

Course Title	<b>BACHELOR OF ARTS (HONOURS) BUSINESS STUDIES</b>
Awarding Bodies	<b>University of Suffolk</b>
Level of Award	<b>FHEQ Level 6 / MQF Level 6</b>
Credit Structure	<b>Total 360 Credits (180 ECTS) Level 4: 120 Credits (60 ECTS) Level 5: 120 Credits (60 ECTS) Level 6: 120 Credits (60 ECTS)</b>
Length of Course	<b>3 years full-time</b>
Award title	<b>BACHELOR OF ARTS (HONOURS) BUSINESS STUDIES</b>
Entry Requirements	Be in possession of two “A” Levels, or an equivalent qualification recognised by MQRIC; Should be at least 18 years old; Minimum English language competency at CEFR B2.
Delivering Institution(s)	<b>London School of Commerce [London and Manchester]</b>

### **Why Study this Course**

The BA (Hons) Business Studies offers an integrated award and progression framework which complements existing university programmes and which is able to provide a clearly differentiated opportunity for study which is distinctively aimed at recruiting international students. The developed body of knowledge gained from this programme will facilitate a systematic, and reflective approach to business and management practices and approaches and will enable graduating students to be adaptive, strategic thinkers who are able to evaluate critically and respond to complex business issues. They will be able to apply high-level business skills and knowledge from academic theories to the business internal and external context. The overall outcome from a student engaging with the programme of study will be a business, manager, or career professional in an aspect of business and management who is able to add value to the profession in which they are developing their career through meeting the needs and expectations of employers; and through their increased knowledge, skills and capacity to apply effectively acquired transferable, integrated skills.

### **Programme Aims**

The principle aims of the two year accelerated BA (Hons) Business Studies programme and the programme in its international three year format are to:

- Develop a critical awareness and understanding of the main functional areas of business studies and business administration and the associated management processes within a variety of institutional and organisational contexts.
- Provide a broad and coherent programme of integrated study of the subjects which contribute to the business and management discipline which enables students to develop an understanding of contemporary business theory and practices in a variety of organisational contexts and sectors of activity.
- Enable graduates to develop the necessary range of generic (transferable), cognitive, intellectual, personal and interpersonal skills required for effective undergraduate study and future vocational needs.
- Enable and support graduates to develop their applied and intellectual skills and knowledge to make an effective contribution to an organisation as a junior manager or business professional upon graduation.
- Develop in students a critical appreciation, comprehension and understanding of the manager, leader, and business professional and the roles which they undertake in the modern business world.

- Establish the foundation for future career development, personal development planning and continuing professional development for each learner.
- Provide students with the analytical and evaluative skills commensurate with degree level higher education. That is, to develop students' cognitive, intellectual, and imaginative powers, their understanding and judgment; their problem-solving skills; their ability to communicate; their ability to see relationships within what they have learned and to perceive their study of business in a broader perspective.

## **Course Learning Outcomes**

### Generic Programme Outcomes

The following sections provide a set of generic programme outcomes covering Cognitive, Practical and Transferable Skills that apply to all programmes. Knowledge and Understanding outcomes are listed separately within the individual programme specifications.

This subject benchmark statement is for general business and management honours degree programmes only. The purpose of business and management programmes may be characterised in a number of areas of focus including the following:-

- study of business and organisations, their management and the changing external environment in which these are contextualized and in which they operate
- preparation for and development of a career in business and management
- enhancement of lifelong learning skills and personal development to contribute to society at large and to the discipline and subjects within the discipline.

### Knowledge and understanding

There is an expectation that degree programmes covered by this subject benchmark statement should provide a broad, analytical and highly integrated study of business and management. Students should be able to demonstrate relevant knowledge and understanding of organisations, the external environment in which they operate and how they are managed. This core aim is augmented by the context of globalisation and the application of generic benchmark concepts to the specific challenges and contexts of international business.

There is an emphasis upon understanding and responding to change and the consideration of the future of organisations and the external environment in which they operate. The interrelationships among and the interconnectedness between these areas are very important within the overall student learning experience, and should be demonstrated in the capabilities of successful students from all modes of delivery.

