PROGRAMME SPECIFICATION

Bachelor of Arts with Honours in Business and Management Practice

Awarding institution: Liverpool John Moores University
Teaching institution: LJMU
JACS Code: N100
Programme Duration: Part-Time: 4 Years
Language of Programme: All LJMU programmes are delivered and assessed in English
Subject benchmark statement: Business and Management 2015

Programme accredited by:

Description of accreditation:
Validated target and alternative exit awards:
Bachelor of Arts with Honours in Business and Management Practice
Diploma of Higher Education in Business and Management Practice
Certificate of Higher Education in Business and Management Practice

Programme Leader: Catherine Bonser

Educational aims of the programme

The BA (Hons) Business and Management programme aims to equip graduates with the knowledge and skills to develop as effective managers. The curriculum is designed to comply with:

- the QAA business and Management benchmarks
- the Degree Apprenticeship standards and assessment plan
- Work-based learning principles

On completion of this programme the learner will have:

1. Acquired knowledge of business theories, models and techniques and issues rigorously and have the practical skills needed within the business environment.
2. Developed the knowledge, skills and behaviours necessary for a successful career in business and management meeting the Degree Apprenticeship standards and those of a Chartered Manager.
3. Developed the personal and key skills to enable them to work effectively on their own and within teams and to be able to meet the challenges of working in a changeable business environment.
4. Developed knowledge and skills in business and management and the ability to apply their skills and knowledge in a work situation.
5. Applied understand to real world issues and used the workplace to allow application of knowledge and development of skills through a reflective and self-managed approach to development.

Alternative Exit/ Interim Award Learning Outcomes - Certificate of Higher Education

A student who is eligible for this award will be able to:

Identify and reflect upon the aspects of personal and management development
Create, analyse and present quantitative and qualitative data to an academic and professional standard
Demonstrate an understanding and communicate knowledge of HR theory and practice, including legal, health & safety and well-being aspects.

Programme: 35982-3580007926 Version: 02.01 Start date of programme: 01-AUG-17
Describe the key theoretical marketing, sales and customer concepts

**Alternative Exit/Interim Award Learning Outcomes - Diploma of Higher Education**

*A student who is eligible for this award will be able to:*

- Analyse and evaluate theories of organisational strategy, analyse the external and internal environment and identify sources of strategic advantage.
- Assess different leadership theories and approaches, in the context of leading and organisation
- Evaluate the strategic importance of financial management and analyse financial reports to evaluate performance, assess risk and inform decisions.
- Apply process and project management theories, tools and techniques to an organisation, including risk management and quality management theories.

**Target award Learning Outcomes - Bachelor of Arts with Honours**

*A student successfully completing the programme of study will have acquired the following subject knowledge and understanding as well as skills and other attributes.*

*A student who is eligible for this award will be able to:*

1. Understand and appreciate the requirements of each function in an organization; including business finance, marketing and sales, and leading people, organizational behaviour, and supply chain management, and have the ability to utilise tools and techniques, relating to the business functions required to sustain the business in a rapidly changing and ambiguous environment.
2. Critically evaluate, and through sustained arguments and the use of problem solving techniques, identify and develop arguments to demonstrate the pivotal role of operational policies and strategies in diverse organisations.
3. Demonstrate a conceptual understanding and be able to communicate the need to manage social responsibility and have ethical and environmental policies in business management.
4. Discuss the potential to innovate in business, and demonstrate the knowledge of how the utilisation of data and digital technologies can deliver strategic developments in the digital business environment.
5. Identify, measure & critically evaluate the contribution of strategic and operational management initiatives through the critical review of academic research data and current business techniques.
6. Conduct and evaluate a systematic review of the business management practice tools and the wider business community.
7. Identify and apply a range of data; organisational, financial and external to formulate opinions and guidance in business and management related issues.
8. Use organisational and academic research to inform design and evaluation of business and management related issues.
9. Apply reflective skills in respect of personal competence and development.
10. Use critical analytical and evaluative skills to question and offer alternatives in a rapidly changing environment.
11. Analyse and evaluate a range of data, organisational financial and external to formulated opinions and guidance in business strategy and management related issues.
12. Synthesise through planning, conducting and producing an investigative research project report to make judgements, and to frame appropriate questions to achieve a solution - or identify a range of solutions - to a problem.
13. Apply professional behavioural mapping corresponding to the Chartered Management Institutes (CMI) Professional Code of Conduct.
14. Demonstrate effective and professional communication and problem solving skills.
15. Undertake case study and practitioner involvement activities, actively engage with peer coaching and action learning sets, to promote practical skills across the range of business management strategies.
16. Evaluate concepts, knowledge, methods and techniques that they have learned to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects in the work-place.
17. Communicate and interpret complex materials.
18. Critically appraise and evaluate organisational strategy, policy and practice.
19. Interpret data for leadership and problem solving.
20. Use digital resources for research and evaluation.
21. Work effectively in teams and use interpersonal skills to support effective working in a rapidly changing and...
diverse environment
22. Apply time management tools effectively and learn independently in the spirit of critical enquiry

