# Course Specification

| Course Summary Information | | |
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| 1 | **Course Title** | HND Business and Management |
| 2 | **Course Code**<br>**UCAS Code** | UH0111<br>022N |
| 3 | **Awarding Institution** | Birmingham City University |
| 4 | **Teaching Institution(s)** (if different from point 3) | South and City College Birmingham |
| 5 | **Professional Statutory or Regulatory Body (PSRB) accreditation** (if applicable) | Not applicable |

| 6 | **Course Description** |
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| | Are you aspiring to be a manager of the future? Are you passionate about business?<br><br>This course aims to develop independent-thinking professionals who can meet the demands of business employers and adapt to a constantly changing world. The HND in Business Management is a recognised qualification for anyone wanting a career in business or wider business services across a range of sectors and can also be used as a stepping stone to higher level degree studies. The majority of students on successful completion of this course join an honours degree at level 6 (final year).<br><br>What's covered in the course?<br>Students will study business skills, knowledge and understanding associated with professional practice in the international business environment. Subjects studied as part of the course will develop skills for leading, managing, and responding to change as well as tackle a range of complex business situations. Studies involve different aspects of business such as the global environment, human resources, marketing, leadership and management as well as accounting and finance.<br><br>Business and business practices change rapidly and so successful managers require the skills to be able to work in an environment where there are both opportunities and challenges that are presented by a global market place, work across multi-cultural and diverse teams equipping students with the knowledge and understanding of culturally diverse organisations. |

| 7 | **Course Awards** | | |
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| **7a** | **Name of Final Award** | **Level** | **Credits Awarded** |
| | HND Business and Management | Level 5 | 240 credits |
| **7b** | **Exit Awards and Credits Awarded** | | |
| | HNC Business and Management | Level 4 | 120 credits |

| 8 | Variations from the University Regulations |
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| | None |

| 9 | Delivery Patterns | | |
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| **Mode(s) of Study** | **Location(s) of Study** | **Duration of Study** | **Code(s)** |
| Full Time | South and City College Birmingham – Digbeth Campus and Bournville Campus Longbridge | 2 years | UH0111 |

| 10 | Entry Requirements | |
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| | **Home:** | GCSE English Language and Maths at grade 4 or above, at the point of enrolment. Equivalent qualifications will be considered. Plus, you must have achieved or be completing one of the following:<br><br>CC or 64 UCAS tariff points from A/AS Level with a minimum of 2 A Levels.<br><br>BTEC National Diploma (12-units) / Pearson BTEC Level 3 National Diploma - MM in a related subject area.<br><br>BTEC Extended Diploma (18-units not including early years) / Pearson BTEC Level 3 National Extended Diploma - MPP (64 points) in a related subject area.<br><br>BTEC Subsidiary Diploma / Pearson BTEC Level 3 National Extended Certificate - Combined with other level 3 qualifications to achieve a minimum total of 64 UCAS points<br><br>International Baccalaureate Diploma - Obtain 24 points overall.Students who do not complete the IB Diploma and who achieve the minimum of 10 points or above from two Higher Level Subjects will be considered on the basis of their IB Certificates and alongside other acceptable level 3 qualifications to meet 64 UCAS Tariff Points.<br><br>Irish Leaving Certificate (Higher Level) - 64 UCAS Tariff Points in four subjects (must include English).<br><br>Scottish Higher / Advanced Higher - DD. Maximum of two Advanced Highers can be considered together. |
| | **EU:** | Be able to demonstrate equivalent skills to IELTS 5.5 including reading and writing at 5.5 |
| | **International:** | Be able to demonstrate equivalent skills to IELTS 5.5 including reading and writing at 5.5 |
| | **Access:** | 60 credits overall. Minimum of 45 credits at level 3, 18 of of which must be achieved at merit or distinction in a related subject. |

| 11 | Course Aims |
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| | This HND course has been developed with the aim to:<br>• Give students the business skills, knowledge and understanding they need to achieve high performance in the international business environment<br>• Develop students with enquiring minds, who have the abilities and confidence to work across different business functions and to lead, manage, respond to change, and tackle a range of complex business situations<br>• Provide the core skills required for a range of careers in business, including management, human resources, marketing, entrepreneurship, accounting and finance<br>• Offer a balance between employability skills and the knowledge essential for students with entrepreneurial, employment or academic ambitions<br>• Develop students' understanding of the major impact that new digital technologies have on the business environment<br>• Provide insight into international business operations and the opportunities and challenges presented by a global marketplace<br>• Equip students with knowledge and understanding of culturally diverse organisations, cross-cultural issues, diversity and values, and to allow flexible study to meet local and specialist needs. |
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| 12 | Course Learning Outcomes |
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| | **Knowledge and understanding** |
| **1** | Demonstrated a thorough understanding of specific theories, paradigms, concepts and principles, and a sound understanding of business and management subjects |
| **2** | Develop an understanding of contemporary issues in the global business world |
| **3** | Understand and apply the principles of leadership, management in a changing business environment |
| **4** | Understand the principles of an area of specialist study and how they apply more generally in the business world |
| | **Skills and Attributes** |
| **5** | Communicate information, ideas, problems and solutions with a high-degree of proficiency verbally, electronically and in writing |
| **6** | Demonstrate the capability to make strong, valuable contributions to group discussions and/or project work, with an understanding of team and leadership roles |
| **7** | Develop cognitive skills of critical thinking, analysis & synthesis including in complex and unpredictable circumstances |
| **8** | Demonstrate the ability to make coherent, substantiated arguments, as well as the ability to consider, critically evaluate and synthesise a range of views and information |
| **9** | Conduct analysis and or research using established techniques accurately, and possess a well-developed ability to critically appraise a wide range of sources |
| **10** | Demonstrate thorough problem-solving skills, selecting and justifying their use of a wide-range of methods |

