

PROGRAMME SPECIFICATION

Bachelor of Arts with Honours in Business Management

Awarding institution	Liverpool John Moores University
Teaching institution	YPC International College (Kolej Antarabangsa YPC)
JACS Code	N100
Programme Duration	Full-Time: 3 Years
Language of Programme	All LJMU programmes are delivered and assessed in English
Subject benchmark statement	Drawn upon subject benchmark statements for general business and management (QAA, 2015).
Programme accredited by	
Description of accreditation	
Validated target and alternative exit awards	Bachelor of Arts with Honours in Business Management Diploma of Higher Education in Business Management Certificate of Higher Education in Business Management
Link Tutor	Seng Kok

Educational aims of the programme

The BA (Hons) Business Management (BABM) programme is offered as a three year full time programme. 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. to encourage students to engage with employability skills by completing a 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:

understand the modules studied in Year One exposing them to the functionality of business. This will provide you with a broad understanding of the business functions that are necessary for business success, whether that be a big multinational organisation, dynamic small to medium sized enterprise or setting up and running your own business. Students will develop knowledge and understanding of the key functional areas of business such as finance, marketing, economics and human resources. Academic Skills will ensure that you are brought up to speed with the academic rigour expected for the programme and help you develop your research and IT skills necessary for University.

Use a range of appropriate business software.

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:

understand core and optional modules in Year Two. This will expose students to the discipline of management and leadership within the context of all types of business. The modules have been developed to provide you with the necessary knowledge, understanding and skills that are essential for future managers, leaders and entrepreneurs to succeed within business and thus enhance employability prospects.

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

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 the nature of business organisations including small business and their management (Levels 4/5/6)
2. understand the external environment - the constraints within which business activity takes place and their effect upon business management (Levels 4/5/6)
3. identify the presence of opportunities and threats arising from changes in the constraints upon the business environment. (Levels 4/5/6)
4. differentiate between private, public and not for profit sectors. (Levels 4/5/6)
5. gain an understanding of entrepreneurial culture and intrapreneurship (Levels 4/5/6)
6. undertake effective project management (Levels 4/5/6)
7. identify appropriate operational approaches within the service sector (Levels 4/5/6)
8. undertake strategic and change management (Levels 5/6)
9. 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)
10. have knowledge and understanding of markets: the development, access and operation of markets for resources, goods and services. (Levels 4/5/6)
11. 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)
12. manage customer expectations, relationships and develop of service excellence. (Levels 4/5/6)
13. 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)
14. 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)
15. 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)
16. undertake effective operational management through managing resources, the supply chain, procurement, logistics, outsourcing and quality systems (Levels 5/6)

17. develop the ability to identify relevant techniques and skills to business problems (Levels 4/5/6)
18. develop an integrated and flexible approach to the study of business/management (Levels 4/5/6)
19. 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)
20. demonstrate and develop cognitive and intellectual skills, including analysis, synthesis, evaluation and problem solving (Levels 4/5/6)
21. develop numeracy and quantitative skills (Levels 4/5/6)
22. demonstrate the ability to research key management in a timely manner (Levels 4/5/6)
23. develop key transferable and employability skills (Levels 4/5/6)
24. develop skills in project management, planning a business enterprise, team management and leadership. (Levels 5/6)
25. research, develop and design strategies in a variety of functional business contexts (Levels 4/5/6)
26. develop skills in business, management and enterprise. (Levels 4/5/6)
27. develop employability skills suitable for business, management and entrepreneurial roles (Levels 4/5/6)
28. demonstrate competence and professionalism in communication and problem-solving skills (Levels 4/5/6)
29. apply concepts and knowledge to organisational issues (Levels 4/5/6)
30. apply independent learning through reflections and independent thinking (Levels 4/5/6)
31. have strong communication skills (written and oral) (Levels 4/5/6)
32. effectively use of learning technologies and IT for business applications (Levels 4/5/6)
33. undertake effective self-management (including time management and initiative) (Levels 4/5/6)
34. have the ability to learn and work towards targets/goals (Levels 4/5/6)
35. gain interpersonal skills (listening, negotiation etc.) (Levels 4/5/6)
36. 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)
37. have strong self-awareness, openness and sensitivity to diversity (Levels 4/5/6)

Teaching, Learning and Assessment

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

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) termed Blackboard allows teaching and learning materials to be readily available and provide a dialogue to maintain tutor and peer contact.

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.

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

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)

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.

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

Programme structure - programme rules and modules

The programme is offered as a three-year full-time.

The programme operates within the University Academic Framework and is divided into study units called modules. All modules on the programme have a credit value of 20 credits.

Each 20 credit module represents 200 hours of student learning, study, revision and assessment. A 20 credit module would attract class contact hours in the range of 20-50 hours depending upon the nature of the subject being studied.

