

Course Specification

| Course Summary Information | | |
|----------------------------|---|--------------------------------------|
| 1 | Course Title | BA (Hons) Business Management |
| 2 | Course Code | US1126 |
| 3 | Awarding Institution | Birmingham City University |
| 4 | Teaching Institution(s) (if different from point 3) | |
| 5 | Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable) | Chartered Management Institute (CMI) |

| 6 | Course Description |
|---|---|
| | <p>“Be the change you want to see in the world” – Nelson Mandela. If you want to play a role in the changing world, then this is the course where you can find out what you can be.</p> <p>The Business Management course will offer you a practical based degree applicable to a wide range of sectors. You will be able to contribute to critical debates on industry related contemporary issues and understand the dynamic needs of business managers in the 21st century to reflect current knowledge and best practices.</p> <p>You will gain specialist knowledge on a number of core functions of management, building your self-confidence to prepare you for a progressive and successful career in management. Exciting opportunities including integrated work projects and business placements in the UK or abroad are all featured in your course, therefore your career can start whilst achieving your qualification. You will have the benefit of renowned industry speakers and live projects to inspire and help you to develop.</p> <p>The international focus of the course is derived through a variety of means including the student body, the teaching team and the use of international teaching materials. Moreover, you can choose to spend a year or a full semester studying your modules overseas at a partner institution. Similarly, the Business Management course embeds the UN Sustainable Development Goals as an integral part of the course.</p> <p>Tailor your Business Management Degree We offer three routes (pathways) to achieve your degree. These are:</p> <ul style="list-style-type: none"> • Business Management • Business Management with Supply Chain Management, • Business Management with Enterprise <p>You even have the opportunity to change your degree pathway after completing your first year.</p> <p>What's covered in the course? The development and operation of contemporary and international business markets will be embraced in your learning. This will also include the management of key resources including human capital, financial management, strategic management and cultural awareness. You'll gain an important insight into digital business exploring how technology remodels the business world and consider the accompanying issues around social responsibility and ethical behaviour.</p> <p>This course is accredited by the Chartered Management Institute (CMI). This ensures you'll be provided with the latest information and knowledge, as well as providing key industry links and insight. Success on the programme will additionally award you with a CMI professional certificate.</p> |

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|-----------|--|--------------|------------------------|
| 7 | Course Awards | | |
| 7a | Name of Final Award | Level | Credits Awarded |
| | Bachelor of Arts with Honours Business Management | Level 6 | 360 |
| | Bachelor of Arts with Honours Business Management with Professional Placement Year | Level 6 | 480 |
| 7b | Exit Awards and Credits Awarded | | |
| | Certificate of Higher Education Business Management | Level 4 | 120 |
| | Diploma of Higher Education Business Management | Level 5 | 240 |
| | Bachelor of Arts Business Management | Level 6 | 300 |
| | Bachelor of Arts Business Management with Professional Placement Year | Level 6 | 420 |

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|----------|---|
| 8 | Derogation from the University Regulations |
| | None. |

| | | | | |
|----------|----------------------------------|-----------------------------|--------------------------|----------------|
| 9 | Delivery Patterns | | | |
| | Mode(s) of Study | Location(s) of Study | Duration of Study | Code(s) |
| | Full Time | City Centre | 3 years | US1126 |
| | With Professional Placement Year | City Centre | 4 years | US1127 |
| | Part Time | City Centre | 5 years | US1128 |

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| 10 | Entry Requirements |
| The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/ , or may be found by searching for the course entry profile located on the UCAS website. | |

