

## Programme Specification: BA (Hons) Business Management (Economics)

About the course		
1	<b>Name of course and highest award</b>	BA (Hons) Business Management (Economics)
2	<b>Level of highest award (according to <a href="#">FHEQ</a>)</b>	Level 6
3	<b>Possible interim awards</b>	University Certificate (60 CATS) Certificate in Higher Education (120 CATS) Diploma in Higher Education (240 CATS) BA Ordinary (300 CATS)
4	<b>Awarding/validating institution</b>	University of Gloucestershire
5	<b>Teaching institution</b>	University of Gloucestershire
6	<b>Faculty responsible</b>	Business, Education and Professional Studies
7	<b>Mode of study (full-time, part-time, etc)</b>	Full time and part time
8	<b>QAA <a href="#">subject benchmark statement(s)</a> where relevant</b>	General Business and Management
9	<b>Recognition by Professional, Statutory or Regulatory Body (PSRB), to include definition of the recognition</b>	None
10	<b>Other external points of reference</b>	Framework for Higher Education Qualifications (FHEQ) (G); and QAA Benchmark Statement for General Business and Management (H)
11	<b>Date of initial validation</b>	May 2000
12	<b>Date(s) of revision</b>	April 2012
13	<b>Course aims:</b>	<ol style="list-style-type: none"> <li>1. Take a holistic approach to studying businesses in different contexts and from different perspectives</li> <li>2. Prepare students for the management challenges of the 21st century</li> <li>3. Promote employability by engaging students in responding to a variety of authentic business problems.</li> <li>4. Demonstrate learning through a wide range of assessment methods</li> <li>5. Promote international perspectives on business through educational trips abroad and/or study for a period of time in another country</li> <li>6. Prepare students for further study for both professional examinations in the business management area, and/or postgraduate study.</li> </ol>

14	<p><b>Learning outcomes of the course:</b></p> <p>Knowledge and understanding of:</p> <ol style="list-style-type: none"> <li>1. <b>Economics and other</b> business management functions and practices, and how they integrate with one another (G).</li> <li>2. Complexity, change, ambiguity and other challenges arising from the business environment and the micro and macroeconomic environment (G and H).</li> <li>3. Pervasive and contemporary issues in business management, including, sustainability, globalisation, Corporate Social Responsibility, diversity, and governance (G).</li> </ol> <p>Intellectual skills:</p> <ol style="list-style-type: none"> <li>4. Think logically, critically and reflectively (G and H).</li> </ol> <p>Practical, subject specific-skills:</p> <ol style="list-style-type: none"> <li>5. Work independently and effectively with others, in a professional manner (G and H).</li> </ol> <p>Generic, transferable skills:</p> <ol style="list-style-type: none"> <li>6. Communicate effectively in writing and through presentations (G and H)</li> </ol>
15	<p><b>Learning and teaching strategy:</b></p> <p>The programme's learning and teaching is underpinned by the four priorities within the university's learning and teaching strategy; independent and collaborative learning, learning for life and employment, learning for the future and research/practice-informed learning and teaching.</p> <p>The Business Management Course Group's Learning and Teaching Strategy supports Independent and Collaborative Learning:</p> <ul style="list-style-type: none"> <li>• The entire programme is committed to support students' learning. The foundation of your learning skills are developed and reinforced in Level 4 modules. These modules help you to be more effective and independent learners.</li> <li>• Through the use of formative assessments as opportunities for you to check your understanding of knowledge.</li> </ul> <p>The Business Management Course Group's Learning and Teaching Strategy supports Learning for Life and Employment:</p> <ul style="list-style-type: none"> <li>• Through the use of authentic assessments that replicate real work performed in business.</li> <li>• By providing the option for you to undertake a year-long work-focused module i.e. BM5110 Business Placement, in the programme.</li> <li>• The use of real cases in teaching and assessments. You are required to submit a proposal in improving the business and operations of a local organisation (e.g. Cheltenham Racecourse) in BM5101 Managing Business Operations. This requires you to actively engage with the organisation in the fact-finding phase.</li> </ul> <p>The Business Management Course Group's Learning and Teaching Strategy supports Learning for the Future:</p>

