Course Specification

Course Summary Information		
1	**Course Title**	BA (Hons) Human Resource Management
2	**Course Code**	US1367
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 Institute of Personnel and Development (CIPD)

6	**Course Description**

Our Human Resource Management (HRM) degree equips you with the tools you need to develop the high-performing workforce and innovative teams demanded by business. This course teaches you about the importance of motivating and managing people within a business, showing you the link between successful performance and the people you employ.

Drawing upon all aspects of people management enables you not only to gain the building blocks of knowledge and understanding, but also a high degree of professional competence in the field of people management and development. Reflecting on the current evolution of the HR profession and looking ahead into the near future, you will be provided with progressive opportunities to experience the use of digital technology and advanced technologies in some of the main functions of HRM: immersive realities for Recruiting and Selection, Training and Development, On boarding, Performance Management to name a few.

The course is accredited by the relevant professional body, the Chartered Institute of Personnel and Development (CIPD), demonstrating the high quality provision of our course. It has been designed to meet the core knowledge and core behaviours of the CIPD Profession Map and incorporates the core curriculum requirements of that organisation such that when you successfully graduate from the course will have full exemption from the academic component of associate membership of the CIPD. You will keep up-to-date with the latest issues and innovations in human resources, supported by your lecturers who have experience of working with some of the biggest names in business, in manufacturing, retail, services, hospitality or management consultancy. Guest speakers, from industry and academia, will be invited to provide expert input at both module and course level

What's covered in the course?

You will gain good understanding of how organisations work and how they change, what the strategic position of Human Resource Management is in organisations and become confident in managing functions of Human Resource Management like Recruitment and Selection, Training & Development, Employment Law and Employee Relations, Performance and Reward Management among others. You will develop your skills through contemporary methods of teaching and interactive workshops, involvement in real projects, and field trips. You will develop your skills through involvement in real projects, field trips, contemporary methods of teaching and interactive workshops. This work-integrated approach to learning means that graduates of this course leave with real, practical experience, working for companies such as CapGemini UK, VirginMedia, CrossCountry Trains and the NHS. This course draws upon all aspects of people management, enabling you to build knowledge and understanding, as well as develop the right professional behaviours which are required in the field of human resource management.

You will have the option to undertake a work placement to gain practical work experience within a company, ensuring you are prepared for a successful career from the moment you graduate. Also, you will be given the opportunity to work on and research real business life problems and present your solutions to the companies who would share their issues with you. We will develop your attributes, so (as long as you join the CIPD as a student member) you will graduate with CIPD Associate professional membership and the right to use the designatory letters "Assoc CIPD".

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.

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

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	US1367
Part time	City Centre	5 years	US1368
Full Time with Professional Placement Year	City Centre (and placement provider)	4 years	US1369

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.

11	**Course Aims**
	The aim of the course is to ensure that you acquire the knowledge, skills and experience that enhance your ability to respond to the needs of managing people and organisations in any type of businesses. In today's rapidly and significantly changing work environment the course aims to arm you with the necessary tools, traditional and progressive ones, so that you graduate feeling competent, confident and capable of contributing to the chosen profession of human resource management (HRM). You will develop your ability to deal effectively with the nature of human resource management and development in both a UK and international context through interaction with specialist lecturers and tutors with both academic knowledge and industry experience and interaction and shared practices with fellow HRM practitioners from local, national and international organisations. Throughout the BA (Hons) in Human Resource Management, you will develop a critical awareness and understanding of contemporary Human Resource Management and Human Resource Development academic theories required for effective performance at a strategic level. A key aspect of the course is to equip you with both the practical and academic skills to improve business performance and identify effective solutions. After your graduation you will be ready for positive contribution and sound performance in any HR role you aim for. Whether you as graduate choose to take on an HR generalist role or a specialist role such as a reward manager or employee relations manager, the course aims to meet those needs.