A student studies for 120 credits in each academic year. 360 credits (three-year programme) are needed for the award of BA (Hons) Business Management.

The Level 5 mean for the final award mark will be calculated based upon the 240 credits at Level 5.

If students achieve 240 credits (120 credits at Level 4 and 120 credits at Level 5) they can be awarded the Diploma of Higher Education (DipHE) as an alternative exit award.

If students achieve 120 credits at Level 4 they can be awarded the Certificate of Higher Education (CertHE) as an alternative exit award.

Level 6	Potential Awards on completion	Bachelor of Arts with Honours
Core	Option	Award Requirements
6050YPCBM Researching and Developing a Business Plan For a New Venture (20 credits) 6051YPCBM Strategic Management (20 credits) 6052YPCBM Innovation & Creativity for Business (20 credits) 6053YPCBM Global Business Environment (20 credits) 6054YPCBM Project Management (20 credits)	6055YPCBM Social Enterprise (20 credits) 6056YPCBM Diversity Management (20 credits) 6057YPCBM Lean Six Sigma (20 credits) 6058YPCBM Environmental Management (20 credits) 6059YPCBM Corporate Governance & Finance (20 credits)	100 core credits at level 6 20 option credits at level 6
Level 5	Potential Awards on completion	
Core	Option	Award Requirements
5050YPCBM Digital Business Intelligence (20 credits) 5051YPCBM Organisational Behaviour (20 credits) 5052YPCBM Research Methods for Business (20 credits)	5055YPCBM Investment and Financial Analysis (20 credits) 5056YPCBM Business Law (20 credits) 5057YPCBM Leadership for Business (20 credits)	100 core credits at level 5 20 option credits at level 5

5053YPCBM Small Business & Entrepreneurship (20 credits) 5054YPCBM Quality and Operations Management (20 credits)	5058YPCBM Supply Chain Operations (20 credits) 5059YPCBM Retail Management (20 credits)	
Level 4	Potential Awards on completion	
Core	Option	Award Requirements
4050YPCBM Contemporary issues in business and society (20 credits) 4051YPCBM Business and Economic Decision making (20 credits) 4052YPCBM Academic Skills for Business & Management (20 credits) 4053YPCBM Introduction to Accounting & Finance (20 credits) 4054YPCBM Fundamentals of Management (20 credits) 4055YPCBM Marketing Management and Sales (20 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 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. For example, all modules at levels 4, 5 and 6 expose students to real work simulations.

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.

Further information about Graduate Skills can be found at:

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

Criteria for admission

Other

For admission to Level 4 of the programme, School/College leavers who would normally be required to have achieved the following: STPM (Malaysian Higher School Certificate - two (2) principal passes + two (2) subsidiary passes (equivalent to A-levels) in appropriate subjects OR Foundation in Business from YPC International College OR Foundation in Business & Information Technology from YPC International College OR Any qualification deemed equivalent by the Programme Team and Link Tutor as entry-level education.

To enrol directly on level 5, a student would normally be required to have achieved the following: SPM - 3 credits in relevant subjects (equivalent to O-levels) plus a YPC International College Diploma in Business Management with a minimum 2.5 Cumulative Grade Point Average (CGPA) score OR SPM - 3 credits in relevant subjects (equivalent to O-levels) plus a MQA approved Diploma in an appropriate discipline - with a minimum 2.5 Cumulative Grade Point Average (CGPA) score.

In each case the YPC International College Programme Co-ordinator will assess English Language capability and, if necessary, place students on an appropriate English Language programme (for example MUET Band 3 for entry to Level 4).

The Programme Leader will interview all applicants to ascertain their knowledge, skills, suitability and English language competence in relation to the programme requirements. The final decision on entry will be with LJMU. Applicants with an MQA approved Diploma will be required to apply to LJMU for RP(E)L.

The RP(E)L process in LJMU is followed at YPC. Entry into Level 5 must be College/University leavers who are expected to have achieved one of the following entry requirements: i) SPM – 3 credits (equivalent to 'O-level') plus YPC Diploma in Business Management – with 2.5 Cumulative Grade Point Average (CGPA) OR ii) A MQA approved Diploma in a related discipline with 2.5 CGPA. The programme leader will interview all applicants to ascertain their knowledge, skills, suitability and English language competence in relation to the programme requirements.

RP(E)L for students from other colleges will be on a case by case basis where their diploma should be equivalent to the YPC Diploma and the Programme Leader will do a mapping to determine whether the student's qualification matches the Level learning outcomes. This mapping informs the RP(E)L approval undertaken by LJMU. As with normal admissions, the final decision rests with LJMU.

Mature entry

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

Overseas qualifications

International students achieving a qualification equivalent to the above (as defined by NARIC), together with an English language capability of IELTS 6.0 or equivalent. Decisions on equivalence will be made by the relevant link tutor or programme leader within Liverpool Business School.

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.