Organisations - this encompasses the internal aspects, functions and processes of organisations including their diverse nature, purposes, structures, governance, operations and management, together with the individual and corporate behaviours and cultures which exist within and between organisations and their influence upon the external environment.

External environment - this encompasses a wide range of factors, including economic, environmental, ethical, legal, political, sociological and technological, together with their effects at local, national and international levels upon the strategy, behaviour, management and sustainability of organisations.

Management and business contexts - this encompasses the various processes, procedures and practices for effective management of organisations. It includes theories, models, frameworks, tasks and roles of management together with rational analysis and other processes of decision making within organisations and in relation to the external environment. Within the framework of these three main areas, it is expected that students will also be able to demonstrate knowledge and understanding in the following areas:

- international markets - the development and operation of markets for resources, goods and services
- global customer orientation - customer expectations based on cultural differences, service and orientation
- international finance - global money markets, world financial centers, global use and transfer of finance; the use of accounting and other information systems for transnational managerial applications
- people across boundaries - the management and development of people within transnational corporations

- international operations - the management of resources and operations across global multi site organisations
- global information systems - the development, management and exploitation of information systems and their impact on international organisations
- communication and internet technology - the comprehension and use of relevant communication and internet technologies for application in business and management
- global business policy and strategy - the development of appropriate international, national and local policies and strategies within a changing environment, to meet stakeholder interests
- pervasive issues - sustainability, globalisation, corporate social responsibility, diversity, business innovation, creativity, enterprise development, knowledge management and risk management

### Skills

Business and management degrees are strongly related to practice and therefore there should be a strong link between the development of skills and employability of graduates. Students should be able to demonstrate a range of cognitive and intellectual skills together with techniques specific to business and management. Students should also be able to demonstrate relevant personal and interpersonal skills. These include (not in any particular priority order):

- cognitive skills of critical thinking, analysis and synthesis. This includes the capability to identify assumptions evaluate statements in terms of evidence, to detect false logic or reasoning, to identify implicit values, to define terms adequately and to generalise appropriately
- effective problem solving and decision making using appropriate quantitative and qualitative skills including identifying, formulating and solving business problems. The ability to create, evaluate and assess a range of options together with the capacity to apply ideas and knowledge to a range of situations
- effective communication, oral and in writing, using a range of media which are widely used in business such as the preparation and presentation of business reports
- numeracy and quantitative skills including data analysis, interpretation and extrapolation. The use of models of business problems and phenomena
- effective use of communication and information technology for business applications
- effective self-management in terms of time, planning and behaviour, motivation, self-starting, individual initiative and enterprise
- effective performance, within a team environment, including leadership, team building, influencing and project management skills
- interpersonal skills of effective listening, negotiating, persuasion and presentation
- ability to conduct research into business and management issues, either individually or as part of a team for projects/dissertations/presentations. This requires familiarity with and an evaluative approach to a range of business data, sources of information and appropriate methodologies, and for such to inform the overall learning process
- self reflection and criticality including self awareness, openness and sensitivity to diversity in terms of people, cultures, business and management issues. Also, the skills of learning to learn and developing a continuing appetite for learning; reflective, adaptive and collaborative learning.

Generic outcomes for the Certificate of Higher Education include seeking to develop the students' ability to:

- evaluate the appropriateness of different approaches to solving problems related to their area(s) of study and/or work;
- communicate the results of their study/work accurately and reliably, and with structured and coherent arguments;
- undertake further training and develop new skills within a structured and managed environment;
- Develop their abilities, and qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility.

Generic outcomes for the Diploma of Higher Education include seeking to develop the students' ability to demonstrate:-

- knowledge and critical understanding of the well-established principles of their area(s) of study, and of the way in which those principles have developed;

- an ability to apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context;
- knowledge of the main methods of enquiry in their subject(s), and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study; an understanding of the limits of their knowledge, and how this influences analyses and interpretations based on that knowledge.

