BA (Hons) Business Management

Programme Specification

1. Programme title	BA (Hons) Business Management
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University
4. Programme accredited by	
5. Final qualification	Bachelor of Arts (Honours)
6. Academic year	2013-14
7. Language of study	English
8. Mode of study	Full Time / Part Time / Distance Learning / Thick Sandwich

9. Criteria for admission to the programme

For year one admission, Middlesex University general entry requirements apply, including GCSE's (grade A to C) in mathematics and English language. Applicants whose first language is not English are required to achieve 6.0 in IELTS overall (with a minimum of 5.5 in each component) or an equivalent qualification recognised by Middlesex University.

For entry with advanced standing to year 2 (or final year), candidates must have achieved both 120 credits at level one (or 240 credits including 100 at level two) and must have successfully met the relevant learning outcome and syllabus requirements of the programme.

The equivalence of qualifications from outside UK will be determined according to NARIC guidelines.

10. Aims of the programme

The programme aims to explore the factors contributing to business success, particularly the role of management. Emphasis is placed on the applications of models and techniques necessary to achieve superior performance in business organisations. The programme develops skills in analysis and planning, and develops the ability to solve business and management problems.

11. Programme outcomes	
A. Knowledge and understanding On completion of this programme the successful student will have knowledge and understanding of : 1. Stakeholders: their expectations and behaviour; 2. The environment of business and its impact on strategy; 3. Design, production and distribution of products and services; 4. Business resources: acquisition, application and control; 5. Business process: planning. Improvement and control; 6. Organisations: their functions, structure and management	**Teaching/learning methods** Students gain knowledge and understanding through guided reading of textbooks, journals and course notes; on-line and in-class exercises; lectures, workshops and seminars. Assessment methods Students' knowledge and understanding is assessed by in-class and on-line objective tests, examinations and written assignments.
B. Cognitive (thinking) skills On completion of this programme the successful student will be able to: 1. Define, explain and evaluate a range of phenomena, concepts, models, theories, principles and practices; 2. Apply concepts, models and theories to analyse situations; 3. Identify, evaluate and construct arguments; 4. Demonstrate self awareness and sensitivity to others; 5. Take and defend a decision or proposition on a given issue, considering commercial, ethical and other factors; 6. Create and evaluate solutions to given problems.	**Teaching/learning methods** Students learn cognitive skills through individual and group exercises and case; tutor-led seminars and class discussions. Feedback on assessments. **Assessment methods** Students' cognitive skills are assessed by essays, oral presentations and written examinations, sometimes based on case analysis.
C. Practical skills On completion of the programme the successful student will be able to: 1. Locate, categorise, prioritise, and synthesise information necessary for business purposes; 2. Interpret business reports and evaluate performance; 3. Select and apply business monitoring and control techniques; 4. Set objectives for business change and plan implementation; 5. Identify and demonstrate interpersonal skills appropriate to a given business situation	**Teaching/learning methods** Students learn practical skills through workshops, simulations, role-plays, individual and group case analysis and problem solving. **Assessment methods** Students' practical skills are assessed by individual and group exercises, individual assignments and examinations.
D. Graduate skills On completion of this programme the successful student will be able to: 1. Clarify career objectives & develop plans to achieve them 2. Learn flexibly and effectively from	**Teaching/learning methods** Students acquire graduate skills through participation in activities built into individual modules (e.g. group presentations) and also through individual forms of written and aural reflection. The use of ICT and numerical data is embedded into modules

diverse opportunities 3. Communicate persuasively using a range of media 4. Contribute positively to team performance 5. Use ICT to improve personal productivity 6. Collect, analyse and critically interpret numerical data	throughout. **Assessment methods** Students' graduate skills are assessed by participation in group activities and though individual reflection. Competence in IT and the interpretation of numerical data is a prerequisite for the completion of assessments throughout.

