

Business Management

Programme Information

2022.01, Approved

Overview

Programme Code	31816
Programme Title	Business Management
Awarding Institution	Liverpool John Moores University
Programme Type	Degree

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Bachelor of Arts with Honours - BAH	N/A
Alternative Exit	Certificate of Higher Education - CHE	Apply the core techniques of both Business and management theory. Apply the core techniques of both Business and management theory. Understand the key principles of economics, accountancy, marketing and business. Understand the key principles of economics, accountancy, marketing and business. Apply basic quantitative techniques to business problems. Apply basic quantitative techniques to business problems. Appreciate the academic and professional skills related to business management Appreciate the academic and professional skills related to business management
Alternative Exit	Diploma of Higher Education - DHE	Analyse the structure, functions, processes and management of business organisations. Apply research methods to a range of business issues

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
Institute of Leadership and Management (ILM)	Accredited by the Institute of Leadership and Management (ILM).			

Programme Offering(s)

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

Aims and Outcomes

Educational Aims of the Programme	<p>The BA (Hons) Business Management (BABM) programme is offered as a three year full time programme with the option of a year's placement. This degree aims to provide students with the knowledge, understanding and transferable skills essential to organisations looking for tomorrow's entrepreneurs, leaders and managers. The main aims of the programme are to:</p> <ol style="list-style-type: none">provide a broad based education in general business and management to students from varying backgrounds who are seeking graduate statusdevelop students' understanding and awareness of general business and management and the role of managers, leaders and business functions in all types of organisationsencourage and foster the ability to apply knowledge in an innovative, creative and reflective manneradopt a strategic perspective in order to reflect the need for organisations to adapt strategies to dynamic and often short-term market conditionsprovide a learning experience in those key areas of general management perceived to be relevant to the performance of organisations in the 21st century, for example:<ol style="list-style-type: none">creativity and enterprisethe private, public and not for profit sectorsproject and operations managementstrategic and change managementmanaging quality and service operationsprovide a foundation for a career in business management, including association with an appropriate professional body and facilitation of the attainment of professional qualificationsprovide a foundation for life-long learning in both the business and wider context of study and learning activities. Students will be equipped to be flexible and with transferable skillsprovide an understanding of the key drivers for small business success including the importance of innovation and taking calculated risks and the need to provide customer satisfaction and build customer loyaltyEngage with the development of employability skills by completing a self-awareness statementFor students taking an option of a year's placement the aim is to provide them 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	understand the nature of business organisations including small business and their management (Levels 4/5/6)
PLO2	2	have knowledge and understanding of markets: the development, access and operation of markets for resources, goods and services. (Levels 4/5/6)

PLO3	3	develop effective marketing and sales and understand the different approaches for segmentation, targeting, positioning generating sales as well as the need for innovation in product and service design. (Levels 4/6)
PLO4	4	manage customer expectations, relationships and develop of service excellence. (Levels 4/5/6)
PLO5	5	have knowledge in the area of finance, its sources, uses and management . This includes the use of accounting and other information systems for planning, control, decision making and managing financial risk. (Levels 4/5/6)
PLO6	6	manage people and have an understanding of human resources, developing leadership alongside people and organisation management to include the implications within a legal context. (Levels 4/5/6)
PLO7	7	comprehend the complexities of organisational behaviour to facilitate the design and development of organisations to include cross-cultural issues such as change, diversity and values. (Levels 4/5)
PLO8	8	undertake effective operational management through managing resources, the supply chain, procurement, logistics, outsourcing and quality systems (Levels 5/6)
PLO9	9	develop the ability to identify relevant techniques and skills to business problems (Levels 4/5/6)
PLO10	10	develop an integrated and flexible approach to the study of business/management (Levels 4/5/6)
PLO11	11	demonstrate the ability to see relationships within what has been learned and to perceive the field of study in a broader perspective (Levels 5/6)
PLO12	12	understand the external environment - the constraints within which business activity takes place and their effect upon business management (Levels 4/5/6)
PLO13	13	demonstrate and develop cognitive and intellectual skills, including analysis, synthesis, evaluation and problem solving (Levels 4/5/6)
PLO14	14	develop numeracy and quantitative skills (Levels 4/5/6)
PLO15	15	demonstrate the ability to research key management in a timely manner (Levels 4/5/6)
PLO16	16	develop key transferable and employability skills (Levels 4/5/6)
PLO17	17	develop skills in project management, planning a business enterprise, team management and leadership. (Levels 5/6)
PLO18	18	research, develop and design strategies in a variety of functional business contexts (Levels 4/5/6)
PLO19	19	develop skills in business, management and enterprise. (Levels 4/5/6)
PLO20	20	develop employability skills suitable for business, management and entrepreneurial roles (Levels 4/5/6)
PLO21	21	demonstrate competence and professionalism in communication and problem-solving skills (Levels 4/5/6)
PLO22	22	apply concepts and knowledge to organisational issues (Levels 4/5/6)
PLO23	23	identify the presence of opportunities and threats arising from changes in the constraints upon the business environment. (Levels 4/5/6)
PLO24	24	apply independent learning through reflections and independent thinking (Levels 4/5/6)
PLO25	25	have strong communication skills (written and oral) (Levels 4/5/6)
PLO26	26	effectively use of learning technologies and IT for business applications (Levels 4/5/6)
PLO27	27	undertake effective self-management (including time management and initiative) (Levels 4/5/6)

