

PROGRAMME SPECIFICATION

Bachelor of Arts with Honours (Fnd) in Business Management

Awarding institution	Liverpool John Moores University
Teaching institution	LJMU
UCAS Code	N124
JACS Code	N100
Programme Duration	Full-Time: 4 Years, Sandwich Thick: 5 Years
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	
Description of accreditation	
Validated target and alternative exit awards	Bachelor of Arts with Honours (Fnd) in Business Management Bachelor of Arts with Honours (SW) (Fnd) in Business Management Diploma of Higher Education (Fnd) in Business Management Diploma in Higher Education (SW) (Fnd) in Business Management Certificate of Higher Education (Fnd) in Business Management
Programme Leader	Martin Hudson

Educational aims of the programme

The BA (Hons) Business Management (BABM) programme is offered as a four year full time programme with the option of a year's placement. This degree aims to provide students with the knowledge, understanding and transferable skills essential to organisations looking for tomorrow's entrepreneurs, leaders and managers.

The main aims of the programme are to:

- I. provide a broad based education in general business and management to students from varying backgrounds who are seeking graduate status
- II. develop students' understanding and awareness of general business and management and the role of managers, leaders and business functions in all types of organisations
- III. encourage and foster the ability to apply knowledge in an innovative, creative and reflective manner
- IV. adopt a strategic perspective in order to reflect the need for organisations to adapt strategies to dynamic and often short-term market conditions
- V. provide a learning experience in those key areas of general management perceived to be relevant to the performance of organisations in the 21st century, for example:
 - a. creativity and enterprise
 - b. the private, public and not for profit sectors
 - c. project and operations management
 - d. strategic and change management
 - e. managing quality and service operations
- VI. provide a foundation for a career in business management, including association with an appropriate professional body and facilitation of the attainment of professional qualifications
- VII. provide a foundation for life-long learning in both the business and wider context of study and learning activities. Students will be equipped to be flexible and with transferable skills
- VIII. provide an understanding of the key drivers for small business success including the importance of innovation and taking calculated risks and the need to provide customer satisfaction and build customer loyalty

IX. Engage with the development of employability skills by completing a self-awareness statement.

X. For students taking an option of a year's placement the aim is to provide them 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 (Fnd)

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

Apply the core techniques of both Business and management theory.

Understand the key principles of economics, accountancy, marketing and business.

Apply basic quantitative techniques to business problems.

Appreciate the academic and professional skills related to business management

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

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

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

Apply research methods to a range of business issues

Target award Learning Outcomes - Bachelor of Arts with Honours (Fnd)

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. understand the nature of business organisations including small business and their management (Levels 4/5/6)

A2. understand the external environment - the constraints within which business activity takes place and their effect upon business management (Levels 4/5/6)

A3. identify the presence of opportunities and threats arising from changes in the constraints upon the business environment. (Levels 4/5/6)

A4. differentiate between private, public and not for profit sectors. (Levels 4/5/6)

A5. gain an understanding of entrepreneurial culture and intrapreneurship (Levels 4/5/6)

A6. undertake effective project management (Levels 4/5/6)

A7. identify appropriate operational approaches within the service sector (Levels 4/5/6)

A8. undertake strategic and change management (Levels 5/6)

A9. understand additional key areas identified in the Benchmark for Business and Management, namely: markets, customers, finance, people, operations, information systems, communication and information technology, business policy and strategy, relevant contemporary and pervasive issues. (Levels 4/5/6)

A10. have knowledge and understanding of markets: the development, access and operation of markets for resources, goods and services. (Levels 4/5/6)

A11. develop effective marketing and sales and understand the different approaches for segmentation, targeting, positioning generating sales as well as the need for innovation in product and service design. (Levels 4/6)

A12. manage customer expectations, relationships and develop of service excellence. (Levels 4/5/6)

A13. have knowledge in the area of finance, its sources, uses and management . This includes the use of accounting and other information systems for planning, control, decision making and managing financial risk. (Levels 4/5/6)

A14. manage people and have an understanding of human resources, developing leadership alongside people and organisation management to include the implications within a legal context. (Levels 4/5/6)

A15. comprehend the complexities of organisational behaviour to facilitate the design and development of organisations to include cross-cultural issues such as change, diversity and values. (Levels 4/5)

A16. undertake effective operational management through managing resources, the supply chain, procurement, logistics, outsourcing and quality systems (Levels 5/6)

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

The acquisition of knowledge gained from this programme is developed through a range of teaching and learning strategies. These include realistic case-studies, workshops, lectures, tutorial support, the virtual learning environment (VLE), coursework assignments, directed reading and guided study. All of which will enable the linking of theory to practical scenarios and examples. It is expected that students will be able to develop and demonstrate independence in their learning activities, which will be encouraged by the diverse range of teaching and learning methods. Initial knowledge and understanding of business and management topics will be developed through the range of teaching and learning methods outlined and this will be supported by the further wider reading of referenced materials by the student. A virtual learning environment (VLE) allows teaching and learning materials to be readily available and provide a dialogue to maintain tutor and peer contact.