12. Programme structure (levels, modules, credits and progression requirements)

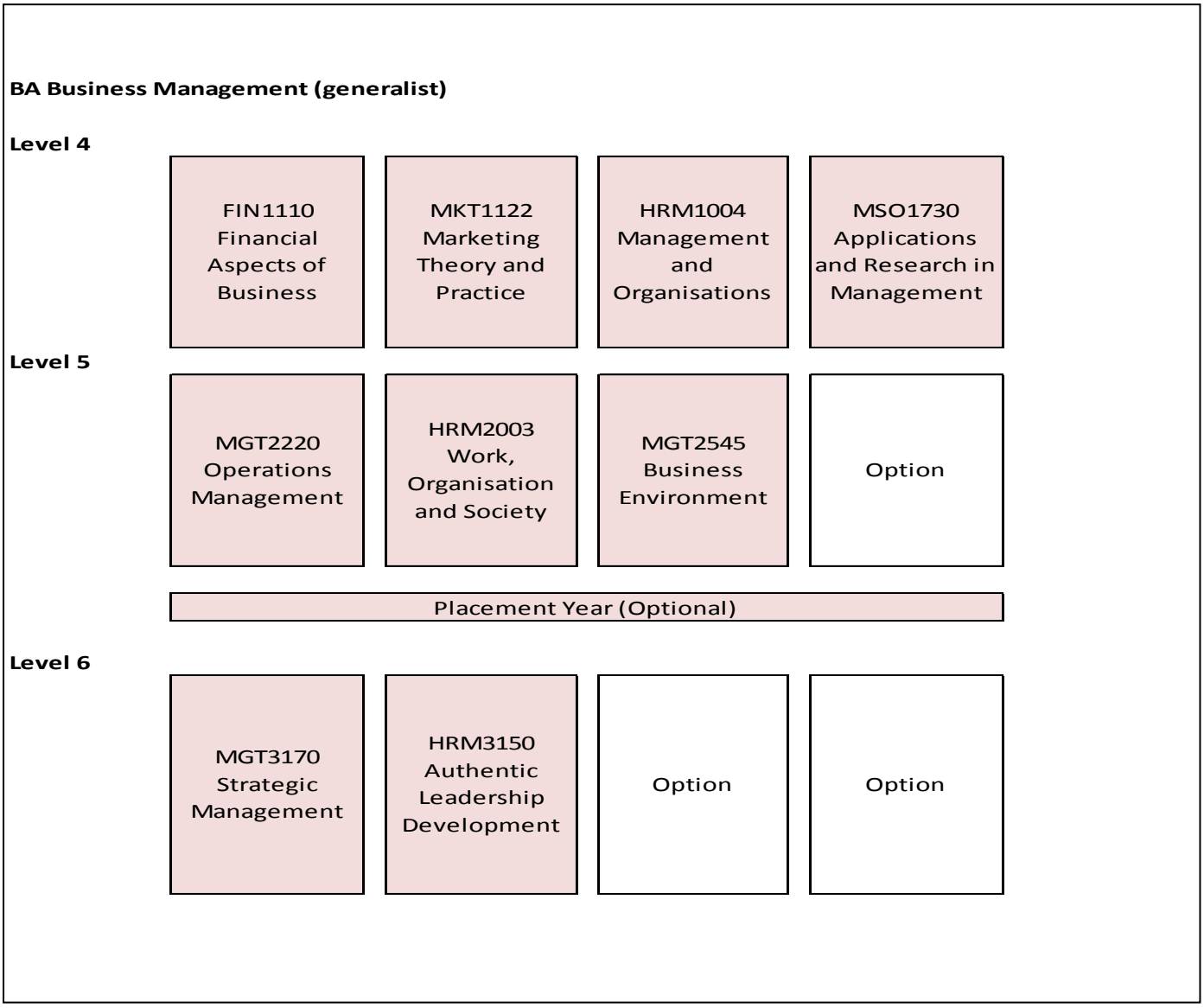
12. 1 Overall structure of the programme

The programme is studied over three years full-time, or four years if the option of a 12 month placement is taken. Students study four 30 credit modules per year. The first year comprises of four compulsory modules. These modules are designed to bring all students to a standard level of academic competence – and provide the foundations in the skills and knowledge needed to pursue further specialised study in management.

