

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
	<p>Our BA (Hons) Human Resource Management degree equips you with the tools you need to develop high-performing workforces and the innovative, flexible and enterprising teams which are increasingly demanded by modern businesses. Drawing upon all aspects of people management, this course enables you to gain not only the building blocks of knowledge and understanding, but also a high degree of professional competence and real-world experience in the field of people management and development.</p> <p>Reflecting on the evolution of the HR profession and looking ahead into the near future, you will be provided with opportunities to use digital and immersive technologies and VR in areas such as people analytics, recruiting and selection, training and development, on-boarding and performance management.</p> <p>Employability is a pillar of this course and there are opportunities for both short and long-term placements in the UK and overseas.</p> <p>The course is accredited by the Chartered Institute of Personnel and Development (CIPD), demonstrating the high-quality provision of our course.</p> <p>What's covered in the course?</p> <p>You will gain good understanding of how organisations work and how they change and the strategic position of human resource management (HRM) in organisations. You will become confident in managing functions of HR including recruitment and selection, training and development, employment law and employee relations, employee retention and engagement, and performance and reward management.</p> <p>You will develop your skills through contemporary methods of teaching and interactive workshops, involvement in real projects, and field trips. You will get involved in real projects, and benefit from field trips, guest speakers and interactive workshops. Our work-integrated approach to learning means that graduates of this course leave with real, practical experience, ready for the workplace.</p>

7	Course Awards
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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	Variation from the University Regulations
	N/A

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	6 years	US1368
	Full Time with Professional Placement Year	City Centre	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
	<ul style="list-style-type: none"> 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. Develop your ability to deal effectively with the nature of human resource management and development in both a UK and international context. Develop a critical awareness and understanding of contemporary Human Resource Management and Human Resource Development academic theories. Equip you with both the practical and academic skills to improve business performance and identify effective solutions.

12	Course Learning Outcomes
	Knowledge and Understanding
1	Distinguish the role of contemporary HR in the interpretation of current business challenges, formulation of effective people management strategies, and sustainment of organisational success within a range of business contexts
2	Recognise the practical knowledge and skills required to manage people and the 'human' aspects of business to organise performance throughout the employee life-cycle
3	Assess the strategic value of Human Resource Management in organisational performance within a range of business contexts
4	Effectively acquire and communicate key employability skills which are necessary to develop a career as a future HR professional

5	Critically review the strategic importance of the digital transformation of HRM in organisations
	Skills and other attributes
6	Use a range of sources to synthesise and critically evaluate information in order to present and effectively devise business focused recommendations
7	Apply basic theoretical frameworks of management to fictional or real-business and entrepreneurial scenarios in various forms of academic writing
8	Interpret acquired knowledge of employment legislation to solve challenges and problems in management of human resources
9	Solve organisational and management problems recognising the significance of the 'human' element' in those solutions by comparing and contrasting theories from a combination of management disciplines
10	Assess diverse HRM-related case studies and approaches in reflection of cross-cultural and globalised contexts and theories

13	Level Learning Outcomes
	Upon completion of Level 4 / the Certificate of Higher Education, students will be able to:
4.1	Explore the role of contemporary HR in the interpretation of current business challenges
4.2	Develop 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 fictional or real-business and entrepreneurial scenarios in various forms of academic writing
	Upon completion of Level 5 / the Diploma of Higher Education, students will be able to:
5.1	Gain insight into the strategic value of Human Resource Management in organisational performance within a range of business contexts
5.2	Acquire knowledge of employment legislation in order to gain confidence with respect to challenges and problems in management of human resources
5.3	Develop a portfolio of key employability skills which are necessary to develop a career as a future HR professional
5.4	Identify organisational and management problems recognising the significance of the 'human' element' in those solutions
	Upon completion of 60 credits at Level 6 / the Bachelors Degree, students will be able to:
6.1	Utilise a range of sources and perspectives to synthesise and critically evaluate information in order to present and effectively communicate business focused recommendations
6.2	Select, reflect and present with evidence those employability competencies that support your technologically informed 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 in a VUCA world and make recommendations as to how HRM can become more inclusive, technologically driven, business orientated, and evidence based
6.4	Critically evaluate the strategic importance of the digital transformation of HRM in organisations

14	Course Learning, Teaching and Assessment Strategy
	<p>The Human Resource 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 BA (Hons) Human Resource Management is designed to be primarily taught on campus, face-to-face but also contains an online component which is delivered through BCU’s virtual learning environment.</p> <p>You will experience a blend of formal lectures and seminars/ workshops 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 stimuli. Guest speakers, from industry and academia, will be invited to provide expert input at both module and course level. You are encouraged to take control of their own learning through extensive directed reading and other pre-sessional activities posted on VLE. You are also encouraged to work together and some modules are designed to foster group working (e.g. Introduction to Consultancy).</p> <p>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.</p> <p>You 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.</p>

