Course Specification

Course Summary Information		
1	**Course Title**	BA (Hons) Business Management with Foundation Year
2	**Course Code**	US1126F
3	**Awarding Institution**	Birmingham City University
4	**Teaching Institution(s)** (if different from point 3)	N/A
5	**Professional Statutory or Regulatory Body (PSRB) accreditation** (if applicable)	N/A

6	**Course Description**
	Our BA (Hons) Business Management with Foundation year course is designed as a comprehensive experiential learning foundation programme which equips you with the confidence and skills to excel in undergraduate business studies and thrive in diverse professional environments Through innovative teaching methods such as simulations, case studies and guest speakers, you will gain knowledge of a number of fundamental functions of business and management, building your self-confidence to prepare you for a progressive and successful student journey and future career in management. Where possible, you will have the benefit of industry speakers and live projects to inspire and help you to develop. **What's covered in the course?** This one-year course provides a valuable introduction to the management of key resources including human capital, financial management, strategic planning, equality, diversity and inclusion and cultural awareness. You will utilise emerging interactive platforms and technology. You will be assessed in a variety of practical ways including report-writing, podcasts and infographics. On successful completion of the Foundation Year, you can move on to any of our Business courses at BCU. Levels 4-6 Our BA (Hons) Business Management degree offers practical-based learning resulting in knowledge and skills which prepare you for a variety of career paths within the innovative and ever-evolving world of business. You will gain specialist knowledge on a number of core functions of business and management, building your self-confidence to prepare you for a progressive and successful career in a wide variety of roles including business consultation, government work or even starting your own business.

	Emerging technologies such as artificial intelligence, employability and sustainability are key fundamentals of this course as you prepare for a career in the modern business environment. These skills will develop you as an innovative businessperson able to be agile and flexible in an ever-changing environment. Our Assessment Centre replicates those used by major corporations to prepare you to compete for the very best employment opportunities immediately after you graduate by providing you with the tools for successful and efficient CV building, interview prep and psychometric testing. If you're interested to starting and/or running your own business, you'll also be given the knowledge and tools to do this due to our focus on entrepreneurial skills in both specific modules and our business incubator and mentorship offerings through STEAMhouse. 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 key industry links and insight. Success on the programme will also lead to the CMI professional certificate. **What's covered in the course?** Using interactive and experiential learning methods, such as simulations and work with real-world business clients, you will gain an understanding of negotiation, data gathering and analysis, project and team leadership and how to navigate the business environment. You'll also study the development and operation of contemporary and international business markets alongside the management of key business activities from human capital and finance to strategic planning and cultural awareness. You'll gain an important insight into digital business exploring how emerging technologies such as AI remodel the business world and consider the accompanying issues around social responsibility and ethical behaviour.

7	**Course Awards**		
7a	**Name of Final Award**	**Level**	**Credits Awarded**
	Bachelor of Arts with Honours Business Management with Foundation Year	*Level 6*	*480*
	Bachelor of Arts with Honours Business Management with Foundation Year and Professional Placement Year	*Level 6*	*600*
7b	**Exit Awards and Credits Awarded**		
	Foundation Certificate in Business Management	*Level 3*	*120*
	Certificate of Higher Education Business Management	*Level 4*	*240*
	Diploma of Higher Education Business Management	*Level 5*	*360*
	Bachelor of Arts Business Management	*Level 6*	*420*
	Bachelor of Arts Business Management with Professional Placement Year	*Level 6*	*540*

8	**Variation 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	4 years	US1126F
With Professional Placement Year	City Centre	5 years	US1128F

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
	Level 3: • To provide a comprehensive experiential learning foundation programme which equips students with the confidence and skills to excel upon progression in undergraduate business studies and thrive in diverse professional environments. **Level 4-6** • Build competitive graduate ready students by developing their intellectual curiosity, critical and analytical skills. • Develop professional competence to equip the students with essential knowledge and skills required for the varied professional roles within the business environment. • Foster key employability skills including innovation and creativity to all allow students to thrive in the business environment. • Promote transferable skills such as digital literacy, consultancy, project management, data analysis to allow students adaptability in various contexts and business environments • Provide students with professional accreditation through CMI and digital skills providers. • Encourage reflective practice to assess personal growth and professional development • Develop ethical and sustainable practices from a global perspective, promoting cultural sensitivity and adaptability.

