

Course Specification

Course Summary Information		
1	Course Title	BA (Hons) Business Management with Enterprise
2	Course Code	US1126-02
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 with Enterprise 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 course provides a route for those interested in development and sustainability of new enterprises, offering a route for launching their own enterprise or being entrepreneurial within an organisation. Whether you have an idea in mind or like the idea of launching something new and different, taking the enterprise route maybe for you. You will be exposed to key enterprise modules which will help you get from idea to launch underpinned by academic theory. This route which will be embedded throughout your programme will look to develop your entrepreneurial skills, abilities and behaviours, provide you with the tools you need to become a future entrepreneur. Similarly, the Business Management course embeds the UN Sustainable Development Goals as an integral part of the course.</p> <p>What's covered in the course?</p> <p>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</p>

	insight. Success on the programme will additionally award you with a CMI professional certificate.
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7 Course Awards			
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Business Management with Enterprise	Level 6	360
	Bachelor of Arts with Honours Business Management with Enterprise with Professional Placement Year	Level 6	480
7b Exit Awards and Credits Awarded			
	Certificate of Higher Education Business Management with Enterprise	Level 4	120
	Diploma of Higher Education Business Management with Enterprise	Level 5	240
	Bachelor of Arts Business Management with Enterprise	Level 6	300
	Bachelor of Arts Business Management with Enterprise 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	US1126-02
With Professional Placement Year	City Centre (and placement provider)	4 years	USXXXX
Part Time	City Centre	5 years	US1127-03

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.

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	Critically analyse and apply entrepreneurship techniques to create an entrepreneurial solution.
4	Effectively communicate and present information, arguments and analysis in a variety of forms.
	Level 6 – 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	Apply entrepreneurship skills and knowledge to create a sustainable business environment.
3	Construct effective methods of communicating business concepts and other relevant work, accurately and reliably using a range of specialist techniques and practices.
4	Implement professional skills in contexts where the scope of the task and the criteria for decisions are generally well defined, but where some personal responsibility and initiative is required.
5	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.
K6	Demonstrate a strong understanding of academic theory on enterprise and apply to current national and international case studies
	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	Demonstrate good citizenship through contributing ethically to the world to benefit both organisations and society.
T3	Effectively collaborate together as a diverse team with internal and external stakeholders.
T4	Interpret complex problems, and critically analyse business data to construct creative and innovative recommendations and solutions.

12	Course Requirements																																																																						
12a	<p>Level 4: <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: <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>MAN5XXX</td> <td>Supply Chain Management</td> <td>20</td> </tr> <tr> <td>MAN5XXX</td> <td>One Planet Issues</td> <td>20</td> </tr> <tr> <td>MAN5XXX</td> <td>Management Development</td> <td>20</td> </tr> <tr> <td>BUS5XXX</td> <td>Business Analytics</td> <td>20</td> </tr> <tr> <td>MAN5XXX</td> <td>The Global Manager</td> <td>20</td> </tr> <tr> <td>MAN5XXX</td> <td>Entrepreneurship in Action</td> <td>20</td> </tr> <tr> <td colspan="3">Optional Module</td> </tr> <tr> <td>ACC5XXX</td> <td>ACC5XXX Study Abroad</td> <td>20</td> </tr> </tbody> </table> <p><i>In order to qualify for the award of BA (Hons) Business Management with Enterprise 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>PLA5XXX</td> <td>Professional Placement Year</td> <td>120</td> </tr> </tbody> </table> <p>Level 6: <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 80 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>MAN6XXX</td> <td>Leading and Managing Change</td> <td>20</td> </tr> <tr> <td>MAN6XXX</td> <td>Continuous Innovation</td> <td>20</td> </tr> <tr> <td>MAN6XXX</td> <td>Strategic Management</td> <td>20</td> </tr> <tr> <td>MAN6XXX</td> <td>Growing the Enterprise</td> <td>20</td> </tr> </tbody> </table> <p><i>In order to complete this course a student must choose ONE of the following optional project routes (totalling 40 credits):</i></p>		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	MAN5XXX	Supply Chain Management	20	MAN5XXX	One Planet Issues	20	MAN5XXX	Management Development	20	BUS5XXX	Business Analytics	20	MAN5XXX	The Global Manager	20	MAN5XXX	Entrepreneurship in Action	20	Optional Module			ACC5XXX	ACC5XXX Study Abroad	20	Module Code	Module Name	Credit Value	PLA5XXX	Professional Placement Year	120	Module Code	Module Name	Credit Value	MAN6XXX	Leading and Managing Change	20	MAN6XXX	Continuous Innovation	20	MAN6XXX	Strategic Management	20	MAN6XXX	Growing the Enterprise	20
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Module Code	Project Routes	Credit Value
BUS6XXX	Business Advice Project (Major)	40
BUS6XXX	Business Research Project (Major)	40
BUS6XXX	Business Start-Up Project (Major)	40
BUS6XXX	Community Advice Project (Major)	40
BUS6XXX	Employability Project (Major)	40
QME6XXX	Economics Research Project (Major)	40
BUS6XXX + BUS6XXX	Business Research Methodology and Practice + Business Research Project	20 20
BUS6XXX + BUS6XXX	Business Research Methodology and Practice + Business Start-Up Project	20 20
BUS6XXX + BUS6XXX	Business Research Methodology and Practice + Community Advice Project	20 20