12	**Course Learning Outcomes**
	Knowledge
	Distinguish the role of contemporary HR in strategy formulation and implementation within a range of business contexts
	Recognise the practical knowledge and skills required to manage people and the 'human' aspects of business to organise performance
	Assess the strategic value of Human Resource Management in an organisation's performance within a range of business contexts
	Effectively acquire and communicate key employability skills which are necessary to develop a career as a future HR professional
	Critically assess the strategic importance of HRM in organisations
	Use a range of sources to synthesise and critically evaluate information in order to present and effectively devise business focused recommendations
	Skills
	Apply basic theoretical frameworks of management to various created or real-business scenarios in form of academic writing
	Use acquired knowledge of employment legislation to solve challenges and problems in management of human resources
	Solve organisational and management problems by using theories from a combination of management disciplines
	Select and present with evidence those employability competencies that support your ability to respond effectively to the requirements of HRM professionals
	Evaluate the internal and external factors of organisations that enforce the field of HRM to adapt to contemporary challenges of the society and make recommendations as to how HRM can become more inclusive, technologically driven and evidence based

13	Level Learning Outcomes
	Upon completion of Level 4 / the Certificate of Higher Education, students will be able to establish theoretical foundations:
4.1	Distinguish the role of contemporary HR in strategy formulation and implementation within a range of business contexts
4.2	Recognise the practical knowledge and skills required to manage people and the 'human' aspects of business to organise performance
4.3	Apply basic theoretical frameworks of management to various created or real-business scenarios in form of academic writing
	Upon completion of Level 5 / the Diploma of Higher Education, students will be able to gain experience in application of theory:
5.1	Assess the strategic value of Human Resource Management in an organisation's performance within a range of business contexts
5.2	Effectively acquire and communicate key employability skills which are necessary to develop a career as a future HR professional
5.3	Use acquired knowledge of employment legislation to solve challenges and problems in management of human resources
5.4	Solve organisational and management problems by using theories from a combination of management disciplines
	Upon completion of 60 credits at Level 6 / the Bachelor's Degree or 120 credits / the Bachelor's Honours Degree, students will be able to critically evaluate theory and practice:
6.1	Critically assess the strategic importance of HRM in organisations
6.2	Select and present with evidence those employability competencies that support the ability to respond effectively to the requirements of HRM professionals
6.3	Evaluate the internal and external factors of organisations that enforce the field of HRM to adapt to contemporary challenges of the society and make recommendations as to how HRM can become more inclusive, technologically driven and evidence based
6.4	Use a range of sources to synthesise and critically evaluate information in order to present and effectively devise business focused recommendations
	Students on the Professional Placement version of the course will complete the previous course Learning Outcomes plus the ones below which are associated with the Professional Placement module:
5.5	Identify your current skills, behaviours and attitudes within a professional environment and how you applied these attributes within your placement setting.
5.6	Reflect on how your professional skillset developed during the placement and evidence how you have applied these new graduate attributes within your placement setting.
5.7	Describe corporate social responsibility and sustainable development issues in relation to your placement organisation.
5.8	Communicate a summary of your placement learning experience to others via a poster submission or reflective artefact.

14	**Course Learning, Teaching and Assessment Strategy**
	The BA (Hons) Human Resource Management is designed to be primarily taught face-to-face but also contains an online component which is delivered through BCU's virtual learning environment, and Microsoft Teams. Students on the programme will experience a blend of formal lectures and seminars on larger modules and, on specialist modules, mixed workshop classes which usually contain some element of interactive lecture and activities based on case studies or other stimulae. Guest speakers, from industry and academia, will be invited to provide expert input at both module and course level. Students are encouraged to take control of their own learning through extensive directed reading and other pre-sessional activities posted on VLE. They are also encouraged to work together and some modules are designed to foster group working (e.g. Introduction to Consultancy). A mixed diet of assessment is employed on the course in order to cater for different learning styles and preferences and in order to increase the overall validity of a student's results. Thus, individual and group assignments are mainly used (both in person and traditional) as well as traditional examinations. Students will undertake a business research project at Level 6. The research project is the capstone module, allowing students to showcase the skills they have developed as the course has progressed to become independent learners and researchers, whilst gaining valuable employability skills.