**Alternative target awards**

*A student who is eligible for the following awards will be able to:*

Diploma of Higher Education in Business and Management Practice -

1. Analyse and evaluate theories of organisational strategy, analyse the external and internal environment and identify sources of strategic advantage.

2. Assess different leadership theories and approaches, in the context of leading and organisation

3. Evaluate the strategic importance of financial management and analyse financial reports to evaluate performance, assess risk and inform decisions

4. Apply process and project management theories, tools and techniques to an organisation

**Teaching, Learning and Assessment**

*The methods used to enable outcomes to be achieved and demonstrated are as follows:*

Lectures;
Seminars;
Tutor led Workshops.
Action learning groups
Reflective practice.
Online directed learning journeys through the VLE
Master Classes with industry experts
On-line assessment tools.
Peer Coaching
Portfolio
Business Reports
Presentations
Reflective diaries
Personal development reports
Project management plans
Work based projects

Lectures;
Seminars;
Workshops.
Action learning groups
Reflective practice.
Online directed learning journeys through the VLE
On-line assessment tools.
Peer Coaching
Portfolio
Business Reports
Presentations
Personal development reports
Project management plans
Work based projects
Programme structure - programme rules and modules

<table>
<thead>
<tr>
<th>Level 6</th>
<th>Potential Awards on completion</th>
<th>Bachelor of Arts with Honours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core</td>
<td>Option</td>
<td>Award Requirements</td>
</tr>
<tr>
<td>6001LBCDA Business Case Project (30 credits)</td>
<td>120 core credits at level 6 0 option credits at level 6</td>
<td></td>
</tr>
<tr>
<td>6002LBCDA Digital Business and New Technologies (30 credits)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6003LBCDA Managing Change, Collaboration and Sustainability (30 credits)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6004LBCDA Integrative Project (30 credits)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level 5</th>
<th>Potential Awards on completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core</td>
<td>Option</td>
</tr>
<tr>
<td>5001LBCDA Strategy and Leadership (30 credits)</td>
<td>120 core credits at level 5 0 option credits at level 5</td>
</tr>
<tr>
<td>5002LBCDA Creating Advantage Project (30 credits)</td>
<td></td>
</tr>
<tr>
<td>5003LBCDA Business Finance and Decision making (30 credits)</td>
<td></td>
</tr>
<tr>
<td>5004LBCDA Managing Processes</td>
<td></td>
</tr>
</tbody>
</table>
and Projects (30 credits)

<table>
<thead>
<tr>
<th>Level 4</th>
<th>Potential Awards on completion</th>
<th>Award Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core</td>
<td>Option</td>
<td>120 core credits at level 4</td>
</tr>
<tr>
<td>4001LBCDA Personal and Management Development (30 credits)</td>
<td>0 option credits at level 4</td>
<td></td>
</tr>
<tr>
<td>4002LBCDA Managing People and Performance (30 credits)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4003LBCDA Individual and Team Contribution project (30 credits)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4004LBCDA Customers and Markets (30 credits)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Information about assessment regulations

All programmes leading to LJMU awards operate within the University's Academic Framework.
https://www.ljmu.ac.uk/about-us/public-information/academic-quality-and-regulations/academic-framework

Approved variance for non-standard delivery to operate a 30 credit module approach. Modules will be delivered over a 3 term calendar. Approved June 2017

The modules at each level are normally delivered in numeric order in order to build knowledge, understanding and skill throughout the programme.

