

PROGRAMME SPECIFICATION

Bachelor of Arts Honours (SW) in Business Studies

Awarding institution	Liverpool John Moores University
Teaching institution	LIVERPOOL JOHN MOORES UNIVERSITY
UCAS Code	N100
JACS Code	N100
Programme Duration	
Language of Programme	All LJMU programmes are delivered and assessed in English
Subject benchmark statement	General business and management 2007 QAA 165 02/07
Programme accredited by	The Chartered Institute of Personnel and Development
Description of accreditation	The Chartered Institute of Personnel and Development accepts BA Business Studies Students undertaking the HR modules at levels five and six, in addition to their project being HR focused will be entitled to apply for a Certificate in HRM. http://www.cips.org/en-GB/Qualifications/study-centres/studycentreslisting/liverpooljohnmooresuniversitycipsa/ccreditedundergraduateprogrammes/
Validated target and alternative exit awards	Bachelor of Arts with Honours in Business Studies Bachelor of Arts Honours (SW) in Business Studies Bachelor of Arts in Business Studies Bachelor of Arts (SW) in Business Studies Diploma of Higher Education in Business Studies Certificate of Higher Education in Business Studies
Programme Leader	Polly Wilson

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 BA (Hons.) Business Studies programme aims to produce graduates who have:

undertaken a rigorous study of theories, business techniques and issues alongside gaining the practical skills that are essential within the business environment;

obtained the necessary knowledge and skills to pursue business careers, or further relevant academic study, 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 changing environment;

acquired the intellectual skills to enhance personal development and inculcate a positive attitude to lifelong learning gained experience in the application of skills and knowledge in a work situation through completing a one year sandwich placement.

To encourage students to fully engage with the World of Work programme, including the World of Work Skills Certificate and, as a first step towards this, to complete Bronze (Self Awareness) Statement.

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

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

Use a range of appropriate business software.

Describe the structure, functions, processes and management of business organisations.

Apply basic quantitative techniques to business problems.

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

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

Analyse the structure, functions, processes and management of business organisations.

Develop a research proposal appropriate for a level 6 research project.

Target award Learning Outcomes - Bachelor of Arts Honours (SW)

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

Knowledge and understanding

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

A1. Describe, analyse and evaluate the structure, functions, processes and management of business organisations.

A2. Understand the role of their chosen specialist area (the 'Route') in business recognising its development and its implications for the organisation.

A3. Apply the business concepts and philosophy to private, public and not-for-profit sector organisations.

A4. Utilise business research to improve customer communications and analyse and interpret written, visual and graphical data.

A5. Recognise the importance of collecting relevant data, and the variety of information sources, both primary and secondary.

A6. Demonstrate knowledge of the business communications tools and the need for integration.

A7. Analyse the leading issues in business.

A8. Apply a range of theoretical concepts to practical organisational or industry sector issues or problems.

Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated

Acquisition of knowledge is achieved through a broad range of teaching methods including lecture, tutorial, workshop, action workshop, case study, video, practical, or 'real-world' business issue.

Assessment

Assessment methods are specified in each module handbook but include unseen examination, open book examination, coursework assignments and presentations. In the final year students prepare a research report.

Skills and other attributes

Intellectual Skills

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

B1. Identify issues and formulate appropriate methods of investigation and evaluation.

B2. Select and synthesise information from a variety of sources.

B3. Apply theoretical concepts and practical techniques to the solution of complex problems.

B4. Analyse, evaluate and interpret quantitative and qualitative data.

B5. Utilise judgement to draw appropriate conclusions and make recommendations.

B6. Plan, conduct and produce a research project report.

Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated

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 the learning outcomes in this category. Examples of teaching and learning on the programme include;

Lectures

Tutor led tutorials

Student led tutorials

Workshops

Self directed learning

Work placement year

Assessment

Intellectual skills are assessed. A variety of assessment methods are used and formal examination, coursework (including formal reports and presentations), and project work are the main methods for

assessment. Examples of assessment on the programme include;

Essays

Reports

Class Tests

Unseen Examinations

Open Book Examinations

Professional practical skills

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

C1. Utilise appropriate IT software and critically evaluate internet sources

C2. Apply problem solving and decision making skills.

C3. Conduct research into business and management issues.

C4. Develop a range of work-related skills during the placement year.

Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated

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.

Assessment

A variety of assessment methods are used to assess practical skills including practical tasks, formal reports, presentations, portfolios.

Transferable / key skills

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

D1. Communicate effectively with a wide range of individuals utilising appropriate media.

D2. Work effectively on his/her own and as part of a team.

D3. Utilise problem-solving skills in a variety of theoretical and practical situations.

D4. Manage time effectively by learning to plan and prioritise their work in order to meet specified deadlines.

D5. Learn independently in the spirit of critical enquiry.

Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated

Transferable skills are generally incorporated within modules and related to relevant assessments as appropriate.

Assessment

Transferable skills are assessed. A variety of assessment methods are used including examinations, portfolios of learning, formal reports, practical ICT tasks, and presentations.

World of Work

Students enrolled upon this programme from 2007 onwards are guaranteed opportunities for practising and receiving feedback about their progress in demonstrating 'LJMU Graduate Skills'. There are eight Graduate

Skills, each defined by several 'skills criteria', all of which are either delivered through the programme or

supported by the University's World of Work Careers Centre. The Graduate Skills are:

A) Analysing and Solving Problems

- B) Teamworking and Interpersonal Skills
- C) Verbal Communication
- D) Written Communication
- E) Personal Planning and Organisation
- F) Initiative
- G) Numerical Reasoning
- H) Information Literacy and ICT Skills

Further information about Graduate Skills can be found at:

http://www.ljmu.ac.uk/Academic_Enhancement/Academic_Enhancement_Docs/Graduate_skills_Table.pdf

Programme structure - programme rules and modules

Programme rules

The Programme is studied over four years full-time. Study is undertaken at three levels, one for each year of study. In the third year students undertake a work based placement. Each academic year runs for 26 weeks.

Additional 12 credit modules 4002BUSHM, 5005BUSHM, 6009BUSMK will be offered to continuing students who are required to study a 12 credit module for the purpose of referral/deferral and module re-registration.

Level 6	Potential Awards on completion	Bachelor of Arts Honours (SW)
Core	Option	Award Requirements
6001BUSBS CORPORATE SOCIAL RESPONSIBILITY (24 credits) 6003BUSBS BUSINESS STUDIES PROJECT (24 credits) 6011BUSBS STRATEGIC MANAGEMENT (24 credits)	6000BUSBS INTERNAL QUALITY MANAGEMENT SYSTEM AUDITING (24 credits) 6002BUSBS INTERNATIONAL MARKETING STRATEGY FOR BUSINESS (24 credits) 6004BUSBS SUPPLY CHAIN MANAGEMENT (24 credits) 6005BUSBS STRATEGIC PURCHASING MANAGEMENT (24 credits) 6006BUSBS CORPORATE & INTERNATIONAL TRADE FINANCE (24 credits) 6007BUSBS PERSONAL FINANCE, INVESTMENT PLANNING & ADVICE (24 credits) 6008BUSBS IMPROVING PROCESS PERFORMANCE (24 credits) 6030BUSBS CONTEMPORARY ASPECTS OF STRATEGIC HR (24 credits) 6031BUSBS EMPLOYMENT RELATIONS AND LEGAL CONTEXT (24 credits) 6040BUSBS ADVERTISING & INTEGRATED MARKETING COMMUNICATIONS (24 credits)	72 core credits at level 6 48 option credits at level 6
Level 5	Potential Awards on completion	
Core	Option	Award Requirements
5001BUSBS E-COMMERCE FOR MANAGERS (24 credits) 5002BUSBS ECONOMIC REGULATIONS AND LAW (24 credits) 5005BUSBS PROJECT MANAGEMENT (24 credits) 5007BUSBS PREPARATION FOR WORK AND RESEARCH (24 credits)	5000BUSBS CONSUMER AND BUYER BEHAVIOUR FOR BUSINESS (24 credits) 5003BUSBS PURCHASING PRACTICE & LEGAL RELATIONSHIPS (24 credits) 5004BUSBS FINANCIAL INSTITUTIONS, MARKETS & RISK (24 credits)	96 core credits at level 5 24 option credits at level 5

	5006BUSBS QUALITY MANAGEMENT (24 credits) 5030BUSBS HR PROFESSIONAL PRACTICE (24 credits)	
Level 4	Potential Awards on completion	
Core	Option	Award Requirements
4000BUSBS OPERATIONS MANAGEMENT (24 credits) 4001BUSBS ORGANISATIONAL BEHAVIOUR AND MANAGEMENT (24 credits) 4002BUSBS FINANCE & FINANCIAL MODELING (24 credits) 4003BUSBS STUDY SKILLS FOR BUSINESS (24 credits) 4004BUSBS PRINCIPLES OF MARKETING (24 credits)		120 core credits at level 4 0 option credits at level 4

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>

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

The four elements of Work Related Learning (WRL):

1. Learning about oneself
2. Learning and practising skills
3. Experiencing the world of work
4. Experiencing and learning how to learn and manage oneself in a range of situations

will be addressed through the continuing development of graduate skills that are embedded into the programmes as well as via campus based work related learning.

With respect to elements 1, 2 and 4 the Team are of the opinion that the comprehensive mapping exercise of the graduate skills clearly demonstrates that these elements are incorporated into the Programmes, as all 41 skills will be taught, practised and assessed via the core modules. This approach provides students with an opportunity to choose those options at Level Five and Level Six that will enable them to hone and further develop those skills that they identify as being important to them.

In relation to element 3, this is achieved on the BABS Programme via the Placement Year.

At Level 6 Project students research either a live business problem connected to a company, or research a business related issue, dealing with real business problems. This research is undertaken individually with support from an individual supervisor and written up as a 10,000 word analytical report.

The programme also has strong employer involvement. Many modules have guest speakers from industry.

Criteria for admission

A/AS Level

280 UCAS Tariff Points from a minimum of 2 A Levels.

Key skills points are accepted in accordance with the UCAS tariff.

BTEC National Diploma

300 UCAS Tariff points.

Irish Leaving Certificate

300 UCAS Tariff points including 5 Highers

Scottish Higher

300 UCAS Tariff points

International Baccalaureate

30 points from IB Diploma

Access

Access to HE Diploma in a relevant subject. Of the level 3 units, at least half must be Merit grade or above.

Higher national diploma

Applicants holding an HND in a relevant subject area will be considered for direct entry to Level 5 of the programme.

Other

GCSE (or O Level) Mathematics and English Language grade C or above (or equivalent),

Mature entry

Mature and non-standard applicants providing evidence of ability to undertake the Programme will be considered on an individual basis.

Overseas qualifications

Qualifications will be considered in line with normal entry requirements.

Any applicant whose first language is not English will be required to have IELTS 6.0 with no less than 5.5 in any component, or an acceptable equivalent.

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 Examining

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.