules only, options listed separately	
Characteristic	Award Module(s) including level and number of credits	Method of Assessment
<b>A Work-ready and employable</b>	Applied Business Research (30 credits) L6	2000 word assignment Class test
	Strategic Management in Organisations (30 credits) Level 6	Exam or learning portfolio, assignment of 3000 words
<b>B Understanding of enterprise and entrepreneurship</b>	Strategic Management in Organisations (30 credits) Level 6	Exam or learning portfolio, assignment of 3000 words
<b>C Understanding of global issues and their place in the global economy</b>	Strategic Management in Organisations (30 credits) Level 6	Exam or learning portfolio, assignment of 3000 words
<b>D Communication skills</b>	Global Business Directions inc Int Bus / CMI (30 credits) L6	Conference Portfolio: reflection on knowledge & skill development, personal review. Project and presentation (CMI); or poster and presentation (Int Bus) both 3000 word equivalent.
	Strategic Management in Organisations (30 credits) Level 6	Exam or learning portfolio, assignment of 3000 words
<b>E Presentation skills</b>	Applied Business Research (30 credits) L6	2000 word assignment Class test
	Global Business Directions inc Int Bus / CMI (30 credits) L6	Conference Portfolio: reflection on knowledge & skill development, personal review. Project and presentation (CMI); or poster and presentation (Int Bus) both 3000 word equivalent.

<b>F The ability to interact confidently with colleagues</b>	Strategic Management in Organisations (30 credits) Level 6	Exam or learning portfolio, assignment of 3000 words
<b>G Independence of thought</b>	Applied Business Research (30 credits) L6	2000 word assignment Class test
	Global Business Directions inc Int Bus / CMI (30 credits) L6	Conference Portfolio: reflection on knowledge & skill development, personal review. Project and presentation (CMI); or poster and presentation (Int Bus) both 3000 word equivalent.
	Strategic Management in Organisations (30 credits) Level 6	Exam or learning portfolio, assignment of 3000 words
<b>H Skills of teamworking</b>		
<b>I Ability to carry out inquiry-based learning and critical analysis</b>	Applied Business Research (30 credits) L6	2000 word assignment Class test
	Global Business Directions inc Int Bus / CMI (30 credits) L6	Conference Portfolio: reflection on knowledge & skill development, personal review. Project and presentation (CMI); or poster and presentation (Int Bus) both 3000 word equivalent.
	Strategic Management, Leadership & Decision Making (30 credits) Level 6	Exam or learning portfolio, assignment of 3000 words
<b>J Skills of problem solving and creation of opportunities</b>	Applied Business Research (30 credits) L6	2000 word assignment Class test
	Global Business Directions inc Int Bus / CMI (30 credits) L6	Conference Portfolio: reflection on knowledge & skill development, personal review. Project and presentation (CMI); or poster and presentation (Int Bus) both 3000 word equivalent.
	Strategic Management in Organisations (30 credits) Level 6	Exam or learning portfolio, assignment of 3000 words
<b>K Technologically, digitally and information literate</b>	Applied Business Research (30 credits) L6	2000 word assignment Class test

	Global Business Directions inc Int Bus / CMI (30 credits) L6	Conference Portfolio: reflection on knowledge & skill development, personal review. Project and presentation (CMI); or poster and presentation (Int Bus) both 3000 word equivalent.
	Strategic Management in Organisations (30 credits) Level 6	Exam or learning portfolio, assignment of 3000 words
<b>L Able to apply Staffordshire Graduate attributes to a range of life experiences to facilitate life-long learning</b>	Applied Business Research (30 credits) L6	2000 word assignment Class test
	Strategic Management in Organisations (30 credits) Level 6	Exam or learning portfolio, assignment of 3000 words

**Notes:**

**Award Modules**

Indicate which module(s) within the award

**Assessment**

Indicate how achievement of the Assessments develop this characteristic

## ADDENDUM FOR DELIVERY AT A PARTNER INSTITUTION

This section should record any matters within the programme specification which do not apply to the delivery at the partner. It should also note any differences in delivery, course content, module choice etc.

<b>Name and location of partner</b>	CWT Chamber Training
<b>Partnership Context</b>	The awards listed below are part of a franchise arrangement with Staffordshire University.
<b>Awards to be offered at partner</b>	BA (Hons) Business Management Top-Up (one year) HND Business
<b>Aims / Learning Outcomes</b>	See Programme Specification
<b>Curricula</b>	See Programme Specification
<b>Teaching and Learning</b>	See Programme Specification
<b>Assessment</b>	See Programme Specification
<b>Admissions Criteria</b>	See Programme Specification
<b>Specific Regulations</b>	None
<b>Date of completion</b>	August 2012

All of the above sections should be completed as appropriate for each partner organisation.

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<b>Name and location of partner</b>	Stafford College
<b>Partnership Context</b>	The awards listed below are part of a franchise arrangement with Staffordshire University.
<b>Awards to be offered at partner</b>	BA (Hons) Business Management Top-Up (one year) HND Business HNC Business FdA Business Management
<b>Aims / Learning Outcomes</b>	See Programme Specification
<b>Curricula</b>	See Programme Specification
<b>Teaching and Learning</b>	See Programme Specification
<b>Assessment</b>	See Programme Specification
<b>Admissions Criteria</b>	See Programme Specification
<b>Specific Regulations</b>	None
<b>Date of completion</b>	August 2012

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<b>Name and location of partner</b>	Leek College
<b>Partnership Context</b>	The awards listed below are part of a franchise arrangement with Staffordshire University.
<b>Awards to be offered at partner</b>	BA (Hons) Business Management Top-Up (one year) HND Business HNC Business FdA Business Management
<b>Aims / Learning Outcomes</b>	See Programme Specification
<b>Curricula</b>	See Programme Specification
<b>Teaching and Learning</b>	See Programme Specification
<b>Assessment</b>	See Programme Specification
<b>Admissions Criteria</b>	See Programme Specification
<b>Specific Regulations</b>	None
<b>Date of completion</b>	August 2012

All of the above sections should be completed as appropriate for each partner organisation.

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<b>Name and location of partner</b>	Burton & South Derbyshire College
<b>Partnership Context</b>	The awards listed below are part of a franchise arrangement with Staffordshire University.
<b>Awards to be offered at partner</b>	BA (Hons) Business Management Top-Up (one year) HND Business HNC Business FdA Business Management
<b>Aims / Learning Outcomes</b>	See Programme Specification
<b>Curricula</b>	See Programme Specification
<b>Teaching and Learning</b>	See Programme Specification
<b>Assessment</b>	See Programme Specification
<b>Admissions Criteria</b>	See Programme Specification
<b>Specific Regulations</b>	None
<b>Date of completion</b>	August 2012

All of the above sections should be completed as appropriate for each partner organisation.

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