15	**Course Requirements**

15a	**Level 4:**

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
MKT4024	Developing Your Personal Brand	20
MKT4022	Principles of Marketing	20
DBS4000	The Digital Business Environment	20
HRM4004	Introduction to HRM	20
HRM4005	Behaviour in Organisations	20
ACC4034	Finance for Managers	20

Level 5:

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
HRM5012	Employment Law in Context	20
MAN5060	Management Development	20
HRM5013	Recruitment and Selection Strategies	20
HRM5010	Adding Value through HR	20
MAN5054	Introduction to Consultancy	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
MAN5078	Entrepreneurship in Action	20
MAN5084	The Global Manager	20
MAN5090	Cross-Cultural Management	20
ACC5029	Study Abroad	20

In order to qualify for the award of BA (Hons) Human Resource Management with Professional Placement Year a student must successfully complete the following module:

Module Code	Module Name	Credit Value
PPY5001	Professional Placement Year	120

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Level 6:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
HRM6013	Employee Retention and Engagement	20
MAN6071	Leading and Managing Change	20
HRM6012	Coaching and Development	20
HRM6014	Performance and Reward Management	20
BUS6083	Extended Business Research Project	40

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15b	**Structure Diagram**

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

Full-Time

Level 4

SEMESTER ONE	SEMESTER TWO
Core Your Personal Brand (20 credits) Principles of Marketing (20 credits) Introduction to HRM (20 credits)	Core The Digital Business Environment (20 credits) Behaviour in Organisations (20 credits) Finance for Managers (20 credits)

Level 5

Core Employment Law in Context (20 credits) Management Development (20 credits) Recruitment and Selection Strategies (20 credits)	Core Adding Value through HR (20 credits) Introduction to Consultancy (20 credits)
	Optional Entrepreneurship in Action (20 credits) The Global Manager (20 credits) Cross-Cultural Management (20 credits) Study Abroad (20 credits)

Optional Professional Placement Professional Placement Year

Level 6

Core:	Core:
Employee Retention and Engagement (20 credits) MAN6071 Leading and Managing Change (20 credits)	Performance and Reward Management (20 credits) HRM6012 Coaching and Development (20 credits)
Core: Extended Business Research Project (40 credits)	

Part Time:

Level 4 (Year One)

SEMESTER ONE	SEMESTER TWO
Core:	Core:
L4 Introduction to HRM (20 credits)	L4 The Digital Business Environment (20 credits)
L4 Developing your Personal Brand (20 credits)	L4 Finance for Managers (20 credits)

Level 4/5 (Year Two)

L4 Principles of Marketing (20 credits)	L4 Behaviour in Organisations (20 credits)
L5 Employment Law (20 credits)	L5 Introduction to Consultancy (20 credits)

Level 5 (Year Three)

Core:	Core:
L5 Management Development (20 credits)	L5 Adding Value through HR (20 credits)
L5 Recruitment and Selection Strategies (20 credits)	
	Optional 20 credits from:
	L5 The Global Manager
	L5 Entrepreneurship in Action (20 credits)
	L5 Cross-Cultural Management (20 credits)

Level 6 (Year Four)

Core:	Core:
L6 Leading and Managing Change (20 credits)	L6 Performance and Reward Management (20 credits)
L6 Employee Retention and Engagement (20 credits)	L6 Coaching and Development (20 credits)

Level 6 (Year Five)

Core:
L6 Extended Business Research Project (40 credits)

16 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 (3hrs X 72 seminars)
Directed Learning	288
Private Study	696
Total Hours	1,200

Balance of Assessment

Assessment Mode	Percentage
Coursework	66%
Exam	17%
In-Person	17%

Level 5
Workload

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	288
Private Study	696
Total Hours	1,200

Balance of Assessment*

Assessment Mode	Percentage
Coursework	75%
Exam	17%
In-Person	8%

* Depending on the optional module of the student's choice

Level 6
Workload

11% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	136
Directed Learning	404
Private Study	660
Total Hours	1,200

Balance of Assessment

Assessment Mode	Percentage
Coursework	83%
Exam	0
In-Person	17%

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