

**Programme Title:** BA (Hons) in Business Management Studies

**Awarding Institution:** University of Bedfordshire, UK

**Level:** 4 - 6 (Undergraduate)

**Mode of Study:** Full time (3 years)

### **Why study this course?**

The BABMS course provides the broad range of skills and knowledge that form the foundations for a career in business and management, whether it is in the private, public or third area sectors. The degree provides a broad, international understanding of management under diverse operating conditions. All the basic functional areas of the business discipline – Marketing, Operations, Accounting, HRM, Business Strategy – are covered and their relevance to the international context of rapid change is covered in-depth.

### **Entry Criteria**

#### Standard:

112 UCAS points

#### Additional:

Normally GCSE in English and Mathematics at grade C, or equivalent

For mature students, other relevant qualifications and appropriate work experience will be considered. An interview (by phone or in person) may be required.

For international students English competence of IELTS 6.0 or equivalent, is required.

### **Intended learning outcomes for the programme**

The educational aims of the BA (Hons) Business Management Studies course are to enable students to achieve the learning outcomes by:

- understanding of how they learn and their ability to reflect on that learning and formulate new ideas,
- developing knowledge of, and ability to use, appropriate information systems,
- developing skills in numeracy, literacy and communication to enable them to understand and use finance and accounting processes and to operate effectively and efficiently in an appropriate range of business activity areas,
- being able to undertake original research and to critically analyse the data and information gathered,
- contributing to the implementation of new ideas and strategies for the benefit of organisations, written and oral communication skills,
- enhancing, for international students, their English language skills
- providing a learning experience in which the discipline and subject knowledge, and understanding and individual capability of each student is fostered with a view to establishing their professional business abilities and application skills and enhancing their career development opportunities
- designing a learning experience that engages students in acquiring a firm academic understanding of the business studies discipline while evaluating their future professional and career direction

At the end of the BA (Hons) Business Management Studies course students should be able to:

LO1	Develop a critical awareness and understanding of the main functions of business and the associated management processes within a variety of institutional, organisational and national contexts.
LO2	Provide a broad and coherent programme integrating the various disciplines of business such as business law, accounting, operations, strategy, HRM and marketing and thus facilitate the in-depth awareness in students of the inter-relationship among the disciplines and an understanding of contemporary business theory and practices in a variety of organisational contexts and sectors of activity
LO3	Apply flexibly and reflectively a range of transferable cognitive, intellectual, personal and interpersonal skills into the workplace or in future postgraduate study
LO4	Develop your applied and intellectual skills and knowledge to make an effective contribution to an organisation as a junior manager or as a business professional
LO5	Show a critical appreciation, comprehension and understanding of the role of managers, leaders, and business professionals undertake in the modern, globalised business world
LO6	Demonstrate and apply the analytical and evaluative skills commensurate with degree level higher education and exhibit sound judgment, problem-solving skills, and a high-level of communication abilities and independence of thinking.

### Course Structure

Credits ECTS	Unit Name
<b>Year One – Level 4. All modules are compulsory</b>	
10	Managing Information and Technology
10	Economics for Business
10	Business Accounting
10	Marketing Management
10	Organisational Behaviour
10	Quantitative Techniques in Business
<b>Year 2 – Level 5. All modules are compulsory</b>	
10	Financial Management Analysis
10	Human Resource Management

10	Personal Managerial Effectiveness
10	Business Research Methodologies
10	International Business
10	Project Management
<b>Year 3 - Level 6 Student complete 4 compulsory modules.</b>	
10	Entrepreneurship
10	Innovation and Technology Management
10	Integrated Case Study Analysis
10	Strategic Management
<b>Students select ONE of the final project options below</b>	
20	Business Project
20	Dissertation

## Learning and Teaching

Students study in a staged, incremental pattern where core areas of business and management are explored and progressively developed. The study of operational and functional aspects of business and management are paralleled with modules which contextualise business activities in a broader base of reference. At level 6 students have the opportunity to further contextualise their individual learning and their career intentions within an extended piece of suitable project work which may be presented for assessment as either a dissertation project or a business project.