PLO28	28	have the ability to learn and work towards targets/goals (Levels 4/5/6)
PLO29	29	gain interpersonal skills (listening, negotiation etc.) (Levels 4/5/6)
PLO30	30	undertake effective team-working and develop their own skills (the ability to work as part of a team, manage or lead a team, influence a team, project management) (Levels 4/5/6)
PLO31	31	have strong self-awareness, openness and sensitivity to diversity (Levels 4/5/6)
PLO32	32	differentiate between private, public and not for profit sectors. (Levels 4/5/6)
PLO33	33	gain an understanding of entrepreneurial culture and intrapreneurship (Levels 4/5/6)
PLO34	34	undertake effective project management (Levels 4/5/6)
PLO35	35	identify appropriate operational approaches within the service sector (Levels 4/5/6)
PLO36	36	undertake strategic and change management (Levels 5/6)
PLO37	37	understand additional key areas identified in the Benchmark for Business and Management, namely: markets, customers, finance, people, operations, information systems, communication and information technology, business policy and strategy, relevant contemporary and pervasive issues. (Levels 4/5/6)

Course Structure

Programme Structure Description	<p>The programme is offered as a three-year full-time or four-year sandwich programme. A student studies for 120 credits in each academic year. 360 credits (three-year programme) or 480 credits (four-year sandwich programme, comprising of a year long industry placement, 5060BUSBM), are needed for the award of BA (Hons) Business Management. Study Abroad Students will be offered the opportunity of study abroad at Level 5. Students can choose either Option A or Option B unless they undertake the Sandwich Year, in which case Option B is not available: Option A: replacement of 60 credits of Level 5 with appropriate study abroad. The programme will offer the opportunity of 60 credits of study at Level 5. Students will be enrolled on a 360 credit honours with study abroad programme. A 60 credit Level 5 study abroad module (5070BUSBM Study Semester Abroad Business Management) will 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: additional study year abroad following Level 5 The programme will offer the opportunity of an additional study year abroad following 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 [5061BUSBM 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. Sandwich Year 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. The placement year [5060BUSBM] will follow Level 5 and students will be enrolled on 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 sandwich year or a study abroad year, but not both. If students achieve 240 credits (120 credits at Level 4 and 120 credits at Level 5) they can be awarded the Diploma of Higher Education (DipHE) as an alternative exit award. If students achieve 120 credits at Level 4 they can be awarded the Certificate of Higher Education (CertHE) as an alternative exit award. At Level 6 Students will be required to choose 20 credits from the following 2 optional 20 credit modules in Semester 2: 6050BUSBM Researching and Developing a Business Plan or 6060BUSBM Applied Business Management Project.</p>
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Programme Structure - 360 credit points	
Level 6 - 120 credit points	
Level 6 Core - 80 credit points	CORE
[MODULE] 6051BUSBM Strategic Management Approved 2022.01 - 20 credit points	
[MODULE] 6052BUSBM Innovation and Creativity for Business Approved 2022.01 - 20 credit points	
[MODULE] 6053BUSBM Global Business Environment Approved 2022.01 - 20 credit points	
[MODULE] 6054BUSBM Project Management Approved 2022.01 - 20 credit points	
Level 6 Optional - 40 credit points	OPTIONAL
[MODULE] 6050BUSBM Researching and Developing a Business Plan for a New Venture Approved 2022.01 - 20 credit points	
[MODULE] 6055BUSBM Social Enterprise Approved 2022.01 - 20 credit points	
[MODULE] 6056BUSBM Diversity Management Approved 2022.01 - 20 credit points	
[MODULE] 6057BUSBM Lean Six Sigma Approved 2022.01 - 20 credit points	
[MODULE] 6058BUSBM Environmental Management Approved 2022.01 - 20 credit points	