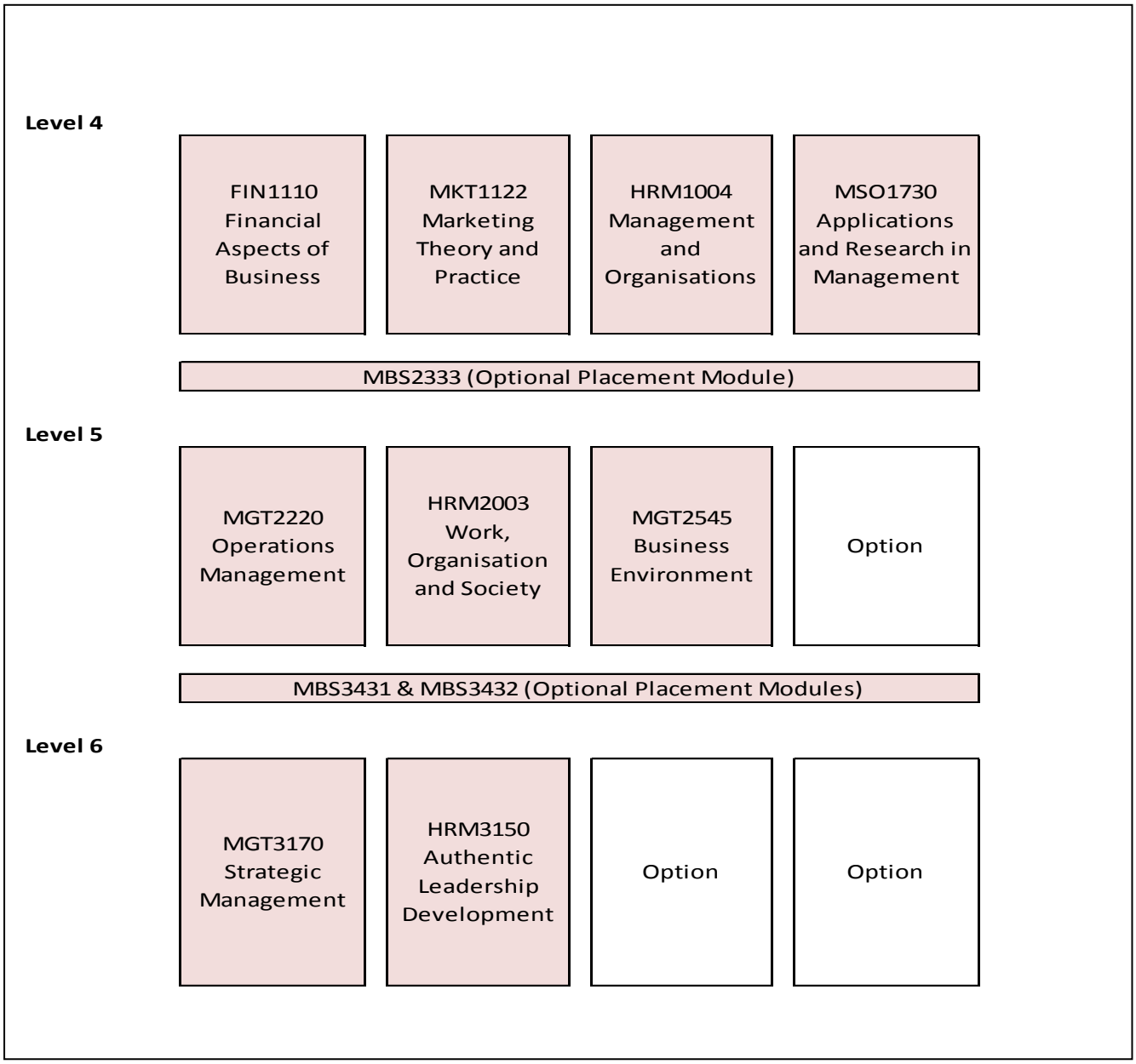
In the second year, students study three compulsory modules building on knowledge acquired in first year modules, but also broadening knowledge into essential issues needed to study business organisations: the behaviour of people within organisations, the organisation of resources within organisations and an understanding of the external environment in which business operates. These compulsory modules are supplemented with an option module, taken from a list of specialist areas (marketing, human resource management, finance, law).

In the final year students will study two compulsory modules designed to advance skills and knowledge appropriate to graduate level and building upon knowledge gained in the second year in topics fundamental to managerial decision-making: management strategy and managerial leadership. In the third year students are also able to undertake two options from a number of modules, where further specialisation can occur, only one option can be taken from any one subject specialism to ensure that students experience a broad spread of management disciplines.