On successful completion of the *BA (Hons) Business Studies* programme students will have achieved the following outcomes:-

(A) Knowledge Understanding and Skills: Students completing the programme will be able to:

- A1 Demonstrate a critical comprehension and evaluative understanding of the main issues, theories and methodologies that are central to business and business management in organisations;
- A2 Demonstrate a critical awareness, comprehension, and analytic understanding of the main functional areas of business studies, business administration and business management processes within a variety of institutional and organisational contexts.
- A3 Evaluate the role of the professional business manager and the professional and ethical considerations associated with this role and its contexts
- A4 Critically analyse and evaluate organisational and strategic management processes within the context of the prevailing internal and external environment
- A5 Demonstrate a critical, analytic and evaluative application of theory to management practice and within the context of professional business practices
- A6 Demonstrate a critical awareness and utilisation of research and applied research in the evolution of business studies and management practices

(B) Cognitive Skills: Students completing the programme will be able to:

- B1 Critically reason, synthesise judgments, and analyse complex business issues both systematically and innovatively
- B2 Reflect creatively and critically on their learning experience and make informed judgments on this experience
- B3 Analyse and critically evaluate primary and secondary information collected from research
- B4 Critically utilise, analyse and synthesise problem identification, problem solving and decision making skills, procedures and processes in resolving complex business issues
- B5 Evaluate and critically appraise business and organisational policies, practices, and activities and make informed judgments on these
- B6 Critically formulate, propose, and implement solutions and conclusions to complex business problems and do this in an effective and efficient manner
- B7 Act with reflection, critical insight, and in an independent manner in the planning and managing of their learning with limited guidance and in response to varied contexts, situations and environmental requirements

(C) Key Skills- Practical/Professional Skills: Students completing the programme will be able to:

- C1 Demonstrate an ability to conduct research into business studies and management issues, fields and environmental contexts either individually or as part of a team through researching and research design; data and evidence collection, evaluation and synthesis; critical analysis, synthesis of interpretation and formation of judgments, and the reporting of findings.
- C2 Demonstrate critical skills of numeracy, literacy, and qualitative and quantitative abilities in researching, collation, analysis, synthesis and evaluation of evidence
- C3 Utilise a variety of interpersonal and transferable communication skills including listening to alternative viewpoints and undertaking the evaluation of argument and intellectual positions; engaging in critical discourse, and debate with peers and responding to the views of others; engaging in critical discussion and persuading or influencing others.

C4 Self manage their professional activities and communicate effectively and efficiently while utilising appropriate means and media of communication including new technologies/information technology and within peer groups and other professional groupings

C5 Solve problems, articulate conclusions, make judgments, and form recommendations based on evidence and which are subject to a well developed capacity for critical appraisal and which are based on imaginative, robust judgement, and firm foundations

(D) Transferable Skills: Students completing the programme will be able to:

D1 Structure and communicate ideas both orally and in writing taking appropriate account of the nature of the audience and utilising effective means of communication

D2 Effectively and efficiently manage their time and be able to work to deadlines

D3 Be an autonomous learner and take responsibility for their learning , including being able to act independently in the use and application of resources for learning

D4 Use creative and imaginative thinking in both problem solving and decision making activities

D5 Effectively clarify and prioritise the addressing of individual and group tasks and lead or work within a group towards meeting the requirements of defined deadlines and outcome specifications

D6 Practice and promote their own continuing professional development and learning and on-going personal development

Reflection, self- awareness and openness to life-long learning opportunities.

On successful completion of the *Diploma of Higher Education* students will have achieved the following outcomes:-

(A) Knowledge Understanding and Skills: Students completing the programme will be able to:

A1 Demonstrate a critical comprehension and evaluative understanding of the main issues, theories and methodologies that are central to business and business management in organisations;

A2 Demonstrate a critical awareness, comprehension, and analytic understanding of the main functional areas of business studies, business administration and business management processes within a variety of institutional and organisational contexts.

