LIVERPOOL JOHN MOORES UNIVERSITY

Programme Specification Document

Approved, 2022.02

Overview

Programme Code	33401
Programme Title	Business Management
Awarding Institution	Liverpool John Moores University
Programme Type	Degree
Language of Programme	All LJMU programmes are delivered and assessed in English
Programme Leader	
Link Tutor(s)	Alison Lawman

Partner Name	Partnership Type
YPC International College (Kolej Antarabangsa YPC)	Franchised

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Bachelor of Arts with Honours - BAH	See Learning Outcomes Below
Alternative Exit	Bachelor of Arts - BA	Demonstrate a broad and comparative knowledge of the general scope of the subject, its different areas and applications, and its interactions with related subjects. A detailed knowledge of a defined subject or a more limited coverage of a specialist area balanced by a wider range of study. In each case, specialised study will be informed by current developments in the subject. Demonstrate a critical understanding of the essential theories, principles and concepts of the subject(s) and of the ways in which these are developed through the main methods of enquiry in the subject.
Alternative Exit	Diploma of Higher Education - DHE	understand core and optional modules in Year Two. This will expose students to the discipline of management and leadership within the context of all types of business. The modules have been developed to provide you with the necessary knowledge, understanding and skills that are essential for future managers, leaders and entrepreneurs to succeed within business and thus enhance employability prospects. Analyse the structure, functions, processes and management of business organisations.
Alternative Exit	Certificate of Higher Education - CHE	understand the modules studied in Year One exposing them to the functionality of business. This will provide you with a broad understanding of the business functions that are necessary for business success, whether that be a big multinational organisation, dynamic small to medium sized enterprise or setting up and running your own business. Students will develop knowledge and understanding of the key functional areas of business such as finance, marketing, economics and human resources. Academic Skills will ensure that you are brought up to speed with the academic rigour expected for the programme and help you develop your research and IT skills necessary for University. understand the modules studied in Year One exposing them to the functionality of business. This will provide you with a broad understanding of the business functions that are necessary for business success, whether that be a big multinational organisation, dynamic small to medium sized enterprise or setting up and running your own business. Students will develop knowledge and understanding of the key functional areas of business such as finance, marketing, economics and human resources. Academic Skills will ensure that you are brought up to speed with the academic rigour expected for the programme and help you develop your research and IT skills necessary for University. Use a range of appropriate business software. Use a range of appropriate business software. Apply basic quantitative techniques to business problems. Apply basic quantitative techniques to business problems.

Alternate Award Names	

External Benchmarks

Subject Benchmark Statement	UG-Business and Management (2019)

Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length
Full-Time, Face to Face	September	YPC International College (Kolej Antarabangsa YPC)	3 Years

Aims and Outcomes

Educational Aims of the Programme

The BA (Hons) Business Management (BABM) programme is offered as a three year full time programme. 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: I. provide a broad based education in general business and management to students from varying backgrounds who are seeking graduate status II. develop students' understanding and awareness of general business and management and the role of managers, leaders and business functions in all types of organisations III. encourage and foster the ability to apply knowledge in an innovative, creative and reflective manner IV. adopt a strategic perspective in order to reflect the need for organisations to adapt strategies to dynamic and often short-term market conditions V. provide 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: a. creativity and enterprise b. the private, public and not for profit sectors c. project and operations management d. strategic and change management e. managing quality and service operations VI. provide a foundation for a career in business management, including association with an appropriate professional body and facilitation of the attainment of professional qualifications VII. provide 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 skills VIII. provide 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 loyalty. IX. to encourage students to engage with employability skills by completing a self-awareness statement.

Learning Outcomes

Code	Description
PLO1	understand the nature of business organisations including small business and their management (Levels 4/5/6)
PLO2	have knowledge and understanding of markets: the development, access and operation of markets for resources, goods and services. (Levels 4/5/6)
PLO3	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)