12	Course Learning Outcomes
	On successful completion of BA(Hons) Business Management, you will have:
	Knowledge and Understanding
1	Evaluate the integrated nature of core functional areas of business to make effective business decisions
2	Comprehend the essential concepts related to various business functions that are critical for different professional roles within the business environment
3	Analyse complex business issues in a turbulent world to provide business advantage and sustainability, and foster an enterprising outlook
4	Understand the implications of globalisation on business operations and employment practices, including the need for cultural sensitivity and adaptability
5	Critically discuss key contemporary and emerging theories, concepts and methods and their effort on dynamic business
	Skills and other attributes
6	Apply analytical techniques to evaluate business data and solve complex problems effectively in real-world business scenarios, fostering adaptability, teamwork and communication skills that enhance employability in a competitive job market
7	Employ creative and innovative thinking to address contemporary business challenges, including the integration of AI in problem resolution

8	Demonstrate the ability to manage projects effectively, including planning, execution, monitoring and evaluation
9	Engage in reflective practice to assess personal growth and professional development, fostering a commitment to lifelong learning and adaptability in a changing business environment.
10	Exhibit flexibility and resilience in the face of changing environments, demonstrating a proactive approach to personal and professional development

13	**Level Learning Outcomes**
	Upon completion of Level 3 the Foundation Certificate, students will be able to:
1	Demonstrate awareness of fundamental business concepts, including management, accounting and finance principles
2	Apply effective communication and analytical skills across various business contexts and assessment types.
3	Develop academic, professional, and interpersonal skills essential for success in business management.
	Upon completion of Level 4 / the Certificate of Higher Education, students will be able to:
1	Develop an understanding of the underlying concepts and principles of managing functional areas within a business
2	Explain and interpret key business and management issues both locally and at an international level
3	Understand and interpret data and information to solve business problems
	Upon completion of Level 5 / the Diploma of Higher Education, students will be able to:
1	Apply ethical principles and sustainable approaches to contemporary management challenges
2	Evaluate business data to inform individual and collaborative decisions
3	Demonstrate the ability to evaluate and apply business theories and concepts to real-world scenarios.
4	Reflect on the learning journey and professional behaviours within a local and international context
	Upon completion of 60 credits at Level 6 / the Bachelors Degree, students will be able to:
1	Integrate, synthesise and apply knowledge from key aspects from the field of study which is informed in part, with research at the forefront of the discipline
2	Navigate and develop strategies around changing and complex business scenarios and appreciate limitations of knowledge
3	Negotiate and resolve conflicts by applying suitable techniques in a variety of business contexts

14	**Course Learning, Teaching and Assessment Strategy**
	Level 3: At the centre of the BA (Hons) Business Management with Foundation Year is experiential learning, developing the skills and knowledge required to enhance your continued learning in higher education into level 4 and beyond. All the modules' you will complete in level 3 complement

	and build upon each other to provide a well-rounded and relevant understanding of both the business environment and personal 'self'. Semester one sees a combination of individual academic writing, individual reflection and groupwork. You will consider the development of their business and professional skills, as well as learning about business in context and the importance of marketing communications. While semester two sees assessment through more creative methods such as vodcasts and infographics alongside more traditional methods such as reports and in class exams. Semester two builds upon the previous semester by getting students to learn the basics of accounting and finance as well as implementing the skills developed in semester one by evaluating a real-life business with regards to diversity and inclusion and completing your own research project on a business of their choice. With multiple assessment points throughout each semester this allows you to gain valuable feedback early on in their development and apply this moving forward within each module. Where possible, industry will be invited into the classroom for guest lectures. **Levels 4-6:** The BA (Hons) Business Management course aligns to the college mission to '…inspire creativity and innovative mindsets that provides sustainable solutions to communities and the wider world' and its vision to embed digital, entrepreneurial, and employability skills and experiential learning in our curriculum. The course also aligns to the university strategy 2030 strategic pillars of (1) developing talent for tomorrow by providing students studying on the course with transformative, inspiring and inclusive educational experience that equips them with the skills they need to be successful, and (2) powering prosperity by working in with our local and regional businesses and by leveraging on STEAM house to drive innovation, growth and productivity. The course employs a diverse range of learning and teaching approaches designed to provide a comprehensive and engaging educational experience. The course integrates traditional lectures with interactive seminars, workshops, and practical sessions to ensure a balanced and dynamic learning environment. This blended approach combines face-to-face instruction with online resources and activities accessible via the Virtual Learning Environment (VLE), Moodle. This flexibility caters to different learning styles and allows you to engage with the material in various ways. **Activities and Experiences** You will participate in a variety of activities, including group discussions, presentations, case studies, and real-world projects. These activities are designed to develop critical thinking, problem-solving, and teamwork skills. Guest speakers from industry and opportunities for experiential learning, such as live projects and placements, further enrich the learning experience by providing practical insights and real-world applications of theoretical concepts. **Range of Assessments** The course employs a wide range of assessment methods to evaluate your knowledge and skills. These include essays, reports, presentations, portfolios, reflective essays, and practical projects. Assessments are designed to be authentic and relevant, often involving real-world scenarios and industry-based problems. This variety ensures that you can demonstrate their learning in multiple ways and develop a broad set of competencies.