A3 Evaluate the role of the professional business manager and the professional and ethical considerations associated with this role and its contexts

A4 Critically analyse and evaluate organisational and strategic management processes within the context of the prevailing internal and external environment

A5 Demonstrate a critical, analytic and evaluative application of theory to management practice and within the context of professional business practices

A6 Demonstrate a critical awareness and utilisation of research and applied research in the evolution of business studies and management practices

(B) Cognitive Skills: Students completing the programme will be able to:

B1 Critically reason, synthesise judgments, and analyse complex business issues both systematically and innovatively

B2 Reflect creatively and critically on their learning experience and make informed judgments on this experience

B3 Analyse and critically evaluate primary and secondary information collected from research

B4 Critically utilise, analyse and synthesise problem identification, problem solving and decision-making skills, procedures and processes in resolving complex business issues

B5 Evaluate and critically appraise business and organisational policies, practices, and activities and make informed judgments on these

B6 Critically formulate, propose, and implement solutions and conclusions to complex business problems and do this in an effective and efficient manner

(C) Key Skills- Practical/Professional Skills: Students completing the programme will be able to:

C1 Demonstrate an ability to conduct research into business studies and management issues, fields and environmental contexts either individually or as part of a team through researching and research design; data and evidence collection, evaluation and synthesis; critical analysis, synthesis of interpretation and formation of judgments, and the reporting of findings.

C2 Demonstrate critical skills of numeracy, literacy, and qualitative and quantitative abilities in researching, collation, analysis, synthesis and evaluation of evidence

C3 Utilise a variety of interpersonal and transferable communication skills including listening to alternative viewpoints and undertaking the evaluation of argument and intellectual positions; engaging in critical discourse, and debate with peers and responding to the views of others; engaging in critical discussion and persuading or influencing others.

C4 Self manage their professional activities and communicate effectively and efficiently while utilising appropriate means and media of communication including new technologies/information technology and within peer groups and other professional groupings

C5 Solve problems, articulate conclusions, make judgments, and form recommendations based on evidence and which are subject to a well developed capacity for critical appraisal and which are based on imaginative, robust judgement, and firm foundations

(D) Transferable Skills: Students completing the programme will be able to:

D1 Structure and communicate ideas both orally and in writing taking appropriate account of the nature of the audience and utilising effective means of communication

D2 Effectively and efficiently manage their time and be able to work to deadlines

D3 Be an autonomous learner and take responsibility for their learning , including being able to act independently in the use and application of resources for learning

D4 Use creative and imaginative thinking in both problem solving and decision making activities

D5 Effectively clarify and prioritise the addressing of individual and group tasks and lead or work within a group towards meeting the requirements of defined deadlines and outcome specifications

On successful completion of the *Certificate of Higher Education* students will have achieved the following outcomes:-

(A) Knowledge Understanding and Skills: Students completing the programme will be able to:

A1 Demonstrate a critical comprehension and evaluative understanding of the main issues, theories and methodologies that are central to business and business management in organisations;

A2 Demonstrate a critical awareness, comprehension, and analytic understanding of the main functional areas of business studies, business administration and business management processes within a variety of institutional and organisational contexts.

A3 Evaluate the role of the professional business manager and the professional and ethical considerations associated with this role and its contexts

A4 Critically analyse and evaluate organisational and strategic management processes within the context of the prevailing internal and external environment

A5 Demonstrate a critical, analytic and evaluative application of theory to management practice and within the context of professional business practices

(B) Cognitive Skills: Students completing the programme will be able to:

B1 Critically reason, synthesise judgments, and analyse complex business issues both systematically and innovatively

B2 Reflect creatively and critically on their learning experience and make informed judgments on this experience

B3 Analyse and critically evaluate primary and secondary information collected from research

B4 Critically utilise, analyse and synthesise problem identification, problem solving and decision making skills, procedures and processes in resolving complex business issues

B5 Evaluate and critically appraise business and organisational policies, practices, and activities and make informed judgments on these

(C) Key Skills- Practical/Professional Skills: Students completing the programme will be able to:

C1 Demonstrate an ability to conduct research into business studies and management issues, fields and environmental contexts either individually or as part of a team through researching and research design; data and evidence collection, evaluation and synthesis; critical analysis, synthesis of interpretation and formation of judgments, and the reporting of findings.

