

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	<p>Bachelor of Arts with Honours in Business and Management Practice</p> <p>Diploma of Higher Education in Business and Management Practice</p> <p>Certificate of Higher Education in Business and Management Practice</p>
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.

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

Lectures;
 Seminars;
 Workshops.
 Action learning groups
 Online directed learning journeys through the VLE
 Online tools to develop skills
 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.
 Peer Coaching
 Portfolio
 Business Reports
 Presentations
 Reflective diaries
 Personal development reports
 Project management plans
 Work based projects

Programme structure - programme rules and modules

Level 6	Potential Awards on completion	Bachelor of Arts with Honours
Core	Option	Award Requirements
6001LBCDA Business Case Project (30 credits) 6002LBCDA Digital Business and New Technologies (30 credits) 6003LBCDA Managing Change, Collaboration and Sustainability (30 credits) 6004LBCDA Integrative Project (30 credits)		120 core credits at level 6 0 option credits at level 6
Level 5	Potential Awards on completion	
Core	Option	Award Requirements
5001LBCDA Strategy and Leadership (30 credits) 5002LBCDA Creating Advantage Project (30 credits) 5003LBCDA Business Finance and Decision making (30 credits) 5004LBCDA Managing Processes		120 core credits at level 5 0 option credits at level 5

and Projects (30 credits)		
Level 4	Potential Awards on completion	
Core	Option	Award Requirements
4001LBCDA Personal and Management Development (30 credits) 4002LBCDA Managing People and Performance (30 credits) 4003LBCDA Individual and Team Contribution project (30 credits) 4004LBCDA Customers and Markets (30 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>

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 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.