Code	Description
PLO4	manage customer expectations, relationships and develop of service excellence. (Levels 4/5/6)
PLO5	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	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	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	undertake effective operational management through managing resources, the supply chain, procurement, logistics, outsourcing and quality systems (Levels 5/6)
PLO9	develop the ability to identify relevant techniques and skills to business problems (Levels 4/5/6)
PLO10	develop an integrated and flexible approach to the study of business/management (Levels 4/5/6)
PLO11	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	understand the external environment - the constraints within which business activity takes place and their effect upon business management (Levels 4/5/6)
PLO13	demonstrate and develop cognitive and intellectual skills, including analysis, synthesis, evaluation and problem solving (Levels 4/5/6)
PLO14	develop numeracy and quantitative skills (Levels 4/5/6)
PLO15	demonstrate the ability to research key management in a timely manner (Levels 4/5/6)
PLO16	develop key transferable and employability skills (Levels 4/5/6)
PLO17	develop skills in project management, planning a business enterprise, team management and leadership. (Levels 5/6)
PLO18	research, develop and design strategies in a variety of functional business contexts (Levels 4/5/6)
PLO19	develop skills in business, management and enterprise. (Levels 4/5/6)
PLO20	develop employability skills suitable for business, management and entrepreneurial roles (Levels 4/5/6)
PLO21	demonstrate competence and professionalism in communication and problem-solving skills (Levels 4/5/6)
PLO22	apply concepts and knowledge to organisational issues (Levels 4/5/6)
PLO23	identify the presence of opportunities and threats arising from changes in the constraints upon the business environment. (Levels 4/5/6)
PLO24	apply independent learning through reflections and independent thinking (Levels 4/5/6)
PLO25	have strong communication skills (written and oral) (Levels 4/5/6)
PLO26	effectively use of learning technologies and IT for business applications (Levels 4/5/6)

Code	Description
PLO27	undertake effective self-management (including time management and initiative) (Levels 4/5/6)
PLO28	have the ability to learn and work towards targets/goals (Levels 4/5/6)
PLO29	gain interpersonal skills (listening, negotiation etc.) (Levels 4/5/6)
PLO30	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	have strong self-awareness, openness and sensitivity to diversity (Levels 4/5/6)
PLO32	differentiate between private, public and not for profit sectors. (Levels 4/5/6)
PLO33	gain an understanding of entrepreneurial culture and intrapreneurship (Levels 4/5/6)
PLO34	undertake effective project management (Levels 4/5/6)
PLO35	identify appropriate operational approaches within the service sector (Levels 4/5/6)
PLO36	undertake strategic and change management (Levels 5/6)
PLO37	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)

Programme Structure

Programme Structure Description

The programme is offered as a three-year full-time. The programme operates within the University Academic Framework and is divided into study units called modules. All modules on the programme have a credit value of 20 credits. Each 20 credit module represents 200 hours of student learning, study, revision and assessment. A 20 credit module would attract class contact hours in the range of 20-50 hours depending upon the nature of the subject being studied. A student studies for 120 credits in each academic year. 360 credits (three-year programme) are needed for the award of BA (Hons) Business Management. The Level 5 mean for the final award mark will be calculated based upon the 240 credits at Level 5. 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.

Programme Structure - 360 credit points	
Level 4 - 120 credit points	
Level 4 Core - 120 credit points	CORE
[MODULE] 4050YPCBM Contemporary issues in business and society Approved 2022.01 - 20 credit points	
[MODULE] 4051YPCBM Business and Economic Decision making Approved 2022.01 - 20 credit points	
[MODULE] 4052YPCBM Academic Skills for Business and Management Approved 2022.01 - 20 credit points	
[MODULE] 4053YPCBM Introduction to Accounting and Finance Approved 2022.01 - 20 credit points	
[MODULE] 4054YPCBM Fundamentals of Management Approved 2022.01 - 20 credit points	
[MODULE] 4055YPCBM Marketing Management and Sales Approved 2022.01 - 20 credit points	
Level 5 - 120 credit points	
Level 5 Core - 100 credit points	CORE
[MODULE] 5050YPCBM Digital Business Intelligence Approved 2022.01 - 20 credit points	
[MODULE] 5051YPCBM Organisational Behaviour Approved 2022.01 - 20 credit points	
[MODULE] 5052YPCBM Research Methods for Business Approved 2022.01 - 20 credit points	
[MODULE] 5053YPCBM Small Business and Entrepreneurship Approved 2022.01 - 20 credit points	
[MODULE] 5054YPCBM Quality and Operations Management Approved 2022.01 - 20 credit points	
Level 5 Optional - 20 credit points	OPTIONAL
[MODULE] 5055YPCBM Investment and Financial Analysis Approved 2022.01 - 20 credit points	
[MODULE] 5056YPCBM Business Law Approved 2022.01 - 20 credit points	
[MODULE] 5057YPCBM Leadership for Business Approved 2022.01 - 20 credit points	
[MODULE] 5058YPCBM Supply Chain Operations Approved 2022.01 - 20 credit points	
[MODULE] 5059YPCBM Retail Management Approved 2022.01 - 20 credit points	
Level 6 - 120 credit points	
Level 6 Core - 100 credit points	CORE
[MODULE] 6050YPCBM Researching and Developing a Business Plan for a New Venture Approved 2022.01 - 20 credit points	
[MODULE] 6051YPCBM Strategic Management Approved 2022.01 - 20 credit points	
[MODULE] 6052YPCBM Innovation and Creativity for Business Approved 2022.01 - 20 credit points	