C2 Demonstrate critical skills of numeracy, literacy, and qualitative and quantitative abilities in researching, collation, analysis, synthesis and evaluation of evidence

C3 Utilise a variety of interpersonal and transferable communication skills including listening to alternative viewpoints and undertaking the evaluation of argument and intellectual positions; engaging in critical discourse, and debate with peers and responding to the views of others; engaging in critical discussion and persuading or influencing others.

(D) Transferable Skills: Students completing the programme will be able to:

D1 Structure and communicate ideas both orally and in writing taking appropriate account of the nature of the audience and utilising effective means of communication

D2 Effectively and efficiently manage their time and be able to work to deadlines

D3 Be an autonomous learner and take responsibility for their learning , including being able to act independently in the use and application of resources for learning

D4 Use creative and imaginative thinking in both problem solving and decision making activities

### Course Structure<sup>1</sup>

The BA in Business Studies comprises modules at levels 4, 5 and 6.

Module Specifications for each of these modules is included within the course handbook, available to students on-line at the beginning of each academic year.

	Module	Credits (ECTS)
Level 4		
4	Contemporary Business Environment	10
4	Business Decision Making	10
4	Marketing Management	10
4	Personal and Professional Development	10
4	Organisational Theory and Practice	10
4	Business Law and Ethics	10
Level 5		
5	Human Resource Management	10
5	Accounting for Business	10
5	Digital Business	10
5	International Business	10
5	Research Methodologies	10
5	Entrepreneurship and Business Development	10
Level 6		
6	Global Strategic Management	10
6	Building A Sustainable Organisation	10

<sup>1</sup> Students are required to successfully pass all taught modules at level 4 and level 5 before allowing to progress to the final project that leads to the BA (Hons) Business Studies award with the University.

6	Case Study Analysis	10
6	Contemporary Management Issues	10
6	Dissertation (Double Unit)*	20
6	Business Project (Double Unit)*	20

\*Students need to choose one from the two compulsory modules at level 6.

### Teaching and Learning

The methods of learning and teaching are geared to progression and integration through course levels. Individual module descriptors provide details of learning outcomes as well as methods of teaching and learning. The major forms of teaching methods will be lectures, seminars and workshops. Other methodologies may include: field trips, visits, directed reading, interactive learning via the University computer network and the *Moodle* Learning Platform, case study analysis, research, group learning activities, reflective reports (e.g. utilising student progress report files in relation to personal development planning) and presentations. Industry practitioners will also be used wherever possible in providing expert knowledge in their specialist or functional areas.

Teaching and delivery of curricular material will be through a blend of lectures, tutorials, seminars/discussions, workshops and other appropriate teaching modes, 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 course;
- Individual and/or team discussions/presentations undertaken in class as part of the approach to formative assessment and guidance throughout the delivery of the course;
- Joint class discussions, workshop discussion, individual tutorial discussion;
- Tutorial-support surgeries; and other appropriate learning methods.

### Course Assessment

The course assessment philosophy has taken account of the practical nature of business and management skill sets but also recognizes the need to demonstrate sufficient relationship between theory and practice, and theory into practice. Cognitive, professional and transferable skills are appropriately assessed by assignment or applied tasks.

A range of strategies such as case study analysis, essay type assignments, critical literature review, formative and summative presentations/presentation papers - both group and individual, are also employed to enable students to demonstrate the skills required of a business and academic professional. All written work is submitted electronically and passed through Turnitin as an aid to detecting potential plagiarism.

A variety of assessments will be used on the course to enable students to experience and adapt to different assessment styles. The assessment methods used will be appropriate to assess each module's intended learning outcomes.

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.

### Course Team

The academic staff delivering this course are drawn from a team that includes teaching specialists and current practitioners. All staff are qualified in their subjects with their own specialist knowledge to contribute [and are registered with the appropriate professional body.