Throughout the programme students are encouraged to relate learning to examples which they are able to draw from a variety of references and which may be based on consideration of their previous experiences, and contemporary perceptions as an international student studying in a western educational system. References they can draw from include:-

- their personal experience (and that of their peers);
- the localised, cultural, regional/national/international examples which they identify and discuss as a part of the programme;
- current business theory, academic evaluation, and module content;
- their learning experiences and their maturing evaluative, analytic and professional abilities and expectations
- the relationship between academic knowledge, the analysis and conceptualisation of knowledge, and professional, real world commerce, industry and cultural contexts.

The *Project* module, which is undertaken in the fifth and sixth trimesters and which is introduced through the Business Research Methodologies Module in the fourth trimester, provides keynote focus for the development and demonstration of the skills, knowledge and critical cognitive abilities developed within the programme. The *project* provides a focused culmination for the programme and is seen as an integrated project which may combine a wide range of elements and/or reference points from across the taught modules. It enables

the learner to carry out independent research into an organisation, or aspect of business and management, or sector of choice and apply both knowledge and an understanding of contemporary issues to their work.

The *Project* and the *business research methodologies* modules explore the relationship between research and particular modes of development. In allowing students to undertake either of the two modes of delivery of the *Project* the programme therefore additionally supports and facilitates:-

- career development reflection and planning; consideration of the learning experienced by the student; reflection on personal goals, aims, personal experiences and opportunities;
- the development of professional expertise and its potential for application in appropriate contexts;
- the demonstration of business acumen and applications in simulated and real time contexts
- Academic progression – where appropriate – to MBA, PhD study and/or progression –where appropriate to DBA study.

For Full-Time students, the course is delivered in a traditional, sequential linear based, weekly pattern of teaching and learning (Monday to Friday), composed of lectures, seminars, tutorials and workshops. The full-time course is delivered within a three times three-trimester calendar year over 3 years.

Students are required to attend a 3-day induction at the start of their course, to ensure they are fully prepared for Undergraduate level study.

As students progress from level 4 study at year one to level 6 in the final year, they are expected to take increasing responsibility for their individual learning and for their development of approaches to learning. This is supported by mentoring and academic guidance sessions which are take place throughout the course. Students pastoral support needs are also catered for throughout the programme.

The teaching team includes staff with a specialist research base and tutors with a depth of practical experience in management and leadership.

## **Assessment**

Teaching and delivery of curricular material will be through a blend of lectures, tutorials, seminars/discussions, workshops and other appropriate teaching modes and utilising a variety of learning and assessment methods, including; -

- the consideration of a variety of types and sources of case studies and evidence references including those drawn from the previous experience of the students and the teaching staff delivering the programme;
- individual and/or team discussions/presentations undertaken in class as part of the approach to formative assessment and guidance throughout the delivery of the programme;
- joint class discussions, workshop discussion, individual tutorial discussion;
- Tutorial-support surgeries; and other appropriate learning methods.

A summary of the combined approaches used in the learning and teaching strategy is indicated below.

- Referenced experiential learning (based on the experiential contexts of students and their international examples and identity)
- Employability focused activities (Applied case study references; in class formative discussion based on the experiential backgrounds of students and staff)
- Formal lectures and briefings/discussion
- Workshops
- Individual and group-team tutorials
- Presentations – (formative in class and in-assignment presentation papers)
- Seminars and group discussions
- Case study analysis - (Formative in class and Summative)
- Assignments and Report writing and presentation
- Directed and independent study, e.g. using on-line materials
- Development of monitored and supervised individual research approaches.

All written work is submitted electronically and passed through Turnitin as an aid to detecting potential plagiarism. The issue of plagiarism, and the consequences of engaging in the act of plagiarism, is explained to students at their induction and also in unit lectures to ensure that instances of academic malpractice are minimised and where these are identified they are subject to the appropriate disciplinary action.