Assessment

The predominant summative assessment methodology is coursework, which will require participants to relate learning to an organisational context. A range of assessment methods will be used such as individual/group reports, essays, individual/ group presentations, class tests and unseen examinations. Formative assessment is provided through a range of methods which may include, oral presentations, debates, VLE tests/quizzes, class group discussions or VLE discussion forums.

Skills and other attributes

Intellectual Skills

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

- B1. develop the ability to identify relevant techniques and skills to business problems (Levels 4/5/6)
- B2. develop an integrated and flexible approach to the study of business/management (Levels 4/5/6)
- B3. demonstrate the ability to see relationships within what has been learned and to perceive the field of study in a broader perspective (Levels 5/6)
- B4. demonstrate and develop cognitive and intellectual skills, including analysis, synthesis, evaluation and problem solving (Levels 4/5/6)
- B5. develop numeracy and quantitative skills (Levels 4/5/6)
- B6. demonstrate the ability to research key management in a timely manner (Levels 4/5/6)
- B7. develop key transferable and employability skills (Levels 4/5/6)

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') activities, tutorial work and coursework assignments. Examples of teaching and learning on the programme include:

- Lectures
- Tutor led tutorials
- Student led tutorials
- Workshops
- Self directed learning

Assessment

Intellectual skills are assessed. A variety of assessment methods are used and formal examination, coursework (including formal reports and presentations are the main methods for assessment. Examples of assessment on the programme include;

- Essays
- Reports
- Class Tests
- Unseen Examinations
- Presentations (individual/group)

Professional practical skills

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

C1. develop skills in project management, planning a business enterprise, team management and leadership. (Levels 5/6)

C2. research, develop and design strategies in a variety of functional business contexts (Levels 4/5/6)

C3. develop skills in business, management and enterprise. (Levels 4/5/6)

C4. develop employability skills suitable for business, management and entrepreneurial roles (Levels 4/5/6)

C5. demonstrate competence and professionalism in communication and problem-solving skills (Levels 4/5/6)

C6. apply concepts and knowledge to organisational issues (Levels 4/5/6)

C7. apply independent learning through reflections and independent thinking (Levels 4/5/6)

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.

Transferable / key skills

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

D1. have strong communication skills (written and oral) (Levels 4/5/6)

D2. effectively use of learning technologies and IT for business applications (Levels 4/5/6)

D3. undertake effective self-management (including time management and initiative) (Levels 4/5/6)

D4. have the ability to learn and work towards targets/goals (Levels 4/5/6)

D5. gain interpersonal skills (listening, negotiation etc.) (Levels 4/5/6)

D6. undertake effective team-working and develop their own skills (the ability to work as part of a team, manage or lead a team, influence a team, project management) (Levels 4/5/6)

D7. have strong self-awareness, openness and sensitivity to diversity (Levels 4/5/6)

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, reflective learning, formal reports, practical ICT tasks, and presentations.

Programme structure - programme rules and modules

Programme rules

The programme is offered as a four-year full-time or five-year sandwich programme.

A student studies for 120 credits in each academic year. 480 credits (four-year programme) or 600 credits (five-year sandwich programme, comprising of a year long industry placement, 5060BUSBM), are needed for the award of BA (Hons) Business Management.

Students will be offered the opportunity of study abroad at level 5. Students can choose either Option A or Option B unless they undertake the Sandwich Year, in which case Option B is not available:

Option A

A replacement of 60 credits of level 5 with appropriate study abroad, the programme will offer the opportunity of 60 credits of study at Level 5. Students will be enrolled on a 480 credit honours with study abroad programme. A 60 credit Level 5 study exchange semester module 5070BUSBM 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 will be calculated based upon the 120 credits at Level 5.

Option B

Additional study year abroad following Level 5 the programme will offer the opportunity of an additional study year abroad following Level 5. Students will be enrolled on a 600 credit honours with study abroad programme. Of these 600 credits, 120 will be taken via Level 5 study abroad module 5061BUSBM. The modules to be studied in the host institution must be agreed in advance. The Level 5 mean for the final award will be calculated based upon the 240 credits at Level 5.

Sandwich Year

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.

The placement year 5060BUSBM will follow Level 5 and students will be enrolled on a 600 credit honours sandwich programme. The Level 5 mean for the final award will be calculated based upon the 240 credits at Level 5.