12b Structure Diagram

Full Time Course Structure

Level 4

SEMESTER ONE	SEMESTER TWO
Core MAN4036 Insights into Management (20 credits) MKT4022 Principles of Marketing (20 credits) MKT4024 Developing your Personal Brand (20 credits)	Core BUS4087 Introduction to Entrepreneurship (20 credits) BUS4088 Operations Management (20 credits) ACC4034 Finance for Managers (20 credits)

Level 5

Core MAN5XXX One Planet Issues (20 credits) MAN5XXX Management Development (20 credits) BUS5XXX Business Analytics (20 credits)	Core MAN5XXX The Global Manager (20 credits) MAN5XXX Entrepreneurship in Action (20 credits) MAN5XXX Supply Chain Management (20 credits) Optional Module: ACC5XXX Study Abroad (20 credits)
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Level 6

Core MAN6XXX Leading and Managing Change (20 credits) MAN6XXX Continuous Innovation (20 credits)	Core MAN6XXX Strategic Management (20 credits) MAN6XXX Growing the Enterprise (20 credits)
Business Project Route (40 credits / 20/20 credits) (<i>choose one of the routes below</i>)	

Full Time with Professional Placement Course Structure

Level 4

SEMESTER ONE	SEMESTER TWO
Core MAN4036 Insights into Management (20 credits) MKT4022 Principles of Marketing (20 credits) MKT4024 Developing your Personal Brand (20 credits)	Core BUS4087 Introduction to Entrepreneurship (20 credits) BUS4088 Operations Management (20 credits) ACC4034 Finance for Managers (20 credits)

Level 5

Core MAN5XXX One Planet Issues (20 credits) MAN5XXX Management Development (20 credits) BUS5XXX Business Analytics (20 credits)	Core MAN5XXX The Global Manager (20 credits) MAN5XXX Entrepreneurship in Action (20 credits) MAN5XXX Supply Chain Management (20 credits) Optional: ACC5XXX Study Abroad (20 credits)
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PLAXXX Professional Placement Year (120 credits)

Level 6

Core MAN6XXX Leading and Managing Change (20 credits) MAN6XXX Continuous Innovation (20 credits)	Core MAN6XXX Strategic Management (20 credits) MAN6XXX Growing the Enterprise (20 credits)
Business Project Route (40 credits / 20/20 credits) (<i>choose one of the routes below</i>)	

Part Time Course Structure

Level 4 (Year One)

SEMESTER ONE	SEMESTER TWO
Core: MAN4036 Insights into Management (20 credits) MKT4024 Developing your Personal Brand (20 credits)	Core: BUS4087 Introduction to Entrepreneurship (20 credits) BUS4088 Operations Management (20 credits)

Level 4 / 5 (Year Two)

MKT4022 Principles of Marketing (20 credits) MAN5XXX Management Development (20 credits)	ACC4034 Finance for Managers (20 credits) MAN5XXX Supply Chain Management (20 credits)
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Level 5 (Year Three)

Core: MAN5XXX One Planet Issues (20 credits) BUS5XXX Business Analytics (20 credits)	Core: MAN5XXX The Global Manager (20 credits) MAN5XXX Entrepreneurship in Action (20 credits)
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Level 6 (Year Four)

Core: MAN6XXX Leading and Managing Change (20 credits) MAN6XXX Continuous Innovation (20 Credits)	Core: MAN6XXX Strategic Management (20 credits) MAN6XXX Growing the Enterprise (20 credits)
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Level 6 (Year Five)

Core: Business Project Route (40 credits / 20/20 credits) (<i>choose one of the routes below</i>)
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Project Routes

	Route 1	Route 2	Route 3	Route 4	Route 5	Route 6	Route 7
S1	Business Advice Project (Major) (40 credits)	Business Research Project (Major) (40 credits)	Business Start-Up Project (Major) (40 credits)	Community Advice Project (Major) (40 credits)	Employability Project (Major) (40 credits)	Economics Research Project (Major) (40 credits)	Business Research Methodology and Practice (20 credits)
S2							Business Research Project (20 credits) or Business Start-up Project (20 credits) or Community Advice 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	83%
Exam	17%
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	56%
Exam	11%
In-Person	33%

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	67%
Exam	0%
In-Person	33%