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| 11a | Course Level Outcomes |
| | This degree course will progress you through level learning outcomes detailed below to ensure that you meet the benchmarks set out in the latest Quality Assurance Agency for Higher Education (QAA) subject benchmark for Business and Management standards as well as the overall course learning outcomes detailed. |
| | Level 4 - Theoretical Underpinning |
| 1 | Develop knowledge and understanding of the major theories, principles and concepts within business management. |
| 2 | Develop knowledge and understanding of the key functional areas in business management. |
| 3 | Acquire key transferable skills essential to a career in business management. |
| 4 | Apply acquired business management knowledge and transferable skills within a defined business environment. |
| | Level 5 – Professional Practice emphasis |
| 1 | Utilise principles of business management practices in an operational context. |
| 2 | Critically analyse and choose a range of business techniques and tools to identify the most applicable for a range of business scenarios, applying findings to solve a set business problem. |
| 3 | Effectively communicate and present information, arguments and analysis in a variety of forms. |
| | Level 6 (final year) – Strategic Focus |
| 1 | Formulate business knowledge, understanding and skills to critically evaluate and formulate evidence-based arguments and identify solutions to both defined and uncertain national and international business problems. |
| 2 | Construct effective methods of communicating business concepts and other relevant work, accurately and reliably using a range of specialist techniques and practices. |
| 3 | Apply professional and academic skills to create and justify compelling business solutions. |

| 11b | Course Learning Outcomes: |
|-----------|--|
| | Knowledge and Understanding: On successful completion of the BA (Hons) Business Management degree course you will be able to: |
| K1 | Evaluate the integrated nature of core functional areas of business to make effective business decisions. |
| K2 | Apply practice-based understanding of management frameworks, tools and techniques to a variety of business contexts. |
| K3 | Analyse complex business issues in a turbulent world to provide business advantage and sustainability, and foster an enterprising outlook. |
| K4 | Assess cultural differences and their impact on international management practices and opportunities. |
| K5 | Critically discuss key contemporary and emerging theories, concepts and methods and their effect on dynamic businesses. |
| | Skills and Other Attributes: On successful completion of the BA (Hons) Business Management degree programme, you will have acquired skills and abilities in the following areas: |
| T1 | Present, in person and in writing, an argument to inform an audience. |
| T2 | Interpret complex problems, and critically analyse business data to construct creative and innovative recommendations and solutions. |
| T3 | Demonstrate good citizenship through contributing ethically to the world to benefit both organisations and society. |