Opportunities for work-related learning (location and nature of activities)

This programme is distinctive in the sense that it is a graduate apprenticeship, where the learner is based in the workplace, and has to be employed in a role where they can develop in the areas that they study on the programme. Therefore all of the projects completed during the programme will be work-based. Also, the students will immediately apply learning to the work place and reflect on their personal development.

Criteria for admission

A/AS Level
Candidates will have A-Levels or equivalent. 112 UCAS points.

Other
The programme is bound by the Chartered Manager Degree Apprenticeship (CMDA) Standard. Therefore the criteria for admissions is set by the Education & Skills Funding Agency (ESFA) CMDA standard.

The CMDA standards sets entry requirements as:

"Individual employers will set the selection criteria for their Apprenticeships. Most candidates will have A levels (or equivalent) or existing relevant Level 3 qualifications, and English, Maths and ICT at Level 2. Other relevant or prior experience may also be considered as an alternative."

External Quality Benchmarks

All programmes leading to LJMU awards have been designed and approved in accordance with the UK Quality Code for Higher Education, including the Framework for Higher Education Qualifications in the UK (FHEQ) and subject benchmark statements where applicable.

The University is subject to periodic review of its quality and standards by the Quality Assurance Agency (QAA) Published review reports are available on the QAA website at www.qaa.ac.uk

Programmes which are professionally accredited are reviewed by professional, statutory and regulatory bodies (PSRBs) and such programmes must meet the competencies/standards of those PSRBs.

Support for students and their learning

The University aims to provide students with access to appropriate and timely information, support and guidance to ensure that they are able to benefit fully from their time at LJMU. All students are assigned a Personal Tutor to provide academic support and when necessary signpost students to the appropriate University support
services.
Students are able to access a range of professional services including:

- Advice on practical aspects of study and how to use these opportunities to support and enhance their personal and academic development. This includes support for placements and careers guidance.
- Student Advice and Wellbeing Services provide students with advice, support and information, particularly in the areas of: student funding and financial matters, disability, advice and support to international students, study support, accommodation, health, wellbeing and counselling.
- Students studying for an LJMU award at a partner organisation will have access to local support services

Methods for evaluating and improving the quality and standards of teaching and learning

Student Feedback and Evaluation
The University uses the results of student feedback from internal and external student surveys (such as module evaluations, the NSS and PTES), module evaluation questionnaires and meetings with student representatives to improve the quality of programmes.

Staff development
The quality of teaching is assured through staff review and staff development in learning, teaching and assessment.

Internal Review
All programmes are reviewed annually and periodically, informed by a range of data and feedback, to ensure quality and standards of programmes and to make improvements to programmes.

External Examing
External examiners are appointed to programmes to assess whether:

- the University is maintaining the threshold academic standards set for awards in accordance with the FHEQ and applicable subject benchmark statements
- the assessment process measures student achievement rigorously and fairly against the intended outcomes of the programme(s) and is conducted in line with University policies and regulations
- the academic standards are comparable with those in other UK higher education institutions of which external examiners have experience
- the achievement of students are comparable with those in other UK higher education institutions of which the external examiners have experience

and to provide informative comment and recommendations on:

- good practice and innovation relating to learning, teaching and assessment observed by external examiners
- opportunities to enhance the quality of the learning opportunities provided to students

Please note:

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content, teaching, learning and assessment methods of each module can be found in module and programme guides.