# BA (Hons) Business Management and Specialist Pathways

# **Full-time and Part-time**

**Awarding Institution**

The University of Bolton

**Teaching Institution**

Amity University [in] London

**Ucas Code**

**JACS Code**

**Language Of Study**

English

**Notes:**

**Professional Accreditation**

None Associated with this programme

### Programme Awards

|  |  |  |  |
| --- | --- | --- | --- |
| **Title** | **Type** | **Level** | **Description** |
| Honours Degree BA (Hons) | Final Award | Level 6 | Business ManagementBA (Hons) Business Management – FinanceBA (Hons) Business Management –MarketingBA (Hons) Business Management -International BusinessBA (Hons) Business Management -Entrepreneurship and Innovation |
| Diploma of Higher Education (DipHE) | Exit or Fallback Award | Level 5 | Business Management |
| Certificate of Higher Education (CertHE) | Exit or Fallback Award | Level 4 | Business Management |

### Benchmark Statements

The following benchmark statements apply to this programme:

* QAA Subject Benchmark Statement Business and Management 2015

**Internal and External Reference Points**

1. UK Quality Code for Higher Education
2. The University of Bolton awards framework

**Other Points of Reference**

* Association of Chartered Certified Accountants and Chartered Institute of Management Accountants (Finance Pathway)
* Chartered Institute of Marketing (Marketing Pathway)
* Chartered Institute of Personnel and Development

### General Entry Requirements

You should have a minimum of two GCE A2-level passes (or equivalent), including any subject and five GCSEs at grade C or above (or equivalent), including Mathematics and English Language. If English is not your first language you will need to complete a Secure English Language Test at IELTS 6.0 or equivalent. You may be required to attend an interview and/or provide a portfolio of work.

#### Additional Criteria

* Students with non-traditional entry qualifications but relevant experience or a suitable portfolio of work which is deemed a reasonable substitute for the qualifications may be made an offer.

**Additional Admission Matters**

* None

### Aims of the Programmes

The principal aims of the programmes are to:

* Provide broad access to educational opportunities which will enable students from diverse backgrounds to develop knowledge, intellectual opportunities and potential;
* Offer a coherent study of business organisation and management with the opportunity to specialise in a functional area of business with a broad analytical and integrated business context;
* Develop knowledge, skills and capabilities graduates require to respond proactively and creatively to the challenges of the contemporary business environment;
* Offer a learning experience through the programme that encourages the development of appropriate personal qualities and skills sought after by employers;
* Provide a comprehensive and effective range of learning support and guidance mechanisms for students;
* Develop students’ capacity to communicate effectively in written, oral and other forms;
* Provide students with the opportunity to engage in Personal Development Planning by asking them, at each level of study, to reflect on, articulate and take ownership of the development of their skills;
* Provide graduates with knowledge, understanding and academic skills required to progress to postgraduate study;
* Provide opportunities for students to undertake a period of study abroad.

### Distinctive Features of the Programmes

* + - * The programmes seek to develop responsible, critical thinkers who have a grounding in contemporary business and management
* Students may choose to follow a subject specific pathway enabling them to tailor their learning to meet their interests, needs and aspirations.
* Designed to appeal to both UK and nternational students, the programmes aim to develop business knowledge, skills and capabilities appropriate to the rapidly changing global cultural and technical business environment.
* Practical skills such as teamwork, time management and professional communication have been integrated into the programme to develop and enhance employability.

## Learning Outcomes

### Knowledge & Understanding

On completion of the programme successful students will be able to demonstrate systematic knowledge and understanding of:

K1 Business organisations, their management and the environments in which they operate

K2 Key business functions and practices, together with the interrelationships between them

K3 Business principles and their relevance to practice and decision making in local and global

contexts

K4 Contemporary business issues and debates, with an opportunity to focus on a chosen

business management specialism

### Cognitive, Intellectual or Thinking Skills

On completion of the programme successful students will be able to demonstrate the ability to:

C1 explain, apply and critically evaluate models, concepts and theories relevant to the operation and practice of business and management;

C2 identify, evaluate and construct arguments;

C3 take and defend a decision or position on a given issue considering commercial, ethical, and other factors;

C4 demonstrate critical self-reflection and sensibility to others;

C5 Solve complex problems and generate effective solutions.

