

Overview

Programme Code	30199
Programme Title	Business Studies
Awarding Institution	Liverpool John Moores University
Programme Type	Degree

Awards

Award Type	Award Description	Award Learning Outcomes
Alternative Exit	Bachelor of Arts (SW) - SBA	Students who obtain this award will have achieved most but not all of the programme learning outcomes of the equivalent Bachelors award with honours.
Target Award	Bachelor of Arts Honours (SW) - SBAH	N/A
Recruitable Target	Bachelor of Arts with Honours - BAH	on successfully completing this award demonstrate they will have acquired the subject knowledge and understanding as well as skills and other attributes as detailed above but will not have successfully completed a placement year.
Alternative Exit	Certificate of Higher Education - CHE	Use a range of appropriate business software. Use a range of appropriate business software. Describe the structure, functions, processes and management of business organisations. Describe the structure, functions, processes and management of business organisations. Apply basic quantitative techniques to business problems. Apply basic quantitative techniques to business problems.
Alternative Exit	Diploma of Higher Education - DHE	Analyse the structure, functions, processes and management of business organisations. Develop a research proposal appropriate for a level 6 research project.

Alternate Award Names	
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External Benchmarks

Subject Benchmark Statement	UG-Business and Management (2019)
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Accreditation

Programme Accredited by

PSRB Name	Type of Accreditation	Valid From Date	Valid To Date	Additional notes
Chartered Institute of Personnel and Development (CIPD)	Accredited by the Chartered Institute of Personnel and Development (CIPD).			

Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length Programme Length Unit
Sandwich Year Out, Face to Face	September	LJMU Taught	4 Years
Full-Time, Face to Face	September	LJMU Taught	3 Years

Aims and Outcomes

Educational Aims of the Programme	The curriculum is designed to comply with the QAA General Business and Management Subject Benchmark, published as part of the national academic infrastructure. The BA (Hons.) Business Studies programme aims to produce graduates who have: Studied business theories, models and techniques rigorously and issues obtaining the practical skills which are also needed with the business environment. Obtained the knowledge and skills required for a successful career in business or undertake further academic study. Developed the personal and key skills to enable students to work effectively on their own and within teams. Also to be able to meet the challenges of working in a constant changing moving business environment. In the application of skills and knowledge in a work situation through completing a one year sandwich placement the intellectual skills necessary to develop and inculcate a positive attitude to lifelong learning. To encourage students to engage with the development of employability skills by completing a self-awareness statement. The aim is to provide students with an extended period of work experience at an approved partner that will complement their programme of study at LJMU. This will give the students the opportunity to develop professional skills relevant to their programme of study, as well as attitude and behaviours necessary for employment in a diverse and changing environment.
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Learning Outcomes

Code	Number	Description
PLO1	1	Describe, analyse and evaluate the structure, functions, processes and management of business organisations.
PLO2	2	Select and synthesise information from a variety of sources.
PLO3	3	Apply theoretical concepts and practical techniques to the solution of complex problems.
PLO4	4	Analyse and interpret quantitative and qualitative data.
PLO5	5	Utilise judgement to draw appropriate conclusions and make recommendations.
PLO6	6	Plan, conduct and produce a research project report.

PLO7	7	Utilise appropriate ICT software and critically evaluate internet sources
PLO8	8	Apply problem solving and decision making skills.
PLO9	9	Conduct research into business and management issues.
PLO10	10	Develop a range of work-related skills during the placement year, that demonstrates business acumen.
PLO11	11	Communicate effectively with a wide range of individuals utilising appropriate media.
PLO12	12	Understand the role of their chosen specialist area (the 'Route') in business recognising its development and its implications for the organisation.
PLO13	13	Work effectively on their own and as part of a team.
PLO14	14	Utilise problem-solving skills in a variety of theoretical and practical situations.
PLO15	15	Manage time effectively by learning to plan and prioritise their work in order to meet specified deadlines.
PLO16	16	Learn independently in the spirit of critical enquiry.
PLO17	17	Apply the business concepts and philosophy to private, public and not-for-profit sector organisations.
PLO18	18	Utilise business research to improve customer communications and analyse and interpret written, visual and graphical data.
PLO19	19	Recognise the importance of collecting relevant data, and the variety of information sources, both primary and secondary.
PLO20	20	Analyse the contemporary issues in business.
PLO21	21	Apply a range of theoretical concepts to practical organisational or industry sector issues or problems.
PLO22	22	Demonstrate knowledge of the business communications tools and the need for integration.
PLO23	23	Identify issues and formulate appropriate methods of investigation and critical analysis.