15	Course Requirements																					
15a	<p>Level 4:</p> <p>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffff00;">Module Code</th> <th style="background-color: #ffff00;">Module Name</th> <th style="background-color: #ffff00;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>HRM4004</td> <td>Introduction to Human Resource Management</td> <td>20</td> </tr> <tr> <td>BUS4094</td> <td>Fundamentals of Business</td> <td>20</td> </tr> <tr> <td>MAN4049</td> <td>Introduction to Data Analytics and AI</td> <td>20</td> </tr> <tr> <td>HRM4007</td> <td>People and Organisations</td> <td>20</td> </tr> <tr> <td>ACC4034</td> <td>Finance for Managers</td> <td>20</td> </tr> <tr> <td>BUS4095</td> <td>Entrepreneurial Thinking</td> <td>20</td> </tr> </tbody> </table> <p>Level 5:</p> <p>In order to complete this course a student must successfully complete all the following CORE modules (totalling 80 credits):</p>	Module Code	Module Name	Credit Value	HRM4004	Introduction to Human Resource Management	20	BUS4094	Fundamentals of Business	20	MAN4049	Introduction to Data Analytics and AI	20	HRM4007	People and Organisations	20	ACC4034	Finance for Managers	20	BUS4095	Entrepreneurial Thinking	20
Module Code	Module Name	Credit Value																				
HRM4004	Introduction to Human Resource Management	20																				
BUS4094	Fundamentals of Business	20																				
MAN4049	Introduction to Data Analytics and AI	20																				
HRM4007	People and Organisations	20																				
ACC4034	Finance for Managers	20																				
BUS4095	Entrepreneurial Thinking	20																				

Module Code	Module Name	Credit Value
HRM5014	Recruitment and Selection Strategies	20
HRM5016	Performance and Reward Management	20
HRM5010	Adding Value Through Human Resource Management	20
HRM5012	Employment Law in Context	20

In order to complete this course a student must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules.

Module Code	Module Name	Credit Value
MAN5108	Data Analytics and AI in Practice	20
MAN5109	Leadership in Global Context	20
BUS5090	Entrepreneurial Feasibility	20
MAN5083	Introduction to Consultancy	20

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
PPY6001	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
HRM6013	Employee Retention and Engagement	20
PSY6125	Work & Organisational Psychology	20
BUS6083	Management Project	40
HRM6012	Coaching and Development	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
HRM6015	International Human Resource Management	20
MAN6084	Practical Application of AI in Business	20
BUS6086	Business Models for Digital Economy	20

15b Structure Diagram

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

Level 4

SEMESTER ONE	SEMESTER TWO
Core HRM4004: Introduction to HRM (20 credits) BUS4094: Fundamentals of Business (20 credits) MAN4049: Introduction to Data Analytics and AI (20 credits)	Core HRM4007: People and Organisations (20 credits) ACC4034: Finance for Managers (20 credits) BUS4095: Entrepreneurial Thinking (20 credits)

Level 5

Core HRM5014: Recruitment and Selection Strategies (20 credits) HRM5016: Performance and Reward Management (20 credits)	Core HRM5010: Adding Value Through HR (20 credits) HRM5012: Employment Law in Context (20 credits)
Optional MAN5108: Data Analytics and AI in Practice (20 credits) MAN5109: Leadership in Global Context (20 credits)	Optional BUS5090: Entrepreneurial Feasibility (20 credits) MAN5083: Introduction to Consultancy (20 credits)

Level 6

Core HRM6013: Employee Retention and Engagement (20 credits) PSY6125: Work & Organisational Psychology (20 credits)	Core HRM6012: Coaching and Development (20 credits)
BUS6XXX: Management Project (40 credits)	
	Optional HRM6015: International Human Resource Management (20 credits) BUS6084: Practical Application of AI in Business (20 credits)

	BUS6086: Business Models for Digital Economy (20 credits)
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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
Directed Learning	288
Private Study	696
Total Hours	1,200

Balance of Assessment

Assessment Mode	Percentage
Coursework	50%
Exam	17%
In-Person	33%

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	60%
Exam	15%

In-Person	25%
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* Core modules only, balance of assessment will vary depending on optional module choice

Level 6

Workload

11% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	195
Directed Learning	239
Private Study	766
Total Hours	1,200

Balance of Assessment

Assessment Mode	Percentage
Coursework	80%
Exam	0
In-Person	20%

* Core modules only, balance of assessment will vary depending on optional module choice