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| 13 | **Level Learning Outcomes** |
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| | ***Upon completion of Level 4 / the Certificate of Higher Education, students will be able to:*** |
| **1** | Develop an understanding of contemporary issues in the business world |
| **2** | Present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of business |
| **3** | Demonstrate an ability to conduct research into business & management issues using a variety of academic sources |
| **4** | Demonstrate knowledge of the underlying concepts and principles associated with business, and an ability to evaluate and interpret these within the context of business |
| | ***Upon completion of Level 5 / the Diploma of Higher Education, students will be able to:*** |
| **1** | Use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis |
| **2** | Develop cognitive skills of critical thinking, analysis & synthesis |
| **3** | Demonstrate effective performance within a team environment, including leadership & teambuilding skills in a range of business scenarios |
| **4** | Apply the principles of leadership and management in a business environment |

| 14 | **Course Learning, Teaching and Assessment Strategy** |
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| | It is intended that, through this course, you will develop your critical, analytical and thinking skills sufficiently to become an independent, reflective learner. You will also gain skills to work in teams in order to prepare you for a career in business which can be applied to a range of sectors. Business is a sector that changes frequently and needs managers with the skills and attributes to be able to adapt to changes quickly, you will have the opportunity to consider and evaluate a range of theories and contemporary practice.<br><br>A range of approaches to learning and teaching will be adopted across the individual modules which comprise the course, to provide a stimulating and challenging learning experience. Flexible approaches will be used to ensure achievement of specific module outcomes and to facilitate the different learning styles and needs of students. Attain the College's VLE will be utilised for engagement in forums, tasks and completing assessments alongside other digital tools and media. You will be expected to carry out further research and wider reading outside taught sessions. Effective learning in taught sessions will involve you engaging in a variety of interactive tasks. There will be opportunities for you to work independently during taught sessions and you may be asked to carry out individual directed tasks which contribute to later taught or seminar sessions. At times you will be expected to work with a small group of your colleagues to prepare and present items in subsequent sessions.<br><br>The close links between teaching, learning and assessment will be emphasised throughout the course. The development of a variety of assessment tasks integrated with the learning and teaching programme will ensure that you are given relevant and meaningful activities with specific outcomes.<br><br>**Examples of assessment include:**<br>• Critical review of literature on specific topics<br>• Evaluation of case studies<br>• An extended study based on a specific issue, sector or aspect of business<br>• Seminars on current issues<br>• Reports and project work |

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| | • Reflective journals<br>• An interrogation of theoretical and research-based evidence.<br>• Role Play<br>• Examination or time constrained tasks<br><br>Feedback is provided on a developmental basis throughout learning, this can include during learning activities for both subjects specific development or for academic or study skills. Formal feedback is provided for every assessment of coursework and can be in written or verbal formats. Feedback on examinations is normally only carried out on request, and all students can request an individual feedback tutorial on assessments or progress.<br><br>To gain the most benefit from this course and studying students are expected to attend all taught sessions and engage with the recommended reading and tasks. |

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| **15** | **Course Requirements** |
| **15a** | **Level 4:**<br><br>***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 |
|---|---|---|
| BUS4089 | Business and the Business Environment | 15 |
| MKT4027 | Marketing Processes and Planning | 15 |
| HRM4003 | Human Resource Management | 15 |
| MAN4038 | Leadership and Management | 15 |
| ACC4035 | Accounting Principles | 15 |
| BUS4091 | Managing a Successful Business Project | 15 |
| BUS4092 | Professional Identity and Practice | 15 |
| BUS4090 | Digital Business in Practice | 15 |

**Level 5:**

***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 |
|---|---|---|
| BUS5087 | Research Project | 30 |
| BUS5085 | Organisational Behaviour | 15 |

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| MAN5098 | Understanding and Leading Change | 15 |
| BUS5084 | Global Business Environment | 15 |
| MKT5051 | Digital Marketing | 15 |
| MAN5099 | Principles of Operations Management | 15 |
| HRM5015 | Developing Individuals, Teams and Organisations | 15 |

## 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.*

**Level 4**

| SEMESTER ONE | SEMESTER TWO |
|---|---|
| BUS4089 Business and the Business Environment (15 credits)<br><br>MKT4027 Marketing Processes and Planning (15 credits)<br><br>HRM 4003 Human Resource Management (15 credits)<br><br>ACC4035 Accounting Principles (15 credits) | MAN4038 Leadership and Management (15 credits)<br><br>BUS4097 Managing a Successful Business Project (15 credits)<br><br>BUS4092 Professional Identity and Practice (15 credits)<br><br>BUS4090 Digital Business in Practice (15 credits) |

**Level 5**

| SEMESTER ONE | SEMESTER TWO |
|---|---|
| BUS5085 Organisational Behaviour (15 credits)<br><br>BUS5084 Global Business Environment (15 credits)<br><br>MAN5099 Principles of Operations Management | MAN5098 Understanding and Leading Change (15 credits)<br><br>HRM5015 Developing Individuals, Teams and Organisations (15 credits)<br><br>MKT5051 Digital Marketing (15 credits) |
| BUS5087 Research Project (30 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

| Activity | Number of Hours |
|---|---|
| Scheduled Learning | 448 |
| Directed Learning | 10 |
| Private Study | 742 |
| **Total Hours** | 1200 |

### Balance of Assessment

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

### Level 5

### Workload

| Activity | Number of Hours |
|---|---|
| Scheduled Learning | 375 |
| Directed Learning | 20 |
| Private Study | 805 |
| **Total Hours** | 1200 per year |

### Balance of Assessment

| Assessment Mode | Percentage |
|---|---|
| Coursework | 87.5% |
| Exam | - |
| In-Person | 12.5% |