***Details of the assessment for each module are included in the module information below:***

## Curriculum Content/Module information

### Year 1 Modules – Level 4

#### **Managing Information and Technology (10 ECTS)**

***Aims:***

- To enable students to understand the use of applications software and to develop individual applications that solve business problems
- To investigate the opportunities and problems associated with computer-based management information system
- To provide the background for determining the usefulness of computers to assist management in the planning and control of business operations

***Assessment:***

Written Assignment (40% weighting) (1600 words)

Unseen written examination (60% weighting) (2 hours)

#### **Economics for Business (10 ECTS)**

***Aims:***

- To ensure that students understand the working of the market system, the case for free markets and the causes of market failure and to learn how to apply the tools of microeconomics to analyse social and economic issues
- To introduce students to broad macroeconomic issues as they relate to the collective roles of households, businesses and governments.
- To focus on the application of microeconomic concepts to the analysis of the firm using the Structure-Conduct-Performance Paradigm
- To examine how areas of market structure, market conduct and market performance affects the firm in the competitive marketplace.

***Assessment:***

Written Assignment (40% weighting) (1600 words)

Unseen written examination (60% weighting) (2 hours)

#### **Business Accounting (10 ECTS)**

***Aims:***

- To introduce students to the nature, function, concepts, theory and method of financial accounting and to develop students' ability to handle accounting data and prepare financial statements
- To focus on the provision of accounting information for managerial control and decision-making, related to planning and budgeting, variance analysis and performance evaluation.
- To examine the role of accounting theory and current debates on alternative approaches that challenge traditional concepts. Students will also develop a broad understanding of corporate social reporting

**Assessment:**

Individual Essay (40% weighting) (1,600 words).

Unseen written examination (60% weighting) (2 hours)

**Marketing Management (10 ECTS)****Aims:**

- To introduce students to marketing concepts, the environmental and organisational factors that shape marketing decisions.
- To examine the role of marketing decisions in a variety of settings including manufacturing and service firms, consumer and business markets, profit and non profit organisations, domestic and global companies and small and large businesses.
- To facilitate the students developing a solid understanding of the relationship between business strategy and the decision areas under marketing responsibility.
- To apply tools and conceptual models for understanding customers, competition and relevant environmental issues.

**Assessment:**

Group Presentation (40% weighting) (30 minutes)

Unseen written examination (60% weighting) (2 hours)

**Organisational Behaviour (10 ECTS)****Aims:**

- To examine fundamental management theories and traditional managerial responsibilities in formal and informal organisational structures. Planning, organising, directing, controlling and staffing are explored.
- To present a thorough and systematic coverage of management theory and practice.
- To introduce students to the history of reflections on ethics in the Western business world. It also focuses on providing students with a workable model of ethical decision making, helping them to practice as a professional or businessperson in an ethically responsible manner.

**Assessment:**

Individual Case Study Analysis (40% weighting) (maximum 1,600 words)

Unseen written examination (60% weighting) (2 hours)

**Quantitative Techniques in Business (10 ECTS)****Aims:**

- To develop the student's ability to understand the use of mathematics and statistics in solving business problems
- To provide an introduction to statistics and commonly used quantitative methods, which will prove useful in helping students to understand and appreciate other units in the Business Studies programme

- To encourage the student to use appropriate computer software to present and analyse statistical data in the context of quality production and business related problems.

**Assessment:**

Individual Report (1,600 words).

Unseen written examination (60% weighting) (2 hours)

**Year 2 Modules – Level 5**

**Human Resource Management (10 ECTS)**

**Aims:**

- To provide students with an in-depth knowledge and understanding of the conceptual frameworks of, and challenges to, human resource management
- To develop their understanding of academic and practical concepts through a review and of appropriate academic and practitioner journals.
- To develop an appreciation of the strategic, personnel, cultural and structural issues relation to human resource management.

**Assessment:**

Individual Case Study (40% weighting) (1,600 words).

Individual Report (60% weighting) (2,400 words).

**Personal Managerial Effectiveness (10 ECTS)**

**Aims:**

- To introduce students to theories and practices relevant to personal and managerial competencies, including how managers learn, individual learning styles, developing specific managerial competencies, learning to learn, self-management, integrating managerial competencies with management development and facilitating a learning environment.
- To provide students with an opportunity to create a plan for developing the abilities associated with superior managerial performance. It provides an orientation to the self-directed, active learning methods of the entire programme.
- To explore contemporary ideas on effective leadership and management.
- To provide insights from psychology into managing people in a variety of settings, including small enterprises, public and not-for-profit organisations and large corporations.