[MODULE] 6053YPCBM Global Business Environment Approved 2022.01 - 20 credit points	
[MODULE] 6054YPCBM Project Management Approved 2022.01 - 20 credit points	
Level 6 Optional - 20 credit points	OPTIONAL
[MODULE] 6055YPCBM Social Enterprise Approved 2022.01 - 20 credit points	
[MODULE] 6056YPCBM Diversity Management Approved 2022.01 - 20 credit points	
[MODULE] 6057YPCBM Lean Six Sigma Approved 2022.01 - 20 credit points	
[MODULE] 6058YPCBM Environmental Management Approved 2022.01 - 20 credit points	
[MODULE] 6059YPCBM Corporate Governance and Finance Approved 2022.01 - 20 credit points	

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

Teaching, Learning and Assessment

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) termed Canvas 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.

Opportunities for work related learning

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. For example, all modules at levels 4, 5 and 6 expose students to real work simulations. 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. Further information about Graduate Skills can be found at: http://www.ljmu.ac.uk/Academic_Enhancement/Academic_Enhancement_Docs/ Graduate_skills_Table.pdf

Entry Requirements

Type	Description
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.

Alternative qualifications considered	For admission to Level 4 of the programme, School/College leavers who would normally be required to have achieved the following:STPM (Malaysian Higher School Certificate - two (2) principal passes + two (2) subsidiary passes (equivalent to A-levels) in appropriate subjects OR Foundation in Business from YPC International College OR Foundation in Business & Information Technology from YPC International College OR Any qualification deemed equivalent by the Programme Team and Link Tutor as entry-level education. To enrol directly on level 5, a student would normally be required to have achieved the following: SPM - 3 credits in relevant subjects (equivalent to O-levels) plus a YPC International College Diploma in Business Management with a minimum 2.5 Cumulative Grade Point Average (CGPA) score OR SPM - 3 credits in relevant subjects (equivalent to O-levels) plus a MQA approved Diploma in an appropriate discipline - with a minimum 2.5 Cumulative Grade Point Average (CGPA) score. In each case the YPC International College Programme Co-ordinator will assess English Language capability and, if necessary, place students on an appropriate English Language programme (for example MUET Band 3 for entry to Level 4). The Programme Leader will interview all applicants to ascertain their knowledge, skills, suitability and English language competence in relation to the programme requirements. The final decision on entry will be with LJMU. Applicants with an MQA approved Diploma will be required to apply to LJMU for RP(E)L. The RP(E)L process in LJMU is followed at YPC. Entry into Level 5 must be College/University leavers who are expected to have achieved one of the following entry requirements: i)SPM – 3 credits (equivalent to 'O-level') plus YPC Diploma in Business Management – with 2.5 Cumulative Grade Point Average (CGPA) OR ii)A MQA approved Diploma in a related discipline with 2.5 CGPA. The programme leader will interview all applicants to ascertain their knowledge, skills, suitability and English language competence in relation to the programme requirements. RP(E)L for students from other colleges will be on a case by case basis where their diploma should be equivalent to the YPC Diploma and the Programme Leader will do a mapping to determine whether the student's qualification matches the Level learning outcomes. This mapping informs the RP(E)L approval undertaken by LJMU. As with normal admissions, the final decision rests with LJMU.

Extra Entry Requirements