

PROGRAMME SPECIFICATION

Bachelor of Science with Honours in Business Management

Awarding institution	LJMU
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	General business and management 2015 QAA 1089 02/2015
Programme accredited by	
Description of accreditation	
Validated target and alternative exit awards	Bachelor of Science with Honours in Business Management Diploma of Higher Education in Business Management Certificate of Higher Education in Business Management
Link Tutor	Seamus O'Brien

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 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 towards transferable skills, employability and developing an inculcate positive attitude to lifelong learning.

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

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 Science 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. 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. 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.

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.

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 learning outcomes.

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, whilst at the higher levels more advanced are introduced.

Transferable skills are generally incorporated within modules and related to relevant assessments as appropriate.

Assessment methods are specified in each module handbook but include unseen examination, open book examination, coursework assignments, portfolios, multiple choice test, simulations, video diaries and presentations. In the final year students prepare a project / dissertation report (optional).

Programme structure - programme rules and modules

With increased optionality on the BSc (Hons) Business Management, students have the opportunity to choose subject specialisms from the list of options at Level 5 and Level 6 as follows:

Entrepreneurship: 5505YPCBSC, 5506YPCBSC, 6509YPCBSC, 6510YPCBSC, 6511YPCBSC

Finance: 5514YPCBSC, 5516YPCBSC, 6508YPCBSC, 6512YPCBSC, 6514YPCBSC

International Business: 5513YPCBSC, 5514YPCBSC, 6508YPCBSC, 6516YPCBSC, 6517YPCBSC

Marketing: 5511YPCBSC, 5512YPCBSC, 6521YPCBSC, 6522YPCBSC, 6523YPCBSC

Operations & Technology Management: 5509YPCBSC, 5510YPCBSC, 6524YPCBSC, 6525YPCBSC, 6526YPCBSC

Human Resource Management: 5507YPCBSC, 5508YPCBSC, 6518YPCBSC, 6519YPCBSC, 6520YPCBSC

Project Management: 5517YPCBSC, 5518YPCBSC, 6506YPCBSC, 6507YPCBSC, 6508YPCBSC

Sustainability: 5519YPCBSC, 5520YPCBSC, 6503YPCBSC, 6504YPCBSC, 6505YPCBSC

At Level 6, students must choose 40 credits from either 6500YPCBSC or 6501YPCBSC.

Level 6	Potential Awards on completion	Bachelor of Science with Honours
Core	Option	Award Requirements
6502YPCBSC Strategic Management (20 credits)	6500YPCBSC Project Dissertation (40 credits) 6501YPCBSC Business Plan Consultancy (40 credits) 6503YPCBSC Corporate Governance (CG) and Intellectual Property Rights (20 credits) 6504YPCBSC Risk and Resilience in a Changing World (20 credits) 6505YPCBSC Personal and Professional Ethics (20 credits) 6506YPCBSC Project Planning, Monitoring and Control (20 credits) 6507YPCBSC Contemporary Project Management and Practice (20 credits) 6508YPCBSC Strategic Corporate and Project Finance (20 credits) 6509YPCBSC Applied Business Entrepreneurship (20 credits) 6510YPCBSC Internationalisation of Small Businesses (20 credits) 6511YPCBSC Social Enterprise (20 credits) 6512YPCBSC Contemporary Economic Policy (20 credits) 6514YPCBSC Corporate Governance and Finance (20 credits) 6516YPCBSC National Business Systems and Global Capitalism (20 credits) 6517YPCBSC Global Strategy in Practice (20 credits) 6518YPCBSC Strategic HRM (20 credits) 6519YPCBSC Employment Law (20 credits) 6520YPCBSC Leadership (20 credits) 6521YPCBSC Integrated Marketing Communications (20 credits) 6522YPCBSC Global Marketing (20 credits) 6523YPCBSC Strategic Branding (20 credits) 6524YPCBSC Logistics and Transportation (20 credits) 6525YPCBSC Sustainable Supply Chains (20 credits)	20 core credits at level 6 100 option credits at level 6

	6526YPCBSC Lean Operations (20 credits)	
Level 5	Potential Awards on completion	
Core	Option	Award Requirements
5500YPCBSC The Digital Economy (20 credits) 5501YPCBSC Project Management (20 credits) 5502YPCBSC Research and Analysis for Business (10 credits) 5503YPCBSC Sustainability and the Circular Economy (20 credits) 5504YPCBSC Employability and Enterprise (10 credits)	5505YPCBSC Creativity, Innovation and Entrepreneurship (20 credits) 5506YPCBSC Entrepreneurial Finance (20 credits) 5507YPCBSC HR Fundamentals (20 credits) 5508YPCBSC HR Models and Metrics (20 credits) 5509YPCBSC Supply Chain Management (20 credits) 5510YPCBSC Procurement Management (20 credits) 5511YPCBSC Customer Relationship Management (20 credits) 5512YPCBSC Digital Marketing (20 credits) 5513YPCBSC Managing the Multinational Enterprise (20 credits) 5514YPCBSC Finance of International Trade (20 credits) 5516YPCBSC Investment and Financial Analysis (20 credits) 5517YPCBSC Project Management Methodologies (20 credits) 5518YPCBSC Leading and Influencing Projects (20 credits) 5519YPCBSC Global Sustainability, Issues and Opportunities (20 credits) 5520YPCBSC CSR- Creating Shared Values (20 credits)	80 core credits at level 5 40 option credits at level 5
Level 4	Potential Awards on completion	
Core	Option	Award Requirements
4500YPCBSC Business and the Economy (20 credits) 4501YPCBSC Data Analysis for Business (10 credits) 4502YPCBSC Finance and Accounting for Managers (20 credits) 4503YPCBSC Principles of Marketing (20 credits) 4504YPCBSC Operations and Technology Management (20 credits) 4505YPCBSC Managing People and Organisations (10 credits) 4506YPCBSC Personal and Professional Development (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)

Briefing sessions and workshops will be conducted with all students to highlight the availability of the industrial placements as well as outline students' responsibilities during the placements conducted by YPC. The workshops include topics such as Resume Writing, Grooming Talk, How to Ace Job Interviews and Advice, Tips & Ethics during Industrial Training. Career Days will also be organised for students where students will have the opportunity to meet prospective employers on campus and stand a chance to be interviewed on campus.

All undergraduate programmes of 360 credits or more are required to incorporate self-awareness skills as part of the assessment. This is incorporated into the third and fourth learning outcome in 4506YPCBSC Personal and Professional Development module. This will allow students to identify their skills and encourage the development of further skills to enhance their employability prospects. The learning outcomes are as below.

#LO3 - Recognise the importance of Personal Development Planning and identify aspects such as strengths and weaknesses, motivations and values and the ability to work with others.

#LO4 - Summarise personal skills and competencies within a portfolio using SWOT analysis and personal and professional development planning.

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 an 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 at YPC 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.