[MODULE] 6059BUSBM Corporate Governance and Finance Approved 2022.01 - 20 credit points
[MODULE] 6060BUSBM Applied Business Management Project Approved 2022.01 - 20 credit points

Teaching, Learning and Assessment

Teaching, Learning and Assessment	<p>The acquisition of knowledge gained from this programme is developed through a range of teaching and learning strategies. These include realistic case-studies, workshops, lectures, tutorial support, the virtual learning environment (VLE), coursework assignments, directed reading and guided study. All of which will enable the linking of theory to practical scenarios and examples. It is expected that students will be able to develop and demonstrate independence in their learning activities, which will be encouraged by the diverse range of teaching and learning methods. Initial knowledge and understanding of business and management topics will be developed through the range of teaching and learning methods outlined and this will be supported by the further wider reading of referenced materials by the student. A virtual learning environment (VLE) allows teaching and learning materials to be readily available and provide a dialogue to maintain tutor and peer contact. The predominant summative assessment methodology is coursework, which will require participants to relate learning to an organisational context. A range of assessment methods will be used such as individual/group reports, essays, individual/ group presentations, class tests and unseen examinations. Formative assessment is provided through a range of methods which may include, oral presentations, debates, VLE tests/quizzes, class group discussions or VLE discussion forums. Intellectual skills are developed through practical (case study or 'real-world') activities, tutorial work and coursework assignments. Examples of teaching and learning on the programme include: Lectures Tutor led tutorials Student led tutorials Workshops Self directed learning Intellectual skills are assessed. A variety of assessment methods are used and formal examination, coursework (including formal reports and presentations are the main methods for assessment. Examples of assessment on the programme include; Essays Reports Class Tests Unseen Examinations Presentations (individual/group) 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. 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, reflective learning, formal reports, practical ICT tasks, and presentations.</p>
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Opportunities for work related learning

Opportunities for work related learning
<p>The BA Business Management programme is a HE qualification which will provide students with a range of assessments which draw upon actual scenarios within an organisational context. These scenarios prepare the student for the real world and provide them with a range of competency skills, such as numeracy, communication problem solving, organising and time management and IT which are vital for employability. To support this further, the programme has a continued theme of graduate skills necessary for employability embedded within its modules. At Level 6 in particular, students research the feasibility of a new business venture, where they will encounter and deal with real business problems. This feasibility study is undertaken individually and will require students to analyse their findings. Also at level 6 the Strategic Management/CSR module will require students analyse a range of business strategy problems using a number of case studies of real companies. These realistic case studies will focus on the development of work related skills that are relevant to the study of business at undergraduate level. The programme also has strong employer involvement. For example at level 5 and 6 several modules have guest speakers from industry, so that the application of theory can be analysed in the real working environment.</p>

Entry Requirements

Type	Description
International Baccalaureate	112 UCAS tariff points

Other international requirements	International students achieving a qualification equivalent to the above (as defined by NARIC), together with an English language capability of IELTS 6.0 or equivalent. Decisions on equivalence will be made by the relevant link tutor or programme leader within Liverpool Business School. 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. International Students English Language Requirements. All International and EU students must meet the following minimum English Language requirements IELTS 6.0 with a minimum of 5.5 in each component
A levels	GCSE (or O Level) Mathematics and English Language grade C or above (or equivalent), and 112 UCAS Tariff Points, including at least 64 points from Advanced GCE and/or Vocational A Levels (6 unit awards). Key skills points are accepted in accordance with the UCAS tariff.
Alternative qualifications considered	Programme. Applicants holding a Foundation Degree in a relevant subject area will be considered for direct entry to level 6 of the Programme.
BTECs	GCSE (or O Level) Mathematics and English Language grade C or above (or equivalent), and 112 UCAS Tariff Points. Key skills points are accepted in accordance with the UCAS tariff.
NVQ	A Higher National Diploma (HND) in a cognate subject area will be considered for entry into Level 6. Applicants are expected to have achieved an average of merit standard Foundation Degree in a cognate subject will be considered for entry into Level 6. Applicants are expected to have achieved an average of 60%

Programme Contacts

Programme Leader

Contact Name
Andrew Doyle

Link Tutor

Contact Name