Course Structure

Programme Structure Description	<p>The Programme is studied over four years full-time for the sandwich programme and three years for the non-sandwich programme. Study is undertaken at three levels, one for each year of study. In the third year students undertake a work based placement. Each academic year runs for 24 weeks as illustrated in the LJMU Academic Calendar. Option - A Semester Study Abroad The programme will offer the opportunity for students to study 60 credits at Level 5 aboard at a partner institution. Students will be enrolled on a 480 credit honours with study abroad programme. A 60 credit Level 5 study abroad module 5398BUSBS will normally replace the semester 2 modules on the standard programme. This study abroad should cover the same learning outcomes as the modules being replaced. The modules to be studied in the host institution must be agreed in advance. The Level 5 mean for the final award mark will be calculated based upon the 120 credits at Level 5. Option B - Study Abroad for a Full Academic Year The programme will offer a full year study abroad following the completion of Level 5. Students will be enrolled on a 480 credit honours with study abroad programme. Of those 480 credits, 120 will be taken via a Level 5 study abroad module [5397BUSBS Study Year abroad]. The modules to be studied in the host institution must be agreed in advance. The Level 5 mean for the final award mark will be calculated based upon the 240 credits at Level 5. Students are permitted to select a study aboard year or a placement year, but not both. Placement Year The placement year will follow Level 5 and students will be enrolled on a sandwich year module 5399BUSBS worth 120 credits which equates to a 480 credit honours sandwich programme. The Level 5 mean for the final award mark will be calculated based upon the 240 credits at Level 5. Students are permitted to select a placement year or study aboard year, but not both.</p>
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Programme Structure - 120 credit points	
Level 6 - 120 credit points	
Level 6 Core - 40 credit points	CORE
[MODULE] 6300BUSBS Corporate Social Responsibility Approved 2022.01 - 20 credit points	
[MODULE] 6301BUSBS Strategic Management Approved 2022.01 - 20 credit points	
Level 6 Optional - No credit points	OPTIONAL
[MODULE] 6302BUSBS Business Studies Project Approved 2022.01 - 40 credit points	
[MODULE] 6303BUSBS Strategic Decision Making Approved 2022.01 - 20 credit points	
[MODULE] 6304BUSBS Business Consultancy Approved 2022.01 - 20 credit points	
[MODULE] 6310BUSBS International Corporate Finance Approved 2022.01 - 20 credit points	
[MODULE] 6311BUSBS Financial Risk Management Approved 2022.01 - 20 credit points	
[MODULE] 6312BUSBS Managing Performance and Engagement Approved 2022.01 - 20 credit points	
[MODULE] 6313BUSBS Employment Law in Context Approved 2022.01 - 20 credit points	
[MODULE] 6316BUSBS Marketing for Emerging Markets Approved 2022.01 - 20 credit points	
[MODULE] 6317BUSBS Strategic Branding Approved 2022.01 - 20 credit points	

Teaching, Learning and Assessment

Teaching, Learning and Assessment	<p>Acquisition of knowledge is achieved through a broad range of teaching methods including lecture, seminar, workshop, action workshop, case study, video, practical, business game simulation; 'real-world' business issue and international and national case studies. Assessment methods are specified in each module handbook but include unseen examination, open book examination, coursework assignments and presentations. In the final year students prepare a research report. Intellectual skills are developed through practical (case study or 'real-world') project work, tutorial work and coursework assignments. Open ended practical and project work is designed to permit students to demonstrate achievement of all the learning outcomes in this category. Examples of teaching and learning on the programme include; Lectures Tutor led seminars Student led seminars Workshops Self directed learning Business game simulations Work placement year Intellectual skills are assessed. A variety of assessment methods are used and formal examination, coursework (including formal reports and presentations), and project work are the main methods for assessment. Examples of assessment on the programme include; Essays Reports In-Class Tests Unseen Examinations Open Book Examinations Portfolio Practical skills are developed in a co-ordinated and progressive manner throughout the three levels of the programme. In the lower levels attention is focused on the acquisition of basic skills, while at the higher levels more advanced techniques are introduced. A variety of assessment methods are used to assess practical skills including practical tasks, formal reports, presentations, portfolios. Transferable skills are generally incorporated within modules and related to relevant assessments as appropriate. Transferable skills are assessed. A variety of assessment methods are used including examinations, portfolios of learning, formal reports, practical ICT tasks, presentations and business game simulations.</p>
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Opportunities for work related learning

Opportunities for work related learning
<p>The four elements of Work Related Learning (WRL): 1. Learning about oneself 2. Learning and practising skills 3. Experiencing the world of work 4. Experiencing and learning how to learn and manage oneself in a range of situations will be addressed through the continuing development of graduate skills that are embedded into the programmes as well as via campus based work related learning. With respect to elements 1, 2 and 4 the Team are of the opinion that the comprehensive mapping exercise of the graduate skills clearly demonstrates that these elements are incorporated into the Programmes, as all 41 skills will be taught, practised and assessed via the core modules. This approach provides students with an opportunity to choose those options at Level Five and Level Six that will enable them to hone and further develop those skills that they identify as being important to them. In relation to element 3, this is achieved on the BABS Programme via the Placement Year. At Level 6 Project students research either a live business problem connected to a company preferable their placement organisation, or research a business related issue, dealing with real business problems. This research is undertaken individually with support from an individual supervisor and written up as a 10,000 word analytical report. The programme also has strong employer involvement. Many modules have guest speakers from industry.</p>

Entry Requirements

Type	Description
International Baccalaureate	30 points from IB Diploma
Other international requirements	Qualifications will be considered in line with normal entry requirements. Any applicant whose first language is not English will be required to have IELTS 6.0 with no less than 5.5 in any component, or an acceptable equivalent. Direct entry to level 5 (year 2) is available to holders of LJMU's International Year One in Business (Study Group). Students need to have achieved 40% in all modules and 50% in 4508IYBSG English Skills for University Study.
A levels	280 UCAS Tariff Points from a minimum of 2 A Levels. Key skills points are accepted in accordance with the UCAS tariff.

Alternative qualifications considered	GCSE (or O Level) Mathematics and English Language grade C or above (or equivalent),
NVQ	Applicants holding an HND in a relevant subject area will be considered for direct entry to Level 5 of the programme.
BTECs	300 UCAS Tariff points.

Programme Contacts

Programme Leader

Contact Name
Andrew Doyle

Link Tutor

Contact Name