At Level 6 Students will be required to choose 20 credits from the following 2 optional 20 credit modules in Semester 2: 6050BUSBM Researching and Developing a Business Plan or 6060BUSBM Applied Business Management Project

Level 6	Potential Awards on completion	Bachelor of Arts with Honours (Fnd)
Core	Option	Award Requirements
6051BUSBM Strategic Management (20 credits) 6052BUSBM Innovation & Creativity for Business (20 credits) 6053BUSBM Global Business Environment (20 credits) 6054BUSBM Project Management (20 credits)	6050BUSBM Researching and Developing a Business Plan For a New Venture (20 credits) 6055BUSBM Social Enterprise (20 credits) 6056BUSBM Diversity Management (20 credits) 6057BUSBM Lean Six Sigma (20 credits) 6058BUSBM Environmental Management (20 credits) 6059BUSBM Corporate Governance & Finance (20 credits) 6060BUSBM Applied Business Management Project (20 credits)	80 core credits at level 6 40 option credits at level 6
Level 5	Potential Awards on completion	
Core	Option	Award Requirements
5050BUSBM Digital Business Intelligence (20 credits) 5051BUSBM Organisational Behaviour (20 credits) 5052BUSBM Research Methods for Business (20 credits) 5053BUSBM Small Business & Entrepreneurship (20 credits) 5054BUSBM Quality and Operations Management (20 credits)	5055BUSBM Investment and Financial Analysis (20 credits) 5056BUSBM Business Law (20 credits) 5057BUSBM Leadership for Business (20 credits) 5058BUSBM Supply Chain Operations (20 credits) 5059BUSBM Retail Management (20 credits)	100 core credits at level 5 20 option credits at level 5
Level 4	Potential Awards on completion	
Core	Option	Award Requirements
4050BUSBM Contemporary issues in business and society (20 credits) 4051BUSBM Business and Economic Decision making (20 credits) 4052BUSBM Academic Skills for Business & Management (20 credits)		120 core credits at level 4 0 option credits at level 4

4053BUSBM Introduction to Accounting & Finance (20 credits) 4054BUSBM Fundamentals of Management (20 credits) 4055BUSBM Marketing Management and Sales (20 credits)		
Level 3	Potential Awards on completion	
Core	Option	Award Requirements
3001FNDLBS Integrated Skills for Higher Education (30 credits) 3002FNDLBS Business Foundations (30 credits) 3003FNDLBS Understanding Business Context (30 credits) 3004FNDLBS Business Project (30 credits)		120 core credits at level 3 0 option credits at level 3

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 BA Business Management programme is a HE qualification which will provide students with a range of assessments which draw upon actual scenarios within an organisational context. These scenarios prepare the student for the real world and provide them with a range of competency skills, such as numeracy, communication problem solving, organising and time management and IT which are vital for employability.

To support this further, the programme has a continued theme of graduate skills necessary for employability embedded within its modules. At Level 6 in particular, students research the feasibility of a new business venture, where they will encounter and deal with real business problems. This feasibility study is undertaken individually and will require students to analyse their findings.

Also at level 6 the Strategic Management/CSR module will require students analyse a range of business strategy problems using a number of case studies of real companies. These realistic case studies will focus on the development of work related skills that are relevant to the study of business at undergraduate level.

The programme also has strong employer involvement. For example at level 5 and 6 several modules have guest speakers from industry, so that the application of theory can be analysed in the real working environment.

Criteria for admission

A/AS Level

72 UCAS tariff points from a minimum of 2 A Levels. Maximum of 20 AS points accepted.

BTEC National Diploma

72 UCAS tariff points

AVCE

GCSE (or O Level) Mathematics and English Language grade C or above (or equivalent), and 72 UCAS Tariff Points, including at least 160 points from Advanced GCE and/or Vocational A Levels (6 unit awards). Key skills points are accepted in accordance with the UCAS tariff.

Irish Leaving Certificate

72 UCAS tariff points with a maximum 20 UCAS Tariff points from Ordinary Level

Scottish Higher

72 UCAS points to include Advanced Higher

International Baccalaureate

24 IB Diploma points

Access

At least 24 Merits and 21 Passes or any other combination which equates to 72 UCAS Tariff points in a relevant subject

Higher national diploma

Applicants holding an HND in a relevant subject area will be considered for direct entry to level 6 of the Programme.

Other

Prior to starting the programme applicants must have obtained grade 4 or grade C or above in English Language and Mathematics GCSE or an approved alternative qualification:

- Key Skills Level 2 in English/ Maths
- NVQ Level 2 Functional skills in Maths and English Writing and or Reading
- Skills for Life Level 2 in Numeracy/English
- Higher Diploma in Maths/ English
- Functional skills Level 2 in Maths/ English
- Northern Ireland Essential Skills Level 2 in communication or Application of Number
- Wales Essential Skills Level 2 in Communication or Application of Number

Mature entry

Applications are welcomed from mature and non-standard applicants, who will be considered on an individual basis. These applicants may be required to submit an essay and/or attend an interview, and should demonstrate potential and motivation and/or have relevant experience.

Overseas qualifications

International applications will be considered in line with UK qualifications.

Any Applicant whose first language is not English will be required to have IELTS 6.0 (minimum 5.5 in each component).

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.