- The use of computer-based simulations (i.e. BM6101 Building And Sustaining Strategy) that models real-life situations that enables you to apply your knowledge, adapt to changing scenarios in the simulation and to think out-of-the-box in dealing with the simulation.
- The incorporation of “sustainability” as an underlying theme, which requires you to think about broader issues that relates to communities and the environment.
- By focussing Level 6 modules on the strategic nature and the future of business management.

The Business Management Course Group’s Learning and Teaching Strategy supports Research/ Practice Informed Learning and Teaching:

- BM6108 Strategies for Globally Responsible Leadership is an example of a module that has been introduced to reflect both a growth area in contemporary research and staff research interests. Teaching materials such as case studies have been developed. For example, BM5109 Managing Corporate Responsibility examines current ethical dilemmas and challenges faced by businesses.
- Providing the option for students to undertake a dissertation module in BM6133 Research Dissertation that also incorporates taught sessions on research methods.
- By using group-based work to enable you to manage your own learning with other students, and to learn from one another.

The above demonstrates that course adopts an active learning pedagogy designed to engage you in a range of learning activities, in addition to lectures, tutorials, seminars, and group exercises. Our pedagogy and teaching philosophy is to make full use of case studies, guest lectures, projects, business pitches, and the use of a range of learning technologies.

Examples of the approach to teaching and learning at each of the three levels are below.

In Business Skills at Level 4 students will be given the opportunity to practice a range of academic skills in mathematics, literacy and IT, and the more vocational skills such as presentations, negotiating, interviewing and languages. The Integrated Project will offer students an opportunity to apply these skills and their learning to a live business planning project. Students will be required to reflect on this learning and be given feedback at various stages. At Level 4 students will undertake technical analysis in the areas of finance and marketing, and consider the different perspectives of business management.

At Level 5 students will study and research approach taken by economists to understanding the key features of the micro and the macro economy. Students will also study the role and importance of finance, marketing and operations to business management. In a critical and considered manner students will be required to appreciate and apply a range of related concepts and theories to business management problems. The limitations of what can and cannot be achieved will be highlighted in various ways at Level 5. Students have an opportunity to opt for a year-long placement in “BM5110 Business Placement”, a 120 CATS module. The University assists students’ in finding placements through a dedicated placement team. Whilst this module is optional, students’ employability is significantly enhanced when they complete the programme as they have gained experience and skills at the workplace.

At Level 6 students will engage at an expert level with strategic and international human resource management, sustainability, diversity, change, IT and other strategic concerns of business management on all the main modules. In Management Economics, you will critically evaluate the contribution that an understanding of economics can make to analysing specific management problems. In addition to BM6101 Building and Sustaining Strategy and BM6133 Research Dissertation (or BM6199 Investigative Study), students may choose to study contemporary questions such as complexity and change, globalisation, and marketing dilemmas. Students will come to appreciate not only the contribution, but also the limitations of theory and concepts in offering complete solutions. Level 6 will also challenge students to consider the importance of differences and diverse cultures in business management. Issues of ethics and governance, and the wider responsibilities of business management, are all studied in the various option modules.