| 12 | Course Requirements | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------------|--|--------------|-------------|--------------|---------|--------------------------|----|---------|-------------------------|----|---------|--------------------------------|----|---------|----------------------------------|----|---------|-----------------------|----|---------|----------------------|----|-------------|-------------|--------------|---------|-------------------------|----|---------|-------------------|----|---------|------------------------|----|---------|--|----|---------|--------------------|----|-------------|-------------|--------------|---------|----------------------------|----|---------|---------------------------|----|---------|-----------------------------|----|---------|--------------|----|-------------|-------------|--------------|---------|-----------------------------|-----|
| 12a | <p>Level 4:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>MAN4036</td> <td>Insights into Management</td> <td>20</td> </tr> <tr> <td>MKT4022</td> <td>Principles of Marketing</td> <td>20</td> </tr> <tr> <td>MKT4024</td> <td>Developing your Personal Brand</td> <td>20</td> </tr> <tr> <td>BUS4087</td> <td>Introduction to Entrepreneurship</td> <td>20</td> </tr> <tr> <td>BUS4088</td> <td>Operations Management</td> <td>20</td> </tr> <tr> <td>ACC4034</td> <td>Finance for Managers</td> <td>20</td> </tr> </tbody> </table> <p>Level 5:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>BUS5077</td> <td>Supply Chain Management</td> <td>20</td> </tr> <tr> <td>MAN5082</td> <td>One Planet Issues</td> <td>20</td> </tr> <tr> <td>MAN5060</td> <td>Management Development</td> <td>20</td> </tr> <tr> <td>MAN5077</td> <td>Data Analytics for Business Optimisation</td> <td>20</td> </tr> <tr> <td>MAN5084</td> <td>The Global Manager</td> <td>20</td> </tr> </tbody> </table> <p><i>In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of OPTIONAL modules.</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>MAN5xxx</td> <td>Entrepreneurship in Action</td> <td>20</td> </tr> <tr> <td>MAN5090</td> <td>Cross Cultural Management</td> <td>20</td> </tr> <tr> <td>MAN5083</td> <td>Introduction to Consultancy</td> <td>20</td> </tr> <tr> <td>BUS5XXX</td> <td>Study Abroad</td> <td>20</td> </tr> </tbody> </table> <p><i>In order to qualify for the award of BA (Hons) Business Management with Professional Placement Year a student must successfully complete the following module:</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>PPY5001</td> <td>Professional Placement Year</td> <td>120</td> </tr> </tbody> </table> | Module Code | Module Name | Credit Value | MAN4036 | Insights into Management | 20 | MKT4022 | Principles of Marketing | 20 | MKT4024 | Developing your Personal Brand | 20 | BUS4087 | Introduction to Entrepreneurship | 20 | BUS4088 | Operations Management | 20 | ACC4034 | Finance for Managers | 20 | Module Code | Module Name | Credit Value | BUS5077 | Supply Chain Management | 20 | MAN5082 | One Planet Issues | 20 | MAN5060 | Management Development | 20 | MAN5077 | Data Analytics for Business Optimisation | 20 | MAN5084 | The Global Manager | 20 | Module Code | Module Name | Credit Value | MAN5xxx | Entrepreneurship in Action | 20 | MAN5090 | Cross Cultural Management | 20 | MAN5083 | Introduction to Consultancy | 20 | BUS5XXX | Study Abroad | 20 | Module Code | Module Name | Credit Value | PPY5001 | Professional Placement Year | 120 |
| Module Code | Module Name | Credit Value | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MAN4036 | Insights into Management | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MKT4022 | Principles of Marketing | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MKT4024 | Developing your Personal Brand | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BUS4087 | Introduction to Entrepreneurship | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BUS4088 | Operations Management | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ACC4034 | Finance for Managers | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Module Code | Module Name | Credit Value | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BUS5077 | Supply Chain Management | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MAN5082 | One Planet Issues | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MAN5060 | Management Development | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MAN5077 | Data Analytics for Business Optimisation | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MAN5084 | The Global Manager | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Module Code | Module Name | Credit Value | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MAN5xxx | Entrepreneurship in Action | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MAN5090 | Cross Cultural Management | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MAN5083 | Introduction to Consultancy | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BUS5XXX | Study Abroad | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Module Code | Module Name | Credit Value | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PPY5001 | Professional Placement Year | 120 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Level 6:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):

| Module Code | Module Name | Credit Value |
|--------------------|--|---------------------|
| MAN6071 | Leading and Managing Change | 20 |
| MAN6079 | Continuous Innovation | 20 |
| MAN6073 | Strategic Management | 20 |
| BUS6XXX | Business Research Methodology and Practice | 20 |
| BUS6XXX | Business Research Project | 20 |

In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of OPTIONAL modules.

| Module Code | Module Name | Credit Value |
|--------------------|-----------------------------------|---------------------|
| MAN6046 | Strategic Supply Chain Management | 20 |
| MAN6080 | Growing the Enterprise | 20 |
| MKT6045 | One Planet Business | 20 |

12b Structure Diagram

Full Time Course Structure

Level 4

| SEMESTER ONE | SEMESTER TWO |
|---|--|
| Core Insights into Management (20 credits) Principles of Marketing (20 credits) Developing your Personal Brand | Core Introduction to Entrepreneurship (20 credits) Operations Management (20 credits) Finance for Managers (20 credits) |

Level 5

| | |
|--|---|
| Core One Planet Issues (20 credits) Management Development (20 credits) Data Analytics for Business Optimisation (20 credits) | Core The Global Manager (20 credits) Supply Chain Management (20 credits) |
| | Optional Entrepreneurship in Action Cross Cultural Management Introduction to Consultancy Study Abroad (20 credits) |

Level 6

| | |
|---|---|
| Core Leading and Managing Change (20 credits) Continuous Innovation (20 Credits) Business Research Methodology and Practice (20 Credits) | Core Strategic Management (20 Credits) Business Research Project (20 Credits) |
| | Optional Strategic Supply Chain Management (20 credits) Growing the Enterprise (20 credits) One Planet Business (20 credits) |

