

## PROGRAMME SPECIFICATION

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### Bachelor of Science with Honours (Fnd) in Business Management

<b>Awarding institution</b>	Liverpool John Moores University
<b>Teaching institution</b>	LJMU
<b>UCAS Code</b>	N124
<b>JACS Code</b>	N100
<b>Programme Duration</b>	Full-Time: 4 Years, Sandwich Thick: 5 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>	
<b>Description of accreditation</b>	
<b>Validated target and alternative exit awards</b>	Bachelor of Science with Honours (Fnd) in Business Management  Bachelor of Science 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
<b>Programme Leader</b>	Alistair Beere

### 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 with Foundation 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 in a work situation through completion of a one year sandwich placement, developing an inculcate positive attitude to lifelong learning.

Engaged with the development of employability skills through summative and formative activities.

Been provided with the opportunity to gain work experience at an approved partner, complimenting their programme of study at LJMU. This provided the development prospect of professional skills relevant to their pathway, 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:*

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 in Higher Education (SW) (Fnd)**

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

In addition to the learning outcomes of the Diploma in Higher Education, students successfully completing a year long industry placement are entitled to the award of Diploma in Higher Education (SW)

#### **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.

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

### **Target award Learning Outcomes - Bachelor of Science with Honours (Fnd)**

*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. Evaluate the role of their chosen specialist area, 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. Demonstrate knowledge of the business communications tools and the need for integration.
7. Analyse the leading issues in business.
8. Apply a range of theoretical concepts to practical organisational or industry sector issues or problems.
9. Identify issues and formulate appropriate methods of investigation and evaluation.
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, evaluate 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 IT 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.
19. Communicate effectively with a wide range of individuals utilising appropriate media.
20. Work effectively on his/her 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 Science with Honours (SW) (Fnd) in Business Management -

In addition to the learning outcomes of the target award, students successfully completing a year long industry placement are entitled to the award of Bachelor of Science with Honours (SW)(Fnd)

## Teaching, Learning and Assessment

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

The acquisition of core knowledge is achieved through a range of teaching methods including lecture, seminar, tutorial and workshop. The core knowledge and understanding required for the programme determines the teaching methods used within modules. For example, lectures may be used to introduce core theories and concepts, with seminars, tutorials and workshops being utilised to build on core theories and explore in more detail further concepts, ideas and 'real-world' business issues.

The ability for students to consolidate their learning has been considered and developed within modules. As well as potentially using workshops, tutorials and seminars to practice and further explore theories and concepts, students will also develop their learning through on-line activities and directed reading.

In formulating the assessment strategy, the programme team aims to achieve an appropriate match between teaching and learning methods and assessment tasks in order to ensure that the programme offers variety in its assessment. The provision of formative assessment and feedback has also been considered within modules in order to provide students with the best opportunity to develop their knowledge and understanding of key subjects. Assessment methods for the programme include portfolios, presentations, research case-study, poster campaigns, on-line reflection, tests, essays, reports and examinations.

## Programme structure - programme rules and modules

The programme will offer the opportunity of 60 credits of study abroad at Level 5. Students taking up this opportunity will be enrolled on a 480 credit honours with study abroad programme. A 60 credit Level 5 study abroad module 5098LBSBSC 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.

The placement year will follow Level 5 and students will be enrolled on a sandwich year module 5099LBSBSC worth 120 credits which equates to a 600 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 expected to choose a pathway of modules from the list of options at Level 5 and Level 6 as follows:

Entrepreneurship: 5005LBSBSC, 5006LBSBSC, 6009LBSBSC, 6010LBSBSC, 6011LBSBSC

Finance: 5014LBSBSC, 5016LBSBSC, 6008LBSBSC, 6012LBSBSC, 6014LBSBSC

International Business: 5013LBSBSC, 5014LBSBSC, 6008LBSBSC, 6016LBSBSC, 6017LBSBSC

Marketing: 5011LBSBSC, 5012LBSBSC, 6021LBSBSC, 6022LBSBSC, 6023LBSBSC

Operations & Technology Management: 5009LBSBSC, 5010LBSBSC, 6024LBSBSC, 6025LBSBSC, 6026LBSBSC

Human Resource Management: 5007LBSBSC, 5008LBSBSC, 6018LBSBSC, 6019LBSBSC, 6020LBSBSC

Project Management: 5017LBSBSC, 5018LBSBSC, 6006LBSBSC, 6007LBSBSC, 6008LBSBSC

Sustainability: 5019LBSBSC, 5020LBSBSC, 6003LBSBSC, 6004LBSBSC, 6005LBSBSC

At Level 6, students must choose 40 credits from either 6000LBSBSC or 6001LBSBSC.