Learning Outcomes Module Learning Outcomes	Programme					
	1	2	3	4	5	6
<b>BM4101 Business Contexts</b>	1,2,4	3,4	1,3,4,5	2,3,4,5,6	5,6	5,6
<b>BM4102 Management Contexts</b>	1,2	3,4,5	4	6	6	-
<b>BM4103 Integrative Project</b>	2	2	2	1,3	1,3,5,6	4
<b>BM4104 Business Skills I</b>	-	-	-	1,4	2,5	3
<b>BM4105 Business Skills II</b>	2,4,5	-	-	1,3	2,3,4	3,5
<b>BM5101 Managing Business Operations</b>	1,2,4,5	3,5	-	1,2,3,4,5	-	-
<b>BM5102 Managing Human Resources</b>	1,3	2	-	5	4	-
<b>BM5103 Marketing For Decision Makers</b>	1,2,5,6	4	3	2,3,4,6	-	-
<b>BM5107 Accounting For Finance And Decision Makers</b>	1,2,3,4	2,3	2,3,4	2,3,4,5,6	5,6	6
<b>BM5501 Principles Of Economics</b>	-	1	2	3	-	4
<i>BM5104 Managing International Business</i>	1,4	1,2,4	1,2,3,4,5	2,4	6	6
<i>BM5108 Practice Of Leadership In Organisations</i>	1,2,3,4,5	2,4	3,5	5,6	6	6
BM5106 International Field Trip	-	2,3	1,3	4	5	6
BM5105 Management Thinking	1,4	2,3	-	3,5	-	6
BM5109 Managing Corporate Responsibility	2	3	1,2,3	4	5,6	5
BM5110 Business Placement	1,4,5	2,4	-	1,2,3	3,5	5
AC5001 Financial Economics	1	-	-	2,3,4,5,6	4,5,6	-
AC5003 The Role Of Stock Markets	1,2,3	-	-	2,3,4,5	5	6
<b>BM6101 Building And Sustaining Strategy</b>	1,3	2,3	3	2,4	6	5
<b>BM6501 Management Economics</b>	-	1	2	3	5	4
<i>BM6105 Managing Change</i>	1	3	1	5,6	4,6	2
<i>BM6103 Strategic Marketing Principles</i>	1	2	3	4	5	6
<i>BM6107 Corporate Financial Management</i>	1	2	3	4	5	6
<i>BM6133 Research Dissertation</i>	1	3	-	1,2,3,5	1,2,4	6
<i>BM6199 Investigative Study</i>	1	-	-	2,3,4	3,4	4
BM6102 Cultural Issues In Management	3	2	1,3	2,4	5	6
BM6104 Managing Operations Globally	1,2,3	2,3	4	5	-	-
BM6108 Strategies for Globally Responsible Leadership	-	2	1	4	5	6
AC6001 Corporate Accountability	1,2,3,4,5,6,7,8	2,5,6,8	6	5,6,8	8	8
BM6106 New Business Enterprise	1	4	3	2	6	5
MS6401 Post Placement Project	2,4	4	-	1,3,4,5	5	5

Legend:

	<b>Bolded Text = Compulsory</b> <i>Italicised Text = Core</i> Format-Free Text = Others		
<b>16</b>	<b>Learning and teaching methods</b>		
	<b>Level 4</b>	Scheduled learning and teaching activities	25.5%
		Guided independent learning	74.5%
		Placement and study abroad	0.0%
	<b>Level 5</b>	Scheduled learning and teaching activities	9.87%
		Guided independent learning	45.71%
		Placement and study abroad	44.42%
	<b>Level 6</b>	Scheduled learning and teaching activities	15.13%
		Guided independent learning	84.87%
		Placement and study abroad	0.0%
<b>17</b>	<b>Assessment strategy</b>		
	<p>The assessment strategy supports the programmes' aims, learning outcomes, and learning and teaching strategy. It aims to allow you to demonstrate your knowledge and skills theory and practice of Business Management through active engagement with business problems.</p> <p>The assessments strategy's overriding rationale is to enhance your employability. The key points underpinning the rationale are as follows:</p> <ol style="list-style-type: none"> <li>1. The array of assessment methods reflects the varied nature of a business professional's work (e.g. report writing, presentation, business planning).</li> <li>2. Assessment methods involving overseas educational trips prepare students in taking an international perspective on business, which reflects the setting that many businesses operate in.</li> <li>3. "Authentic" assessment (e.g. pitches for funding) methods replicate real work performed in the business world.</li> <li>4. The "academic" nature of some assessments (e.g. examinations) prepares students for future studies as the career progression of many business professionals involve furthering their development either by undertaking postgraduate studies in higher education or through professional bodies.</li> <li>5. Reflective assessments prepare students to deal with the complexities in business by learning more effectively in adapting to rapid changes in the business environment.</li> </ol> <p>Methods of assessment you may encounter include essays, examinations, presentations, reflective diaries, development of business plans, pitches for funding, role play, case studies, digital stories, optional field trips, computer-based simulations and projects. Research and independent study begins with the Level 4 Integrative Project and is continued at Level 5 on Managing a Business Operation, and at Level 6 through the Dissertation or Investigative Study.</p>		
<b>18</b>	<b>Assessment methods</b>		
	<b>Level 4</b>	Written exams	0.0%
		Practical exams	0.0%