### Practical, Professional or Subject-specific Skills

On completion of the programme successful students will be able to demonstrate the ability to:

P1 locate, synthesise and critically analyse information necessary for business purposes;

P2 interpret business reports and evaluate business performance;

P3 set and monitor objectives for planning purposes

P4 demonstrate flexibility and initiative in developing effective solutions to business problems

### Transferable, Key or Personal Skills

On completion of the programme successful students will be able to demonstrate the ability to:

T1 identify career objectives and develop plans to achieve them;

T2 learn flexibly and effectively from diverse opportunities;

T3 communicate persuasively using a range of media to international business contexts;

T4 contribute positively to team performance;

T5 make effective use of ICT

## Programme Structure

There are 3 levels: HE4, HE5 and HE6. Students are required to complete 120 credits at each level. Modules are classified as Core or Option. Some core modules are also designated keystone subjects.

**BA (Hons) Business Management**

**HE4**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module Code** | **Module Title** | **Status** | **UK Credits** | **ECTS** |
| BKM 101 | Academic and Professional Studies | Core (Keystone)  | 20 | 10 |
| BKM 102 | Introduction to Business | Core (Keystone) | 20 | 10 |
| BCM 103 | Introduction to Finance | Core | 20 | 10 |
| BCM 104 | Marketing Principles | Core | 20 | 10 |
| BCM 105 | Economics for Business | Core | 20 | 10 |
| BCM 107 | Legal Aspects of Business | Core | 20 | 10 |
| **HE5** |  |  |  |  |
| **Module Code** | **Module Title** | **Status** | **UK Credits** | **ECTS** |
| BKM 201 | Business Research | Core (Keystone) | 20 | 10 |
| BCM 202 | Human Resource Management | Core | 20 | 10 |
| BCM 203 | Management and Leadership | Core | 20 | 10 |
| BCM 204 | Finance and Accountancy | Core | 20 | 10 |
| BCM 205 | Operations Management | Core | 20 | 10 |
| BCM 211 | Entrepreneurship and Innovation | Option | 20 | 10 |
| BOM 208 | Marketing Research | Option | 20 | 10 |

**HE6**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module Code** | **Module Title** | **Status** | **UK Credits** | **ECTS** |
| BKM 301 | Strategic Management | Core (Keystone) | 20 | 10 |
| BCM 302 | Managing Projects | Core | 20 | 10 |
| BCM 303 | Business Analysis Project | Core | 20 | 10 |
| BKM 304 | Major Project  | Core (Keystone) | 40 | 20 |
|  | Any HE6 20 credit module from the streams  | Option | 20 | 10 |

**BA (Hons) Business Management – Finance**

**HE4**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module Code** | **Module Title** | **Status** | **UK Credits** | **ECTS** |
| BKM 101 | Academic and Professional Studies | Core (Keystone)  | 20 | 10 |
| BKM 102 | Introduction to Business | Core (Keystone) | 20 | 10 |
| BCM 103 | Introduction to Finance | Core | 20 | 10 |
| BCM 104 | Marketing Principles | Core | 20 | 10 |
| BCM 105 | Economics for Business | Core | 20 | 10 |
| BCM 107 | Legal Aspects of Business | Core | 20 | 10 |
| **HE5** |  |  |  |  |
| **Module Code** | **Module Title** | **Status** | **UK Credits** | **ECTS** |
| BKM 201 | Business Research | Core (Keystone) | 20 | 10 |
| BCM 202 | Human Resource Management | Core | 20 | 10 |
| BCM 203 | Management and Leadership | Core | 20 | 10 |
| BCM 204 | Finance and Accountancy | Core | 20 | 10 |
| BCM 205 | Operations Management | Core | 20 | 10 |
| BCM210 | Financial Behaviour | Core  | 20 | 10 |

**HE6**

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| --- | --- | --- | --- | --- |
| **Module Code** | **Module Title** | **Status** | **UK Credits** | **ECTS** |
| BKM 301 | Strategic Management | