

## PROGRAMME SPECIFICATION

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### Bachelor of Arts Honours (SW) in Business Studies

<b>Awarding institution</b>	Liverpool John Moores University
<b>Teaching institution</b>	LJMU
<b>UCAS Code</b>	N100
<b>JACS Code</b>	N100
<b>Programme Duration</b>	Full-Time: 3 Years, Sandwich Thick: 4 Years
<b>Language of Programme</b>	All LJMU programmes are delivered and assessed in English
<b>Subject benchmark statement</b>	General business and management 2015 QAA 1089 02/2015
<b>Programme accredited by</b>	The Chartered Institute of Personnel and Development
<b>Description of accreditation</b>	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. <a href="http://www.cips.org/en-GB/Qualifications/study-centres/studycentreslisting">http://www.cips.org/en-GB/Qualifications/study-centres/studycentreslisting</a>
<b>Validated target and alternative exit awards</b>	Bachelor of Arts with Honours in Business Studies  Bachelor of Arts Honours (SW) in Business Studies  Diploma of Higher Education in Business Studies  Diploma in Higher Education (SW) in Business Studies  Certificate of Higher Education in Business Studies
<b>Programme Leader</b>	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:

Studied business theories, models and techniques rigorously and issues obtaining the practical skills which are also needed with the business environment.

Obtained the knowledge and skills required for a successful career in business or undertake further academic study.

Developed the personal 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 constant changing moving business environment.

In the application of skills and knowledge in a work situation through completing a one year sandwich placement the intellectual skills necessary to develop and inculcate a positive attitude to lifelong learning.

To encourage students to engage with the development of employability skills by completing a self-awareness statement.

The aim is to provide students with an extended period of work experience at an approved partner that will complement their programme of study at LJMU. This will give the students the opportunity to develop professional skills relevant to their programme of study, as well as attitude and behaviours necessary for employment in a diverse and changing environment.

### **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 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. Describe, analyse and evaluate the structure, functions, processes and management of business organisations.
2. Understand the role of their chosen specialist area (the 'Route') in business recognising its development and its implications for the organisation.
3. Apply the business concepts and philosophy to private, public and not-for-profit sector organisations.
4. Utilise business research to improve customer communications and analyse and interpret written, visual and graphical data.
5. Recognise the importance of collecting relevant data, and the variety of information sources, both primary and secondary.
6. Analyse the contemporary issues in business.
7. Apply a range of theoretical concepts to practical organisational or industry sector issues or problems.
8. Demonstrate knowledge of the business communications tools and the need for integration.
9. Identify issues and formulate appropriate methods of investigation and critical analysis.
10. Select and synthesise information from a variety of sources.
11. Apply theoretical concepts and practical techniques to the solution of complex problems.
12. Analyse and interpret quantitative and qualitative data.
13. Utilise judgement to draw appropriate conclusions and make recommendations.
14. Plan, conduct and produce a research project report.
15. Utilise appropriate ICT software and critically evaluate internet sources
16. Apply problem solving and decision making skills.
17. Conduct research into business and management issues.
18. Develop a range of work-related skills during the placement year, that demonstrates business acumen.
19. Communicate effectively with a wide range of individuals utilising appropriate media.
20. Work effectively on their own and as part of a team.
21. Utilise problem-solving skills in a variety of theoretical and practical situations.
22. Manage time effectively by learning to plan and prioritise their work in order to meet specified deadlines.
23. Learn independently in the spirit of critical enquiry.

## **Alternative target awards**

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

Bachelor of Arts with Honours in Business Studies -

on successfully completing this award demonstrate they will have acquired the subject knowledge and understanding as

well as skills and other attributes as detailed above but will not have successfully completed a placement year.

## Teaching, Learning and Assessment

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

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.

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.

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 seminars

Student led seminars

Workshops

Self directed learning

Business game simulations

Work placement year

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

In-Class Tests

Unseen Examinations

Open Book Examinations

Portfolio

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, portfolios.

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, portfolios of learning, formal reports, practical ICT tasks, presentations and business game simulations.

## Programme structure - programme rules and modules

The Programme is studied over four years full-time for the sandwich programme and three years for the non-sandwich programme. 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 24 weeks as illustrated in the LJMU Academic Calendar.

Option - A Semester Study Abroad

The programme will offer the opportunity for students to study 60 credits at Level 5 aboard at a partner institution. Students will be enrolled on a 480 credit honours with study abroad programme. A 60 credit Level 5 study abroad module 5398BUSBS will normally replace the semester 2 modules on the standard programme. This study abroad should cover the same learning outcomes as the modules being replaced. The modules to be studied in the host institution must be agreed in advance. The Level 5 mean for the final award mark will be calculated based upon the 120 credits at Level 5.

### Option B - Study Abroad for a Full Academic Year

The programme will offer a full year study abroad following the completion of Level 5. Students will be enrolled on a 480 credit honours with study abroad programme. Of those 480 credits, 120 will be taken via a Level 5 study abroad module [5397BUSBS Study Year abroad]. The modules to be studied in the host institution must be agreed in advance. The Level 5 mean for the final award mark will be calculated based upon the 240 credits at Level 5. Students are permitted to select a study abroad year or a placement year, but not both.

### Placement Year

The placement year will follow Level 5 and students will be enrolled on a sandwich year module 5399BUSBS worth 120 credits which equates to a 480 credit honours sandwich programme. The Level 5 mean for the final award mark will be calculated based upon the 240 credits at Level 5. Students are permitted to select a placement year or study abroad year, but not both.

Level 6	Potential Awards on completion	Bachelor of Arts Honours (SW)
Core	Option	Award Requirements
6300BUSBS CORPORATE SOCIAL RESPONSIBILITY (20 credits) 6301BUSBS STRATEGIC MANAGEMENT (20 credits)	6302BUSBS BUSINESS STUDIES PROJECT (40 credits) 6303BUSBS STRATEGIC DECISION MAKING (20 credits) 6304BUSBS BUSINESS CONSULTANCY (20 credits) 6310BUSBS INTERNATIONAL CORPORATE FINANCE (20 credits) 6311BUSBS FINANCIAL RISK MANAGEMENT (20 credits) 6312BUSBS MANAGING PERFORMANCE AND ENGAGEMENT (20 credits) 6313BUSBS EMPLOYMENT LAW IN CONTEXT (20 credits) 6314BUSBS INTERNAL QUALITY MANAGEMENT SYSTEM AUDITING (20 credits) 6315BUSBS BUSINESS QUALITY MANAGEMENT (20 credits) 6316BUSBS MARKETING FOR EMERGING MARKETS (20 credits) 6317BUSBS STRATEGIC BRANDING (20 credits) 6318BUSBS INTERNATIONAL BUSINESS ORGANISATIONS (20 credits) 6319BUSBS International Business Cultures (20 credits)	40 core credits at level 6 80 option credits at level 6
Level 5	Potential Awards on completion	
Core	Option	Award Requirements
5300BUSBS EMPLOYABILITY SKILLS (10 credits) 5301BUSBS MANAGING BUSINESS PROJECTS (20 credits) 5302BUSBS RESEARCH METHODS (20 credits) 5303BUSBS ECONOMICS AND REGULATION (20 credits) 5304BUSBS INTERNATIONAL INSTITUTIONS, TRADE AND MARKETS (20 credits) 5305BUSBS LAW FOR BUSINESS STUDIES (10 credits)	5312BUSBS MANAGING PEOPLE (20 credits) 5314BUSBS SERVICE QUALITY MANAGEMENT (20 credits) 5316BUSBS INTERNATIONAL MONETARY AND FINANCIAL SYSTEMS (20 credits) 5317BUSBS CONSUMER AND BUYER BEHAVIOUR IN ACTION (20 credits)	100 core credits at level 5 20 option credits at level 5
Level 4	Potential Awards on completion	
Core	Option	Award Requirements
4300BUSBS BUSINESS PROCESS MANAGEMENT (20 credits)		120 core credits at level 4 0 option credits at level 4

4301BUSBS ORGANISATIONAL BEHAVIOUR (10 credits) 4302BUSBS FINANCE AND ACCOUNTING SKILLS (20 credits) 4303BUSBS ACADEMIC AND BUSINESS SKILLS (20 credits) 4304BUSBS MARKETING FOR BUSINESS (20 credits) 4305BUSBS CONTEMPORARY BUSINESS ISSUES (20 credits) 4306BUSBS Digital business (10 credits)		
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## 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 preferable their placement organisation, 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 IELTSs 6.0 with no less than 5.5 in any component, or an acceptable equivalent.

Direct entry to level 5 (year 2) is available to holders of LJMU's International Year One in Business (Study Group). Students need to have achieved 40% in all modules and 50% in 45081YBSG English Skills for University Study.

## **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](http://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.*