**Assessment:**

Individual Presentation (40% weighting) (15 minutes)

Individual Academic Report (60% weighting) (2,400 words)



## **Project Management (10 ECTS)**

### ***Aims:***

- To give students an opportunity to be an individual contributor, working on a project team to define, plan and manage a project.
- To introduce Project Management and identify the tools and techniques to resolve problems associated with bringing projects in on time and within an established budget.
- To enable the student to learn the primary elements of Project Management to such an extent that he/she is able to develop a detailed project plan for a small or large-scale project.
- To focus on both the manufacturing and service businesses and the internal and external operations involved at all levels of the supply chain in a global environment.

### ***Assessment:***

Individual Essay (weighting 40%) (1,600 words).

Case study analysis (weighting 60%) (2,400 words)

## **Financial Management Analysis (10 ECTS)**

### ***Aims:***

- To provide a comprehensive coverage of financial management from a corporate perspective, together with a comprehensive coverage of elementary financial mathematics.
- To provide coverage of the core objectives of corporate financial management, and the application of a range of analytical techniques and technologies, including financial mathematics, computer spreadsheet models and electronic calculator routines,
- To understand investment, financing and dividend decisions.
- To cover the impact of different income tax systems on investment evaluation from both a corporate and shareholder perspective.

### ***Assessment:***

Individual Report (weighting 40%) (1,600 words).

Unseen written examination (60% weighting) (2 hours)

## **International Business (10 ECTS)**

### ***Aims:***

- To provide a comprehensive approach to international business issues and their relationship to domestic practice.
- To provide students with an understanding of various approaches to conducting business across borders
- To provide students with an insight into cross-cultural skills required for 21st century businesses

**Assessment:**

Individual Case Study (weighting 40%) (1,600 words).

Unseen written examination (60% weighting) (2 hours)

**Business Research Methodologies (10 ECTS)****Aims:**

- To introduce and develop the skills needed to conceptualise a problem
- To make use of available literature, design a research strategy, evaluate, organise, and integrate relevant data (both existing and new)
- To survey the basic processes of research methodology as practiced in the social sciences and business.
- To derive useful solutions based on knowledge, and communicate those solutions to clients and colleagues.

**Assessment:**

Individual Proposal for Dissertation/Project (40% weighting) (1,600 words)

Unseen written examination (60% weighting) (2 hours)

**Year 3 Modules – Level 6****Strategic Management (10 ECTS)****Aims:**

- To build on the knowledge and skills acquired in earlier modules to enhance critical awareness of senior management decision-making.
- To address strategic management as a complex agenda of fundamental questions and problems that concern organisations and their future development. In order to address this complexity and generate a richer picture of organisations, the module also considers the context or environment in which an organisation performs and the individuals whose actions help shape organisational performance.

**Assessment:**

Individual Case Study (weighting 40%) (1,600 words).

Unseen written examination (60% weighting) (2 hours)

**Entrepreneurship (10 ECTS)****Aims:**

- To consider and evaluate the business concepts, personal development, and process skills needed to be successful in an entrepreneurship/small business venture
- To encourage and consolidate in each student abilities and capabilities which upon

completion of the module will provide them with a foundation of skills and knowledge that will enable them to effectively evaluate new venture opportunities and increase their odds of successfully starting a business.

- To focus on the critical role of opportunity creation and recognition, and the entrepreneur, as the principal success factors in starting and growing a new venture. This is especially relevant for aspiring entrepreneurs bent on launching and growing profitable business

**Assessment:**

Individual report (40% weighting) (1600 words)

Individual case study analysis (60% weighting) (2,400 words)

**Innovation and Technology Management (10 ECTS)**

**Aims:**

- To develop critical awareness of contemporary issues in international business and to provide students with an understanding of the ways in which technology is brought to market.
- To provide students with both an understanding of the issues and the practical means of dealing with them in a business context.
- To enable students to discover and consider how to identify, discuss, evaluate and avoid the common pitfalls in managing innovation.
- Against the contemporary issues of the day, the module aims to encourage students to consider alternative measures and evaluate the technical and political challenges of their implementation.