Programme Structure Diagram I (with optional placement year)



Programme Structure Diagram II (with optional placement modules)



Programme Structure Diagram III (direct entry)

BA Business Management (generalist) Direct Entry

Level 4

Pre-accreditation

Level 5*

Pre-accreditation

Level 6

MGT3170 Strategic Management	HRM3150 Authentic Leadership Development	Option	Option

*Students entering directly in Level 5 will take the same compulsory modules and will be able to choose from the same optional modules as existing students.

12.2 Levels and modules

Starting in academic year 2010/11 the University is changing the way it references modules to state the level of study in which these are delivered. This is to comply with the national Framework for Higher Education Qualifications. This implementation will be a gradual process whilst records are updated. Therefore the old coding is bracketed below.

Level 4 (1)

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: FIN1110 – Financial Aspects of Business MKT1122 – Marketing Theory and Practice HRM1004 – Management and Organisations MSO1730 – Applications & Research in Management	None	Students must pass 90 credits to progress to level 5

Level 5 (2)

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: MGT2220 – Operations Management HRM2003 – Work, Organisation and Society MGT2545 – Business Environment	Students must also choose 1 from the following: HRM2005 - HRM in Practice HRM2011 - HRM in a Global Context LWO2120 – Law for Business MKT2236 – Brand Management MKT2242 – Consumer Behaviour ACC2220 - Managerial Finance	Students must pass 180 credits to progress to level 6.

Placement Opportunities

MBS3331/MBS3332 Optional Work Placement 120 Credits

(or)

MBS2333 (Developing Employability through work Placement) in the summer of Level 4 and MBS3431 & MBS3432 (Work Placement Project) in the summer of Level 5

Level 6 (3)		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: MGT3170 – Strategic Management HRM3150 – Authentic Leadership Development	Students must also choose 2 from the following: <u>Maximum of one from:</u> HRM3013 – The Service Encounter HRM3023 – Facilitating Creativity in Business <u>Maximum of one from:</u> MBS3012 – Consulting in Organisations MBS3001 – Internship <u>Maximum of one from:</u> MGT3193 – Business Start-up MGT3194 – Business Game MGT3220 – International Operations Management MGT3180 – Enterprise and Small Business MGT3999 – Research Project <u>Maximum of one from:</u> MKT3193 – Direct and Customer Relationship Marketing <u>Maximum of one from:</u> ACC3155 – Financial Statement Analysis and Valuation ACC3165 – Corporate Governance ACC3160 – Strategic Management Accounting	

12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)	
Module level	**Module code**
None	

13. Curriculum map

See attached

14. Information about assessment regulations

Middlesex University and Business School Assessment Regulations apply to this programme, without exception.

15. Placement opportunities, requirements and support (if applicable)

A 12 month placement is offered at the end of year 2. A dedicated Employability Advisor helps in the search for an appropriate employer and provides students with appropriate Placement. It also provides students with appropriate guidance and support in preparation for during and after placement. The placement forms the basis for an assessed report based on the organisation. At the start of the placement students are allocated an individual supervisor from Middlesex University Business School who provides support and advice for the duration of the project. All placement reports are double marked.

Alternatively, students may opt to take two shorter placements between years 1 and 2 and between years 2 and 3.

16. Future careers (if applicable)

The University provides a Careers Service, and this programme includes scheduled career planning sessions. Graduates from Business programmes enter a wide range of business positions including Business Consultants, Executives, Managers, Researchers and Entrepreneurs. Many go on to study post-graduate programmes.

The BA Business Management programme provides the skills required for the world of work, and more particularly in business, management, marketing, accounting and HR related areas.

The Hendon Campus Careers Service offers students support in planning their career. The Chartered Management Institute also offers career support and guidance to members, highlighting job opportunities for graduates.

17. Particular support for learning (if applicable)

- English Language Support and Numeracy support offered by the Learner Development Unit
- Library-based learning resources
- Student Achievement Advisors
- Programme Handbook and Module Handbooks
- Induction and orientation programme
- Access to student counsellors
- Student e-mail and Unihub
- Module information and learning/support material on Myunihub
- Guest lectures
- Tutor support through published office hours
- Disability support to ensure all students can actively participate in university life.

