

Overview

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| Programme Code | 36364 |
| 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 |
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| Target Award | Bachelor of Science with Honours - BSH | See Learning Outcomes Below |
| 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. |
| Alternative Exit | Bachelor of Science - BS | 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 | 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. |

| Alternate Award Names | |
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External Benchmarks

| Subject Benchmark Statement | UG-Business and Management (2019) |
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Programme Offering(s)

| Mode of Study, Mode of Delivery | Intake Month | Teaching Institution | Programme Length |
|---------------------------------|--------------|--|------------------|
| Full-Time, Face to Face | January | YPC International College (Kolej Antarabangsa YPC) | 3 Years |
| Full-Time, Face to Face | September | YPC International College (Kolej Antarabangsa YPC) | 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 BSc (Hons.) Business Management programme aims to produce graduates who have: Studied contemporary business theories, models and techniques, and are able to identify ethical and sustainable solutions through a philosophy of clinical business practice required within the business environment. Obtained the knowledge and skills required for a successful career in business or undertaking further academic study. Developed the personal, citizenship 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 constantly changing business environment. Demonstrated the application of skills and knowledge towards transferable skills, employability and developing an inculcate positive attitude to lifelong learning. Engaged with the development of employability skills through summative and formative activities.

Learning Outcomes

| Code | Description |
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| PLO1 | Describe, analyse and evaluate the structure, functions, processes and management of business organisations. |
| PLO2 | Select and synthesise information from a variety of sources. |
| PLO3 | Apply theoretical concepts and practical techniques to the solution of complex problems. |
| PLO4 | Analyse and interpret quantitative and qualitative data. |
| PLO5 | Utilise judgement to draw appropriate conclusions and make recommendations. |
| PLO6 | Plan, conduct and produce a research project report. |
| PLO7 | Utilise appropriate ICT software and critically evaluate internet sources. |
| PLO8 | Apply problem solving and decision making skills. |
| PLO9 | Conduct research into business and management issues. |
| PLO10 | Develop a range of work-related skills during the placement year, that demonstrates business acumen. |
| PLO11 | Communicate effectively with a wide range of individuals utilising appropriate media. |
| PLO12 | Evaluate the role of their chosen specialist area, recognising its development and its implications for the organisation. |
| PLO13 | Work effectively on their own and as part of a team. |
| PLO14 | Utilise problem-solving skills in a variety of theoretical and practical situations. |
| PLO15 | Manage time effectively by learning to plan and prioritise their work in order to meet specified deadlines. |
| PLO16 | Learn independently in the spirit of critical enquiry. |
| PLO17 | Apply the business concepts and philosophy to private, public and not-for-profit sector organisations. |

| Code | Description |
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| PLO18 | Utilise business research to improve customer communications and analyse and interpret written, visual and graphical data. |
| PLO19 | Recognise the importance of collecting relevant data, and the variety of information sources, both primary and secondary. |
| PLO20 | Analyse the contemporary issues in business. |
| PLO21 | Apply a range of theoretical concepts to practical organisational or industry sector issues or problems. |
| PLO22 | Demonstrate knowledge of the business communications tools and the need for integration. |
| PLO23 | Identify issues and formulate appropriate methods of investigation and critical analysis. |

Programme Structure

Programme Structure Description

With increased optionality on the BSc (Hons) Business Management, students have the opportunity to choose subject specialisms from the list of options at Level 5 and Level 6 as follows: Entrepreneurship: 5505YPCBSC, 5506YPCBSC, 6509YPCBSC, 6510YPCBSC, 6511YPCBSC Finance: 5514YPCBSC, 5516YPCBSC, 6508YPCBSC, 6512YPCBSC, 6514YPCBSC International Business: 5513YPCBSC, 5514YPCBSC, 6508YPCBSC, 6516YPCBSC, 6517YPCBSC Marketing: 5511YPCBSC, 5512YPCBSC, 6521YPCBSC, 6522YPCBSC, 6523YPCBSC Operations & Technology Management: 5509YPCBSC, 5510YPCBSC, 6524YPCBSC, 6525YPCBSC, 6526YPCBSC Human Resource Management: 5507YPCBSC, 5508YPCBSC, 6518YPCBSC, 6519YPCBSC, 6520YPCBSC Project Management: 5517YPCBSC, 5518YPCBSC, 6506YPCBSC, 6507YPCBSC, 6508YPCBSC Sustainability: 5519YPCBSC, 5520YPCBSC, 6503YPCBSC, 6504YPCBSC, 6505YPCBSC At Level 6, students must choose 40 credits from either 6500YPCBSC or 6501YPCBSC.

| Programme Structure - 360 credit points | |
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| Level 4 - 120 credit points | |
| Level 4 Core - 120 credit points | CORE |
| [MODULE] 4500YPCBSC Business and the Economy Approved 2022.01 - 20 credit points | |
| [MODULE] 4501YPCBSC Data Analysis for Business Approved 2022.01 - 10 credit points | |
| [MODULE] 4502YPCBSC Finance and Accounting for Managers Approved 2022.01 - 20 credit points | |
| [MODULE] 4503YPCBSC Principles of Marketing Approved 2022.01 - 20 credit points | |
| [MODULE] 4504YPCBSC Operations and Technology Management Approved 2022.01 - 20 credit points | |
| [MODULE] 4505YPCBSC Managing People and Organisations Approved 2022.01 - 10 credit points | |
| [MODULE] 4506YPCBSC Personal and Professional Development Approved 2022.01 - 20 credit points | |
| Level 5 - 120 credit points | |
| Level 5 Core - 80 credit points | CORE |
| [MODULE] 5500YPCBSC The Digital Economy Approved 2022.01 - 20 credit points | |
| [MODULE] 5501YPCBSC Project Management Approved 2022.01 - 20 credit points | |
| [MODULE] 5502YPCBSC Research and Analysis for Business Approved 2022.01 - 10 credit points | |
| [MODULE] 5503YPCBSC Sustainability and the Circular Economy Approved 2022.01 - 20 credit points | |
| [MODULE] 5504YPCBSC Employability and Enterprise Approved 2022.01 - 10 credit points | |
| Level 5 Optional - 40 credit points | OPTIONAL |
| [MODULE] 5505YPCBSC Creativity, Innovation and Entrepreneurship Approved 2022.01 - 20 credit points | |
| [MODULE] 5506YPCBSC Entrepreneurial Finance Approved 2022.01 - 20 credit points | |
| [MODULE] 5507YPCBSC HR Fundamentals Approved 2022.02 - 20 credit points | |
| [MODULE] 5508YPCBSC HR Models and Metrics Approved 2022.01 - 20 credit points | |
| [MODULE] 5509YPCBSC Supply Chain Management Approved 2022.01 - 20 credit points | |
| [MODULE] 5510YPCBSC Procurement Management Approved 2022.01 - 20 credit points | |
| [MODULE] 5511YPCBSC Customer Relationship Management Approved 2022.01 - 20 credit points | |
| [MODULE] 5512YPCBSC Digital Marketing Approved 2022.01 - 20 credit points | |
| [MODULE] 5513YPCBSC Managing the Multinational Enterprise Approved 2022.01 - 20 credit points | |
| [MODULE] 5514YPCBSC Finance of International Trade Approved 2022.01 - 20 credit points | |

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| [MODULE] 5516YPCBSC Investment and Financial Analysis Approved 2022.01 - 20 credit points | |
| [MODULE] 5517YPCBSC Project Management Methodologies Approved 2022.01 - 20 credit points | |
| [MODULE] 5518YPCBSC Leading and Influencing Projects Approved 2022.01 - 20 credit points | |
| [MODULE] 5519YPCBSC Global Sustainability, Issues and Opportunities Approved 2022.01 - 20 credit points | |
| [MODULE] 5520YPCBSC CSR- Creating Shared Values Approved 2022.01 - 20 credit points | |
| Level 6 - 120 credit points | |
| Level 6 Core - 20 credit points | CORE |
| [MODULE] 6502YPCBSC Strategic Management Approved 2022.01 - 20 credit points | |
| Level 6 Optional - 100 credit points | OPTIONAL |
| [MODULE] 6500YPCBSC Project Dissertation Approved 2022.01 - 40 credit points | |
| [MODULE] 6501YPCBSC Business Plan Consultancy Approved 2022.01 - 40 credit points | |
| [MODULE] 6503YPCBSC Corporate Governance (CG) and Intellectual Property Rights Approved 2022.01 - 20 credit points | |
| [MODULE] 6504YPCBSC Risk and Resilience in a Changing World Approved 2022.01 - 20 credit points | |
| [MODULE] 6505YPCBSC Personal and Professional Ethics Approved 2022.01 - 20 credit points | |
| [MODULE] 6506YPCBSC Project Planning, Monitoring and Control Approved 2022.01 - 20 credit points | |
| [MODULE] 6507YPCBSC Contemporary Project Management and Practice Approved 2022.01 - 20 credit points | |
| [MODULE] 6508YPCBSC Strategic Corporate and Project Finance Approved 2022.01 - 20 credit points | |
| [MODULE] 6509YPCBSC Applied Business Entrepreneurship Approved 2022.01 - 20 credit points | |
| [MODULE] 6510YPCBSC Internationalisation of Small Businesses Approved 2022.01 - 20 credit points | |
| [MODULE] 6511YPCBSC Social Enterprise Approved 2022.01 - 20 credit points | |
| [MODULE] 6512YPCBSC Contemporary Economic Policy Approved 2022.01 - 20 credit points | |
| [MODULE] 6514YPCBSC Corporate Governance and Finance Approved 2022.01 - 20 credit points | |
| [MODULE] 6516YPCBSC National Business Systems and Global Capitalism Approved 2022.01 - 20 credit points | |
| [MODULE] 6517YPCBSC Global Strategy in Practice Approved 2022.01 - 20 credit points | |
| [MODULE] 6518YPCBSC Strategic HRM Approved 2022.01 - 20 credit points | |
| [MODULE] 6519YPCBSC Employment Law Approved 2022.01 - 20 credit points | |
| [MODULE] 6520YPCBSC Leadership Approved 2022.01 - 20 credit points | |
| [MODULE] 6521YPCBSC Integrated Marketing Communications Approved 2022.01 - 20 credit points | |
| [MODULE] 6522YPCBSC Global Marketing Approved 2022.01 - 20 credit points | |
| [MODULE] 6523YPCBSC Strategic Branding Approved 2022.01 - 20 credit points | |
| [MODULE] 6524YPCBSC Logistics and Transportation Approved 2022.01 - 20 credit points | |
| [MODULE] 6525YPCBSC Sustainable Supply Chains Approved 2022.01 - 20 credit points | |
| [MODULE] 6526YPCBSC Lean Operations Approved 2022.01 - 20 credit points | |

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

Teaching, Learning and Assessment

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. 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 learning outcomes. 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, whilst at the higher levels more advanced are introduced. Transferable skills are generally incorporated within modules and related to relevant assessments as appropriate. Assessment methods are specified in each module handbook but include unseen examination, open book examination, coursework assignments, portfolios, multiple choice test, simulations, video diaries and presentations. In the final year students prepare a project / dissertation report (optional).

Opportunities for work related learning

Briefing sessions and workshops will be conducted with all students to highlight the availability of the industrial placements as well as outline students' responsibilities during the placements conducted by YPC. The workshops include topics such as Resume Writing, Grooming Talk, How to Ace Job Interviews and Advice, Tips & Ethics during Industrial Training. Career Days will also be organised for students where students will have the opportunity to meet prospective employers on campus and stand a chance to be interviewed on campus. All undergraduate programmes of 360 credits or more are required to incorporate self-awareness skills as part of the assessment. This is incorporated into the third and fourth learning outcome in 4506YPCBSC Personal and Professional Development module. This will allow students to identify their skills and encourage the development of further skills to enhance their employability prospects. The learning outcomes are as below. ►LO3 - Recognise the importance of Personal Development Planning and identify aspects such as strengths and weaknesses, motivations and values and the ability to work with others. ►LO4 - Summarise personal skills and competencies within a portfolio using SWOT analysis and personal and professional development planning.

Entry Requirements

| Type | Description |
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| Alternative qualifications considered | <p>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 an 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 at YPC 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.</p> |
| Other international requirements | <p>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.</p> |

Extra Entry Requirements