Level	Module Titles	Credits (ECTS)	Module Brief	
4	Quantitative Techniques in Business	10	<p>The purpose of this module is to develop the student's ability to use mathematics and statistics to solve business problems. The module is designed to provide a firm foundation in statistics and commonly used quantitative methods, which will prove useful in helping students to understand and appreciate other modules in Business Studies program.</p> <p>Students will be encouraged to use appropriate computer software to present and analyse statistical data in the context of quality production and business related problems.</p>	40 60
4	Managing Information and Technology	10	<p>This module involves a comprehensive study of the use of information systems for management. The module focuses on the development and effective use of management information systems in today's companies' decision-making and examination of traditional information systems development from the end-user's perspective. Emphasis will be on the understanding and practical application of information systems to enhance the organisation's effectiveness in achieving its goals.</p>	40 60

4	Marketing Management	10	<p>This module aims to introduce students to marketing concepts, the environmental and organisational factors that shape marketing decisions. It examines 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.</p> <p>Students will develop a solid understanding of the relationship between business strategy and the decisions required to be taken in putting marketing strategy into effect. They will apply tools and conceptual models for understanding customers, competition and relevant environmental issues. They will also develop insights into the creative selection of target markets and making marketing mix decisions to meet the needs of selected target markets. This module will also provide a foundation for cognate subjects on the diploma and advanced diploma leading to the degree</p>	40 w 60
4	Business Accounting	10	<p>This module is designed to introduce students to the nature, function, concepts, theory and method of financial accounting. It aims to develop student's ability to handle accounting data and to prepare financial statements.</p> <p>The module also examines the role of accounting theory and current debates on alternative approaches that challenge traditional concepts. It analyses the search for a conceptual framework and reviews the</p>	10

			limitations of current accounting practices. Students will develop a broad understanding of corporate social reporting.	
4	Managerial Economics	10	The basic goal of this module is to ensure that students understand the working of the market system, the case for free markets and the causes of market failure and learn how to apply the tools of microeconomics to analyse social and economic issues. The module will explore the historical basis of economic thought and the methodology and techniques of microeconomics.	40 60
4	Organizational Behaviour	10	This module examines fundamental management theories and traditional managerial responsibilities in formal and informal organisational structures. Planning, organising, directing, controlling and staffing are explored.  The module presents a thorough and systematic coverage of management theory and practice. It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for the effective and efficient achievement of goals. Special attention is given to social responsibility, managerial ethics, and the importance of multinational organisations.	40 60
5	Human Resource Management	10	This module is designed to provide students with an in-depth knowledge and	50 50

			<p>understanding of the conceptual frameworks of, and challenges to, human resource management.</p> <p>Whilst the module does not have a specialist vocational orientation, it starts with the basic premise that every manager should be a human resource manager. From this perspective students will develop their understanding of academic and practical concepts through a review and of appropriate academic and practitioner journals.</p>	
5	Project Management	10	<p>This module focuses 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. Students will learn how the coordination of all the functions within these operations impacts on the movement and delivery of goods and/or services to the right place at the right time.</p> <p>Emphasis is placed on the importance of adopting a “total systems” approach by the firm and its networks, which enhance the value adding activities of the supply chain and its logistical application to achieve customer satisfaction. The module also demonstrates the strategic importance of developing and implementing comprehensive operations for both these types of business.</p>	50 50 w

5	Personal Managerial Effectiveness	10	<p>This module deals with 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.</p> <p>It also provides 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 program. This course explores contemporary ideas on effective leadership and management. Team exercises, case studies and assessment tools provide the framework for learning. The module also provides insights from psychology into managing people in a variety of settings, including small enterprises, public and not-for-profit organisations and large corporations.</p>	50 m 50 w
5	International Business	10	<p>This module will provide a cutting-edge overview of the very latest thinking and practice in international business and management. It will provide a challenging and eclectic range of perspectives on globalization, multinational corporations, varieties of capitalism and international business. The module will build on knowledge from previous modules and bring</p>	40 60

			together contemporary issues pertinent to the areas of organization studies, sociology, HRM, economic geography and international business, to help participants to develop a critical understanding of contemporary organizations and the increasingly global environment in which they operate	
5	Business Research Methodologies	10	The general goal of this basic research module is to introduce and develop the skills needed to conceptualise a problem, make use of available literature, design a research strategy, evaluate, organise, and integrate relevant data (both existing and new), derive useful solutions based on knowledge, and communicate those solutions to clients and colleagues. It is expected that the attainment of this goal will serve to prepare students to continue their own professional education, contribute to the development of the profession as a whole, and maintain their service to clients at a standard commensurate with the current level of knowledge.	40 60
5	Financial Management Analysis	10	This module provides a comprehensive coverage of financial management from a corporate perspective, together with a comprehensive coverage of elementary financial mathematics. It includes 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 investment, financing	40 60