18. JACS code (or other relevant coding system)	N120
19. Relevant QAA subject benchmark group(s)	General Business and Management

20. Reference points

- QAA Subject Benchmark in Business & Management
- QAA Framework for Higher Education Qualifications (FHEQ)
- QAA and Middlesex Guidelines for Programme Specification
- QAA Codes of Practice
- CMI guidelines
- Middlesex University Learning Framework –Programme Design Guidance, 2012
- Middlesex University/Business School Teaching, Learning and Assessment Strategy
- Middlesex University Regulations

21. Other information

Methods for evaluating and improving the quality and standards of learning are:

- External Examiner reports
- Annual Quality Monitoring reports
- Boards of Study
- Student focus group
- National Student Survey
- Module evaluation and report
- Peer teaching observations
- Student evaluation
- Validation and review panels

Indicators of quality:

- Student achievement
- Buoyant enrolment
- Student evaluation
- External Examiners reports
- Student employability

See Middlesex university's Learning and Quality Enhancement Handbook for further information

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

Curriculum map for BA (Hons) Business Management (generalist)

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge and understanding		Practical skills	
A1	Stakeholders: their expectations and behaviour;	C1	Locate, categorise, prioritise, and synthesise information necessary for business purposes;
A2	The environment of business and its impact on strategy;	C2	Interpret business reports and evaluate performance;
A3	Design, production and distribution of products and services;	C3	Select and apply business monitoring and control techniques;
A4	Business resources: acquisition, application and control;	C4	Set objectives for business change and plan implementation;
A5	Business process: planning. Improvement and control;	C5	Identify and demonstrate interpersonal skills appropriate to a given business situation
A6	Organisations: their functions, structure and management		
Cognitive skills		Graduate Skills	
B1	Define, explain and evaluate a range of phenomena, concepts, models, theories, principles and practices;	D1	Clarify career objectives & develop plans to achieve them
B2	Apply concepts, models and theories to analyse situations;	D2	Learn flexibly and effectively from diverse opportunities
B3	Identify, evaluate and construct arguments;	D3	Communicate persuasively using a range of media
B4	Demonstrate self awareness and sensitivity to others;	D4	Contribute positively to team performance
B5	Take and defend a decision or proposition on a given issue, considering commercial, ethical and other factors;	D5	Use ICT to improve personal productivity
B6	Create and evaluate solutions to given problems.	D6	Collect, analyse and critically interpret numerical data

Only core modules are shown

Programme outcomes																					
A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6
Highest level achieved by all graduates																						
6	6	6	6	6	6	6	6	6	6	6	6	6	6	5	6	6	6	5	6	6	5	5

Compulsory Module Title	Module Code	Programme outcomes																						
	by Level	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6
FIN	1110		X		X			X	X				X	X	X	X								X
HRM	1004	X	X				X	X	X	X								X		X	X		X	
MKT	1122	X	X			X		X	X	X	X	X	X	X	X			X			X	X	X	X
MSO	1730					X			X				X	X	X	X				X	X		X	X
HRM	2003	X	X					X	X	X		X												
MGT	2220			X	X	X		X	X				X	X	X	X	X			X			X	X
MGT	2545	X	X				X	X	X	X	X	X	X	X			X				X	X		
MGT	3170	X	X	X	X	X		X	X	X		X	X	X	X		X	X	X		X	X		
HRM	3150	X	X					X	X	X	X						X	X	X		X	X		

Only core modules are shown

BA Business Management (generalist) summative assessment schedule

	Week																							Exam Period
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
FIN1110										G (20)			O (30)											O (50)	
MKT1122					O (10)				O (10)						G (30)					P (20)					A (30)
HRM1004								O (25)											O (25)						A (50)
MSO1730										O (30)						O (30)							O (40)		
MGT2220							C (15)					O (20)	C (15)					C (15)					O (20)	C (15)	
MGT2545							O (10)					A (20)		O (10)							O (20)			G (40)	
HRM2003*								O (25)							P (25)									A (40)	
(Option)																									
HRM3150					P (20)						P (20)	A (10)										A (50)			
MGT3170**										P (20+10)						O (10)									E (50)
(Option)																									
(Option)																									

A = Assignment, E = Exam, G = Group assignment, O = Online test, P = Presentation, T = In-class test C=Coursework/Portfolio

*Includes 10% additional assessment weighting for learning journal. **Includes 10% additional assessment weighting based on written contributions to specific seminar tasks and/or presentations.

Only core modules are shown

2013/14