		Coursework	100.0%
	<b>Level 5</b>	Written exams	3.57%
		Practical exams	0.00%
		Coursework	96.43%
	<b>Level 6</b>	Written exams	9.17%
		Practical exams	0.0%
		Coursework	90.83%
<b>19</b>	<b>Location(s) of the course's delivery</b>	The Park Campus, University of Gloucestershire. Franchisees	
<b>20</b>	<b>Admissions requirements</b>	UCAS 260 points	
<b>21</b>	<b>Career and employability opportunities - details of any work experience, work-based learning, sandwich year or year abroad</b>	You are encouraged to undertake a year-long placement after their Level 5 studies. An international field trip is available as a module in Level 5. International study abroad is available through exchange programmes e.g. Brethren Colleges Abroad (BCA) and Erasmus.	
<b>22</b>	<b>Management of Quality and Standards</b> – The Quality and Standards of the programme are assured through adherence to the University's procedures as outlined in the Quality Assurance Handbook and Academic Regulations for Taught Provision. The regulatory bodies for their operation are the Assessment Scrutiny Panel, Course review Boards, Module Exam Boards and Faculty Award Boards.		
<b>23</b>	<b>Support for Students and for Student Learning</b> – Students are supported by various means and persons; Helpzone, Learning Centre, Academic Review Tutors, Modules Tutors, Tutors and the Course Leader.		
<b>24</b>	<b>Current Course Map</b>		

### **BUSINESS MANAGEMENT UNDERGRADUATE (ECONOMICS) HONOURS DEGREE COURSE MAP FOR 2012/13**

<b>Business Management (Economics) Honours Degree</b>
<b>Course Leader: Mark Loon</b>
<b>Senior Tutor: Mike Flynn</b>
<b>Notes:</b> <i>To achieve your award you must pass the correct number of CAT points at each level and meet all award requirements (see University Regulations for Taught Provision) as well as passing ALL compulsory and core requirements.</i>

**To achieve your intended award you must meet the overall award requirements and the Course requirements.**

#### **Award Requirements:**

*For Single Honours Degree (without 120 CAT placement)*

- Take 360 CATS, with 120 CATS at each Level and at least 270 CATS from the Course map below

- Pass 300 CATS in total with 210 CATS at Levels 5 and 6
- Achieve 30% in the remaining 60 CATS for them to be condoned
- Pass at least 240 CATS from the Course map below with at least 75 CATS at each Level
- Pass compulsory and core modules from the Course map below

*For Single Honours Degree (with 120 CAT placement)*

- Take 480 CATS including a 120 CAT placement module, plus 120 other CATS at each Level and at least 270 CATS from the Course map below
- Pass the 120 CAT placement module plus another 300 CATS in total with 210 CATS at Levels 5 and 6
- Achieve 30% in the remaining 60 CATS for them to be condoned
- In addition to the Placement module, pass at least 240 CATS from the Course map below with at least 75 CATS at each Level
- Pass compulsory and core modules from the Course map below

### Course Requirements:

#### LEVEL 4

To complete your programme you must pass the following compulsory modules:

BM4101 Business Contexts <i>Restrictions: Not to be taken with BM101 or IBM101 or BMN102 BMN/ Business and Marketing Management/ Business Management (Human Resource Management)/ Business Management (International Business)/ Business and Management Studies/ International Business Studies/ Business Economics/ BUE only Corequisites: Take BMN103 BM4102</i>	30 CATS	SEM 1 to 2
BM4102 Management Contexts <i>Restrictions: Not to be taken with HT101 or BMN103 BMN/ Business and Marketing Management/ Business Management (Human Resource Management)/ Business Management (International Business)/ Business and Management Studies/ International Business Studies/ Business Economics/ BUE only. Corequisites: Take BMN102 or BM4101</i>	30 CATS	SEM 1 to 2
BM4103 Integrative Project <i>Restrictions: Not to be taken with BMN106</i>	30 CATS	SEM 1 to 2
BM4104 Business Skills I <i>Restrictions: Not to be taken with BMN107</i>	15 CATS	SEM 1
BM4105 Business Skills II <i>Restrictions: Not to be taken with BMN108</i>	15 CATS	SEM 2

#### LEVEL 5

To complete your programme you must pass the following compulsory modules:

BM5501 Principles Of Economics <i>Restrictions: Business Economics students only. Cannot be counted BMN209</i>	15 CATS	SEM 2
BM5101 Managing Business Operations <i>Restrictions: Cannot be counted with BM203 or BMN201 Prerequisites: Pass BMN102 or BM4101</i>	30 CATS	SEM 1 to 2
BM5102 Managing Human Resources <i>Restrictions: Cannot be counted with HT201 or BMN202</i>	15 CATS	SEM 1 or 2
BM5103 Marketing For Decision Makers <i>Restrictions: Cannot be counted with MM203 or BMN203</i>	15 CATS	SEM 1 or 2
BM5107 Accounting For Finance And Decision Makers <i>Restrictions: Cannot be counted with FM202, FM210, FM211, FM230 or FM331 or BMN211 Prerequisites: Pass BMN102 or BM4101</i>	15 CATS	SEM 1 or 2

To complete your programme you must pass a minimum of 15 CATS (*one from BM5104 or BM5108*) from the following core modules:

BM5104 Managing International Business	15 CATS	SEM 1
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<i>Restrictions: Cannot be counted with IBM201 or BMN204</i>		or 2
BM5108 Practice Of Leadership In Organisations <i>Restrictions: Cannot be counted with BMN212</i>	15 CATS	SEM 1
Other modules which can count towards the requirements of your Course are:		
BM5105 Management Thinking <i>Restrictions: Cannot be counted with BMN205</i>	15 CATS	SEM 1
BM5106 International Field Trip <i>Restrictions: Cannot be counted with IBM205 or BMN210</i>	15 CATS	SEM 1 to 2
BM5109 Managing Corporate Responsibility <i>Restrictions: Cannot be counted with BMN213</i>	15 CATS	SEM 2
BM5110 Business Placement <i>Restrictions: Cannot be counted with XX229.</i>	120 CATS	SEM 1 to 2
AC5001 Financial Economics <i>Restrictions: Cannot be counted with FM207</i> <i>Prerequisites: Pass (BM101, or ACC101, ) or (BM103, or ACC103, )</i>	15 CATS	SEM 2
AC5003 The Role Of Stock Markets <i>Restrictions: Cannot be counted with FM205 or ACC203</i>	15 CATS	SEM 1

