Programme Specification Document

Approved, 2022.03

Overview

Programme Code	32966
Programme Title	Business Management
Awarding Institution	Liverpool John Moores University
Programme Type	Masters
Language of Programme	All LJMU programmes are delivered and assessed in English
Programme Leader	
Link Tutor(s)	Amanda Mason

Partner Name	Partnership Type
European College of Business Management	Validated

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Master of Business Administration - MBA	See Learning Outcomes Below

Alternate Award Names	

External Benchmarks

Subject Benchmark Statement	PGT-Business and Management (2015)

Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length
Part-Time, Face to Face	February	European College of Business Management	1 Years
Part-Time, Face to Face	September	European College of Business Management	1 Years

Aims and Outcomes

Educational Aims of the Programme

The aims of the MBA programme are to equip students with the following: 1. a systematic understanding of relevant knowledge about organisations, their external context and how they are managed; 2. the ability to apply relevant knowledge to a range of complex situations taking account of its relationship and interaction with other areas of the business or organisation; 3. a critical awareness of current issues in business and management which is informed by leading edge research and practice in the field; 4 an understanding of appropriate techniques sufficient to allow detailed investigation into relevant business and management issues; 5. creativity in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to develop and interpret knowledge in business and management; 6. the ability to acquire and analyse data and information, to evaluate their relevance and validity, and to synthesise a range of information in the context of new situations; 7 conceptual understanding that enables the student to: a. evaluate the rigour and validity of published research and assess its relevance to new situations b. use existing research and scholarship to identify new or revised approaches to practice; 8 the ability to conduct research into business and management issues that requires familiarity with a range of business data, research sources and appropriate methodologies, and for such to inform the overall learning process 9 the ability to communicate effectively using a range of media (for example, orally, in writing, and through digital media); 10 the ability to operate effectively in a variety of team roles and take leadership roles, where appropriate 11 the ability to take an international perspective including understanding the impact of globalisation on businesses, societies and the environment and the ethical implications.

Learning Outcomes

Code	Description
PLO1	Critically appraise the integration of management concepts and business philosophies, along with their theoretical and practical significance in today's environment.
PLO2	Utilise problem solving and decision making skills. B6. Critically appraise published academic and business literature
PLO3	Critically appraise published academic and business literature
PLO4	Evaluate and critically appraise organisation policy and practice
PLO5	Reflect on personal learning
PLO6	Demonstrate effective and professional communication and problem solving skills.
PLO7	Select effective information collection methods and use the most appropriate analytical tools.
PLO8	Apply concepts, knowledge and skills to work-based practice.

Code	Description
PLO9	Recognise and take account of financial and resource implications in the development of business plans and projects.
PLO10	Communicate effectively across a variety of media.
PLO11	Reflect on independent learning.
PLO12	Critically evaluate the integration of subject areas and analysis of their importance and impact in the decision-making process
PLO13	Apply the most appropriate methods of data collection and analysis to an organisational issue or problem.
PLO14	Structure and communicate ideas effectively both orally and in writing.
PLO15	Participate constructively as a member of a team.
PLO16	Manage time and work to deadlines.
PLO17	Work independently.
PLO18	Competently use ICT resources.
PLO19	Use creative, imaginative and innovative thinking in both problem solving and decision making activities.
PLO20	Practice and promote on-going personal development.
PLO21	Analyse the principles and practice of business operations and the managing of resources: financial, informational and human
PLO22	Evaluate the effectiveness of management 'tools' in making strategic decisions
PLO23	Critically evaluate the importance of technical skills and the application of research strategies in making management decisions.
PLO24	Critically reason and analyse complex business issues both systematically and innovatively.
PLO25	Integrate and rigorously evaluate business and management disciplines using a variety of sources
PLO26	Evaluate and draw reasoned conclusions from structured and unstructured problems and data.
PLO27	Collect, appraise and critically analyse quantitative, qualitative and multi-source data

Programme Structure

Programme Structure Description

Modules that will be the subject of RPL for holders of the Diploma in Strategic Management and Leadership are: 7110ECBM Organisational Change Management 7121ECBM Principles of Strategic Marketing and Leadership 7131ECBM Strategic Business Finance. No interim awards Completion of 180 credits award: MBA in Business Management. Optional modules are available subject to resources and suitable student numbers.