**Assessment:**

Individual Report (40% weighting) (1,600 words).

Unseen written examination (60% weighting) (3 hours)

**Integrated Case Study Analysis (10 ECTS)**

**Aims:**

- To enable students to review practical business problems and proposing solutions to these problems. Students will be required to solve cases and justify the solutions that have been put forward from an available pool of different solutions. Students will focus on decision making and ensuring that developing the viability of their responses becomes a key element of their skill sets.

**Assessment:**

Individual presentation (20% weighting) (10 minutes)

Business Report (80% weighting) (3,200 words)

**Optional Modules**

**Dissertation (20 ECTS)**

**Aims:**

- To develop higher cognitive skills and to provide students with the opportunity to work

independently in an area of specific interest. Thus students take a more active role in the learning process. It is seen as a major integrating force and an academic challenge for the student as is reflected by its prominence in the final year

- To enable the students to improve their abilities of independent working, skills of original and critical thinking and methods of research design, data collection, analysis and presentation

**Assessment:**

Dissertation (100% weighting) (10,000-12,000 words)

**OR**

**Business Project (20 ECTS)**

**Aims:**

- To enable the student to integrate the knowledge acquired in the taught modules at Levels 4, 5 and 6, of the programme
- To develop the ability to apply that knowledge to the analysis and solution of the kinds of business and management problems that are encountered in the development of a viable and persuasive business proposal
- To develop the skills to communicate proposed solutions and the rationale behind them to an audience of potential investors
- To present a plan of action on the basis of the research and speak persuasively with respect to the feasibility of the action and the likelihood of it leading to business success.

**Assessment:** (100% weighting) A written report in the form of a Business Project Proposal and Project Plan (10,000-12,000 words)

## **Developing employability**

Graduate attributes, characteristics, and employability

The programme aims and objectives, module learning outcomes, and the learning, teaching and assessment strategies are designed to address the UK Graduate Attributes and characteristics descriptors as well as the relevant QAA Subject Benchmark Statements, FHEQ Level Descriptors, and ABS guidelines and related benchmarks (examples include the Enterprise and entrepreneurship education, and Education for sustainable development, guidance documents produced by the QAA Graduate Enterprise and Entrepreneurship Group, and the HEA sustainable development consultation group).

The programme is designed to develop attributes identified by employers as skills and competencies which a graduate should have upon completion of an undergraduate programme. The programme philosophy is concerned with the sustainability of the relationship between theory and practice, with theory into practice, and with the application of theory and practice within the wider development of personal attributes, future career, professional opportunities and development.

The design, responsiveness and sensitivity to market targets, and the career enhancement, employability and student development objectives for the programme have meant that curricula, learning and teaching strategy, module syllabi and assessments strategy have taken into account the requirements for supporting the development in the student of:-

- Problem identification, solving and reflective, analytic and application abilities in the student;
- The development of inter-personal skills and networking by the student;
- The concepts of international citizenship and international role – including the concepts of diversity, sustainability, interdisciplinary, multiple perspectives, critical thinking and reflection;
- Flexibility and adaptability
- Effective communications
- Creativity and innovation

## **After Graduation**

Employment, career development, and career and professional opportunities

LSC programmes have an established reputation for management and business professional development in a variety of employment sectors. International career opportunities and employment areas for BA (Hons) Business Management Studies graduates are expected to continue in the private, public and third area sectors in management, business/organisational/entrepreneurial development and similar general employment areas. The BABMS programme structure is designed to support students in the development of their own businesses; gaining employment in the general business and management sectors or in specific areas of marketing, financial management, strategic development, research, human resources management, international business sectors and similar areas.

Students who complete the programme are expected to seek employment in their local region or area or to use the international nature of the learning experience and the final qualification to seek employment in the wider international and/or national region.

**Pass rate:**

This is a new programme and as yet students have not reached graduation. However completion rates for BA in Business Studies programmes, offered at other LSC campuses, are high.

**Further Learning Opportunities**

Upon completion of the BABMS students may wish to consider progressing to the MBA Global, which is offered on a full and part time basis at LSCM.