Full Time with Professional Placement Year Course Structure

Level 4

| SEMESTER ONE | SEMESTER TWO |
|---|--|
| Core Insights into Management (20 credits) Principles of Marketing (20 credits) Developing your Personal Brand | Core Introduction to Entrepreneurship (20 credits) Operations Management (20 credits) Finance for Managers (20 credits) |

Level 5

| | |
|--|---|
| Core One Planet Issues (20 credits) Management Development (20 credits) Data Analytics for Business Optimisation (20 credits) | Core The Global Manager (20 credits) Supply Chain Management (20 credits) |
| | Optional Entrepreneurship in Action Cross Cultural Management Introduction to Consultancy Study Abroad (20 credits) |

Level 5

| |
|---|
| Core Professional Placement Year (120 credits) |
|---|

Level 6

| | |
|---|---|
| Core Leading and Managing Change (20 credits) Continuous Innovation (20 Credits) Business Research Methodology and Practice (20 Credits) | Core Strategic Management (20 Credits) Business Research Project (20 Credits) |
| | Optional Strategic Supply Chain Management (20 credits) Growing the Enterprise (20 credits) One Planet Business (20 credits) |

Part Time Course Structure:
Level 4 – Year 1

| SEMESTER ONE | SEMESTER TWO |
|---|--|
| Core: Insights into Management (20 credits) Developing your Personal Brand (20 credits) | Core: Introduction to Entrepreneurship (20 credits) Operations Management (20 credits) |

Level 4/5 - Year 2

| | |
|---|---|
| Principles of Marketing (20 credits) Management Development (20 credits) | Finance for Managers (20 credits) Supply Chain Management (20 credits) |
|---|---|

Level 5 - Year 3

| | |
|--|---|
| Core: One Planet Issues (20 credits) Data Analytics for Business Optimisation (20 credits) | Core: The Global Manager (20 credits) |
| | Optional 20 credits from: Study Abroad (20 credits) Entrepreneurship in Action (20 credits) Cross Cultural Management (20 credits) Introduction to Consultancy (20 credits) |

Level 6 – Year 4

| | |
|---|--|
| Core: Leading and Managing Change (20 credits) Continuous Innovation (20 Credits) | Core: Strategic Management (20 credits) |
| | Optional 20 credits from: Strategic Supply Chain Management (20 credits) Growing the Enterprise (20 credits) One Planet Business (20 credits) |

Level 6 – Year 5

| | |
|---|---|
| Core: Semester 1 Business Research Methodology and Practice (20 Credits) | Core Semester 2 Business Research Project (20 Credits) |
|---|---|

13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 4

Workload

18% time spent in timetabled teaching and learning activity

| Activity | Number of Hours |
|--------------------|------------------------------------|
| Scheduled Learning | 216 (9 hours per week x 24 weeks) |
| Directed Learning | 360 |
| Private Study | 624 |
| Total Hours | 1200 |

Balance of Assessment

| Assessment Mode | Percentage |
|-----------------|------------|
| Coursework | 100% |
| Exam | 0% |
| In-Person | 0% |

Level 5

Workload

18% time spent in timetabled teaching and learning activity

| Activity | Number of Hours |
|--------------------|------------------------------------|
| Scheduled Learning | 216 (9 hours per week x 24 weeks) |
| Directed Learning | 360 |
| Private Study | 624 |
| Total Hours | 1200 |

Balance of Assessment

| Assessment Mode | Percentage |
|-----------------|------------|
| Coursework | 75% |
| Exam | 0% |
| In-Person | 25% |

Level 6

Workload

18% time spent in timetabled teaching and learning activity

| Activity | Number of Hours |
|--------------------|------------------------------------|
| Scheduled Learning | 216 (9 hours per week x 24 weeks) |
| Directed Learning | 360 |
| Private Study | 624 |
| Total Hours | 1200 |

Balance of Assessment

| Assessment Mode | Percentage |
|------------------------|-------------------|
| Coursework | 75% |
| Exam | 0% |
| In-Person | 25% |