Programme Structure - 180 credit points	
Level 7 - 180 credit points	
Level 7 Core - 140 credit points	CORE
[MODULE] 7110ECBM Organisational Change Management Approved 2022.01 - 20 credit points	
[MODULE] 7121ECBM Principles of Strategic Marketing and Leadership Approved 2022.01 - 30 credit points	
[MODULE] 7131ECBM Strategic Business Finance Approved 2022.01 - 20 credit points	
[MODULE] 7210ECBM Research Methods for Managers Approved 2022.01 - 10 credit points	
[MODULE] 7260ECBM Dissertation MBA Approved 2022.01 - 60 credit points	
Level 7 Optional - 40 credit points	OPTIONAL
[MODULE] 7220ECBM Integrated Marketing Communications Approved 2022.01 - 20 credit points	
[MODULE] 7230ECBM Managing Human Resourcing Strategy Approved 2022.01 - 20 credit points	
[MODULE] 7240ECBM Global Corporate Finance and Governance Approved 2022.01 - 20 credit points	
[MODULE] 7250ECBM Ethics for Business Approved 2022.01 - 20 credit points	

Module specifications may be accessed at https://proformas.ljmu.ac.uk/Default.aspx

Teaching, Learning and Assessment

There is an integration between theory and practice by a variety of means. Where appropriate, participants are expected to capitalise on their current and prior experience. The LTA strategy makes available opportunities for participants to reflect on their knowledge, experience and practice. This also leads to participants being able to modify and develop their own, and others', business practices. The LTA strategy is based on a combination of structured tuition and student-centred learning. Methods adopted include lecture, tutorial, practical, workshops, 'real world' business case study analysis, video, group discussion and business simulations. This approach is intended to facilitate students taking ownership and responsibility for their own learning. All are addressed formatively through contributions to discussions and direct contact with tutors in group discussions. Materials required to support and inform learners to achieve all outcomes are provided throughout the programme and include books, journal articles and case studies as well as tutor notes. All modules are supported via the VLE. Intellectual skills are developed through case study or 'real world' project work and simulations, tutorial work, coursework assignments and directed reading, enabling linking of theory to practical examples. Theory and practice are strongly linked. Intellectual skills are supported and reinforced by the application of concepts learned and the use of analytical tools to work-based or work related practice. Problem solving skills are developed through team work on critical incidents, case studies or business scenarios. Effective communication of the results of case study analysis, of the development of business plans and of the analysis of data, are core to the LTA strategy. the outcomes of practical skills should be manifest in the ability to make reasoned recommendations appropriately drawn from data or market intelligence. Students will be provided with support during induction and throughout the programme in the development of key skills. The nature of classroom sessions is devised to create an interactive experience, with group activities playing a large part in the delivery. Students will be expected to undertake work in their own time and, given the applied approach to assessment this will demand a degree of self-management. Transferable skills will be important in providing students with the increased confidence and ability to address business problems. During the induction there is a focus on critical management thinking and reflections on own learning. Assessment A variety of assessment methods are deployed throughout the programme. These methods include problem solving exercises, practical projects, case studies, simulations, research-based projects, literature reviews, group presentations, group and individual reports, reflective reviews, class tests. Formative feedback is provided in all modules. In most modules more than one piece of formal assessment exists, which allows for further feedback to be given in the course of the module. The assessment methodology, as defined above, provides opportunities for the assessment of intellectual skills. The blending of group and individual assessment formats help to develop collaborative awareness and team perspectives in addition to individual reflection. All practical skills are assessed through a wide variety of methods, mirroring or reflecting the application of such skills in the workplace. The analytical nature of the programme, particularly at the independent research stage, will require students to investigate organisational issues/problems and to seek workable recommendations through a theoretical framework. Students are expected to base those recommendations on the detailed analysis and discussion of primary and secondary data. Where ICT packages are used, these will form part of the assessment submission. Transferable skills are also assessed at the final stage of the program

Opportunities for work related learning

The use of 'live' case studies, visiting practitioners and business simulation exercises ensures that the programme focuses strongly on the world of work. All students are in employment and the ethos of the programme is to provide 'theory into practice'.

Entry Requirements

Type	Description

Alternative qualifications considered	All students who enter the second taught stage of the award will have successfully completed the Diploma in Strategic Management and Leadership at ECBM, mapped against 70 credits of the MBA programme. A good level of proficiency in the English language is required as the entire programme is delivered in English.
	Students who enter the programme at the second taught stage, having successfully completed the Diploma in Strategic Management and Leadership, will be considered to have achieved the required standard of English.
	If a candidate applies to enter the programme at the first taught stage of the award, without the DSML, and where English is not the candidates first language, an IELTS score of 6.0 must be achieved with a minimum of 5.5 in each element.
	To enter the first year we expect the students to have the stated required qualification/work profile as outlined in the programme specification, i.e. students must be employed, have 3-5 year appropriate work experience and show appropriate academic proficiency (Bachelor or Bachelor-level academic achievement).
	It is of benefit if the candidates have some work experience, however it is not essential. It is not a prerequisite to have working experience, and a candidate who does not have such experience would not be disadvantaged, but this simply acknowledges that any candidate who has work experience will be able to relate their learning to that experience.

Extra Entry Requirements