15	**Course Requirements**

15a

Level 3:

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
BUS3012	Diversity and Inclusion in Business	20
ACC3003	Introduction to Accounting & Finance	20
BUS3001	Business in Context	20
BUS3011	Business & Professional Skills	20
MKT3001	Marketing Communications	20
BUS3006	Foundation Project	20

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
HRM4007	People and Organisations	20
MAN4049	Introduction to Data Analytics and AI	20
MKT4030	Marketing Principles and Practice	20
BUS4095	Entrepreneurial Thinking	20
ACC4034	Finance for Managers	20
MAN4048	Business Operations and Processes	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
MAN5107	Project Management	20
MAN5108	Data Analytics and AI in Practice	20
MAN5109	Leadership in a Global Context	20
BUS5089	Sales and Negotiation	20
MAN5110	Sustainable Supply Chain Management and Logistics	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
BUS5090	Entrepreneurial Feasibility	20
MAN5083	Introduction to Consultancy	20
BUS5091	Legal Issues for Business	20

MAN5057	MarTech and Digital Automation	20

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
MAN6083	Management Project	40
MAN6086	Crisis and Risk Management in Business	20
MAN6071	Leading and Managing Change	20
MAN6073	Strategic Management	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
MKT6062	Sustainable Marketing	20
MAN6085	Strategic Supply Chain Management	20
MAN6082	Business Negotiations and Conflict Resolution	20
MAN6084	Practical Application of AI in Business	20
BUS6086	Business Models for Digital Economy	20

15b Structure Diagram

Level 3

SEMESTER ONE	SEMESTER TWO
Core BUS3001: Business in Context (20 credits)	Core BUS3012: Diversity and Inclusion in Business (20 credits)
Core MKT3001: Marketing Communications (20 credits)	Core ACC3003: Introduction to Accounting & Finance (20 credits)
Core BUS3011: Business & Professional Skills (20 credits)	Core BUS3006: Foundation Project (20 credits)

Level 4

SEMESTER ONE	SEMESTER TWO
Core Module code: People and Organisations (20 credits) Introduction to Data Analytics and AI (20 credits) Marketing Principles and Practice (20 credits)	Core Entrepreneurial Thinking (20 credits) Finance for Managers (20 credits) Business Operations and Processes (20 credits)

Level 5

SEMESTER ONE	SEMESTER TWO
Core Module code: Project Management (20 credits) Data Analytics and AI in Practice (20 credits) Leadership in a Global Context (20 credits)	Core Sales and Negotiation (20 credits) Sustainable Supply Chain Management (20 credits)
	Optional Entrepreneurial Feasibility (20 credits) Introduction to Consultancy (20 credits) Legal Issues for Business (20 credits) MarTech and Digital Automation (20 credits)

Level 6

SEMESTER ONE	SEMESTER TWO
Core Management Project (40 credits) Crisis and Risk Management in Business (20 credits) Leading and Managing Change (20 credits)	Core Management Project (40 credits) Strategic Management (20 credits)
	Optional Sustainable Marketing (20 credits) Strategic Supply Chain Management (20 credits) Business Negotiation and conflict resolution (20 credits) Practical Application of AI in Business (20 credits) Business Models for Digital Economy (20 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 3

Workload

24% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	288
Directed Learning	408
Private Study	504
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	90%
Exam	3%
In-Person	7%

Level 4

Workload

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	360
Private Study	624
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	61%

Exam	22%
In-Person	17%

Level 5

Workload

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	360
Private Study	624
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	60%
Exam	0
In-Person	40%

Level 6

Workload

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	198
Directed Learning	252
Private Study	750
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	78%
Exam	0
In-Person	22%