<b>LEVEL 6</b>		
To complete your programme you must pass the following compulsory modules:		
BM6101 Building And Sustaining Strategy <i>Restrictions: Cannot be counted with BM301 or BMN301</i>	30 CATS	SEM 1 to 2
BM6501 Management Economics <i>Restrictions: BME students only. Cannot be counted with BMN311</i> <i>Prerequisites: Pass BMN209</i>	15 CATS	SEM 2
To complete your programme you must pass a minimum of 30 CATS (one from BM6133 or BM6199; AND one from BM6103, BM6105 or BM6107) from the following core modules:		
BM6133 Research Dissertation <i>Restrictions: Cannot be counted with xx333 or BMN316</i>	30 CATS	SEM 1 to 2
BM6199 Investigative Study <i>Restrictions: Cannot be counted with xx399</i>	15 CATS	SEM 2
BM6103 Strategic Marketing Principles <i>Restrictions: Cannot be counted with MM303 or BMN304</i> <i>Prerequisites: Pass BMN203, or MM203 or BM5103</i>	15 CATS	SEM 1 or 2
BM6105 Managing Change <i>Restrictions: Cannot be counted with BMN312</i>	15 CATS	SEM 1
BM6107 Corporate Financial Management <i>Restrictions: Cannot be counted with FM303 or ACC330</i> <i>Prerequisites: Pass BMN211, or FM211 or BM5107</i> <i>Corequisites: Take BMN301 or BM6101</i>	15 CATS	SEM 2
Other modules which can count towards the requirements of your Course are:		
BM6108 Strategies for Globally Responsible Leadership <i>Restrictions: Cannot be counted with BMN315</i>	15 CATS	SEM 2
AC6001 Corporate Accountability <i>Restrictions: Cannot be counted with FM306 or AC301</i>	15 CATS	SEM1 to 2 or SEM 2
BM6102 Cultural Issues In Management <i>Prerequisites: Pass BMN204, or IBM201, or IBM202 or BM5104</i>	15 CATS	SEM 1
BM6104 Managing Operations Globally <i>Restrictions: Cannot be counted with IBM301 or SG301 or BMN307</i> <i>Prerequisites: Pass BMN201, or BM203, or HT204 or BM5101</i>	15 CATS	SEM 1
BM6106 New Business Enterprise <i>Restrictions: Cannot be counted with BUE201, or BM5201 or BM304, SR306 or EVM304 or BM6106</i>	15 CATS	SEM 2
MS6401 Post Placement Project	15 CATS	SEM 1



Prerequisites: Pass MAC229, or MMB229, or BM229, or BMN229 or BM5110

BM Economics Standard Full Time Route over 3 Academic Years (to be read in conjunction with Course Map)				BM Economics Half Time Route over 6 Academic Years (to be read in conjunction with Course Map)	
Sem 1 Year 1	BM100 Business Contexts	BM101 Management Contexts	BM102 Integrative Project	BM100 Business Contexts	BM101 Management Contexts
Sem 2 Year 1					
Sem 3 Year 1					
Sem 1 Year 2	BM103 Managing Business Operations	BM104 Managing Human Resources	BM105 Marketing For Decision Making	BM102 Integrative Project	BM103 Business Skills I
Sem 2 Year 2		BM106 Accounting For Finance And Decision Making	BM107 Principles Of Economics		BM104 Business Skills II
Sem 3 Year 2					
Sem 1 Year 3	BM5110 Business Placement				
Sem 2 Year 3					
Sem 3 Year 3					
Sem 1 Year 4	BM108 Building And Sustaining Strategy	BM109 Managing Change	BM110 Researching The Organisation	BM108 Marketing For Decision Making	BM104 Managing International Business
Sem 2 Year 4		BM111 New Business Strategies		BM109 Principles Of Economics	BM105 The Role Of Global Markets
Sem 3 Year 4					
Sem 1 Year 5					
Sem 2 Year 5					
Sem 3 Year 5					
Sem 1 Year 6					
Sem 2 Year 6					
Sem 3 Year 6					

  

Legend:			
Corequisite	Co-requisite	Concurrent Module - Bridging	Concurrent Module - Intensive