			and dividend decisions. The module also covers the impact of different income tax systems on investment evaluation from both a corporate and shareholder perspective.	
6	Global Strategic Management	10	The module introduces and develops the concepts of strategic management in a critical way and focuses on the application of the relevant strategic management conceptual frameworks. Students are developing a strategic analysis and strategic plan throughout the course, facilitating further application of the theory learned. The combination of the module content and its continuous application by the students allows the learning outcomes of knowledge and application of the concepts to be achieved together with a critical, analytic approach in an international setting. The elements introduced are done so in order to allow students to develop their own strategic thinking and have the ability to apply them in various organisational settings.	10 w
6	Building A Sustainable Organisation	10	This module provides students with intermediate and advanced conceptual and practical learning in entrepreneurship and innovation in different specialist sectors. Through a mix of study activities and self-selected experiential projects participants will develop independent research and online collaborative skills necessary to engage in enterprise and innovation practices in new and existing organisations.	30 70 A

			The module encourages the student to do so by articulating how entrepreneurship and innovation can be used to satisfy individual goals, while contributing to solving societal problems in an ethical and sustainable manner.	
6	Case Study Analysis	10	This module exclusively focuses on enabling 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.	10 A
6	Contemporary Management Issues	10	This module provides students with an opportunity to consider reflect and critically appraise a range of current contemporary management issues, including developing international lenses of reference from a theoretical and practical application whilst relating these factors to the art of management. The module content will provide a framework to assess how these issues impact within organisations and how managers are able to react to these issues. The module will develop within students a critical appreciation of the challenges faced by management professionals in developing responses to business environment conditions which are complex, dynamic and diverse.	50 50 A



6	Dissertation (Double Unit)*	20	<p>The dissertation is deemed valuable for the development of higher cognitive skills and is intended 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. The module is intended 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.</p>	10 –
6	Business Project (Double Unit)*	20	<p>The module aims to introduce and develop the skills needed to conceptualise a problem, make use of available literature, design a research strategy, evaluate, organise, and integrate relevant data (both existing and new), derive useful solutions based on knowledge, and communicate those solutions to clients and colleagues.</p> <p>The Business Project module enables the student to integrate the knowledge acquired in the taught modules at all levels of the programme. Students will 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. It also develops the skills to communicate proposed solutions and the rationale behind them to an audience of potential investors. It</p>	10 (8

			allows the learner 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.
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## **Developing employability**

The course aims and objectives, which are in turn underpinned by module learning outcomes and the learning and teaching strategy of the course, are designed to address the UK Graduate Attributes and characteristics descriptors as well as the relevant QAA Subject Benchmark Statements.

The course is designed to develop in its students those graduate attributes which have been identified by employers as being the skills and competencies which a graduate should have upon completion of their course. In focussing on these attributes the course is aimed at supporting students in the development of their career, their career objectives and aspirations, and their continuing professional development in their chosen area of employment.

The course philosophy is therefore 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 employability attributes, career development and continuing professional development.

The design, responsiveness and sensitivity to market targets, and the career enhancement, employability and student development objectives for the course 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

LSC Group courses have an established market reputation for the development of a wide range of management and business professionals drawn from a variety of employment sectors.

## **After Graduation**

Career opportunities and employment opportunities for successful BA graduates are expected to continue to be found in both the private and public sectors in all areas of management, business development, organisational development, entrepreneurial development and similar general employment areas.

Students who complete the course 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.

## **Completion rates:**

The BA programme has been run for a number of years and the progression rate in average is 90%.

## **Further Learning Opportunities**

Upon completion of the BA programmes, students may wish to consider taking an MBA degree with LSCM, or master degrees with other institutions.