Level 6	Potential Awards on completion	Bachelor of Science with Honours (Fnd)
Core	Option	Award Requirements
6002LBSBSC Strategic Management (20 credits)	6000LBSBSC Project Dissertation (40 credits) 6001LBSBSC Business Plan Consultancy (40 credits) 6003LBSBSC Corporate Governance (CG) and Intellectual Property Rights	20 core credits at level 6 100 option credits at level 6

	(20 credits) 6004LBSBSC Risk and Resilience in a Changing World (20 credits) 6005LBSBSC Personal and Professional Ethics (20 credits) 6006LBSBSC Project Planning, Monitoring and Control (20 credits) 6007LBSBSC Contemporary Project Management and Practice (20 credits) 6008LBSBSC Strategic Corporate and Project Finance (20 credits) 6009LBSBSC Applied Business Entrepreneurship (20 credits) 6010LBSBSC Internationalisation of Small Businesses (20 credits) 6011LBSBSC Social Enterprise (20 credits) 6012LBSBSC Contemporary Economic Policy (20 credits) 6014LBSBSC Corporate Governance and Finance (20 credits) 6016LBSBSC National Business Systems and Global Capitalism (20 credits) 6017LBSBSC Global Strategy in Practice (20 credits) 6018LBSBSC Strategic HRM (20 credits) 6019LBSBSC Employment Law (20 credits) 6020LBSBSC Leadership (20 credits) 6021LBSBSC Integrated Marketing Communications (20 credits) 6022LBSBSC Global Marketing (20 credits) 6023LBSBSC Strategic Branding (20 credits) 6024LBSBSC Logistics and Transportation (20 credits) 6025LBSBSC Sustainable Supply Chains (20 credits) 6026LBSBSC Lean Operations (20 credits)	
Level 5	Potential Awards on completion	
Core	Option	Award Requirements
5000LBSBSC The Digital Economy (20 credits) 5001LBSBSC Project Management (20 credits) 5002LBSBSC Research and Analysis for Business (10 credits) 5003LBSBSC Sustainability and the Circular Economy (20 credits) 5004LBSBSC Employability and Enterprise (10 credits)	5005LBSBSC Creativity, Innovation and Entrepreneurship (20 credits) 5006LBSBSC Entrepreneurial Finance (20 credits) 5007LBSBSC HR Fundamentals (20 credits) 5008LBSBSC HR Models and Metrics (20 credits) 5009LBSBSC Supply Chain Management (20 credits) 5010LBSBSC Procurement Management (20 credits) 5011LBSBSC Customer Relationship Management (20 credits) 5012LBSBSC Digital Marketing (20 credits) 5013LBSBSC Managing the Multinational Enterprise (20 credits) 5014LBSBSC Finance of International Trade (20 credits) 5016LBSBSC Investment and Financial Analysis (20 credits)	80 core credits at level 5 40 option credits at level 5

	5017LBSBSC Project Management Methodologies (20 credits) 5018LBSBSC Leading and Influencing Projects (20 credits) 5019LBSBSC Global Sustainability, Issues and Opportunities (20 credits) 5020LBSBSC CSR- Creating Shared Values (20 credits)	
Level 4	Potential Awards on completion	
Core	Option	Award Requirements
4000LBSBSC Business and the Economy (20 credits) 4001LBSBSC Data Analysis for Business (10 credits) 4002LBSBSC Finance and Accounting for Managers (20 credits) 4003LBSBSC Principles of Marketing (20 credits) 4004LBSBSC Operations and Technology Management (20 credits) 4005LBSBSC Managing People and Organisations (10 credits) 4006LBSBSC Personal and Professional Development (20 credits)		120 core credits at level 4 0 option credits at level 4
Level 3	Potential Awards on completion	
Core	Option	Award Requirements
3100FNDLBS Developing Skills for Business (20 credits) 3101FNDLBS Understanding Business Organisations and Operations (20 credits) 3102FNDLBS Essentials of Management (20 credits) 3103FNDLBS Introduction to Marketing and PR Communications (20 credits) 3104FNDLBS Data Analysis Techniques for Business (20 credits) 3105FNDLBS Programme Case Study (20 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 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 that is embedded into the programmes through the philosophy of clinical business practice, in addition to campus based work related learning.

With respect to elements 1, 2 and 4 the Team are of the opinion that these skills are clearly demonstrated in the Programmes and are 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 BSc Business Management 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 an analytical report.

## Criteria for admission

### A/AS Level

72 UCAS tariff points from a minimum of 2 A Levels.

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

AS level awards are accepted only when the full A level is not studied and only up to 20 UCAS points maximum.

### BTEC National Diploma

BTEC certificate: Acceptable only when combined with other qualifications.

90 credit diploma: Acceptable only when combined with other level 3 qualifications.

Diploma (QCF): Acceptable on its own and combined with other qualifications.

Diploma subjects / grades required: DM if studied on its own or to the total of 72 UCAS points if combined with other qualifications.

Extended diploma (QCF): Acceptable on its own and combined with other qualifications.

Extended diploma subjects / grades required: MMP if studied on its own or to the total of 72 UCAS points if combined with other qualifications.

### 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 5 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 (or equivalent).

- 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](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.*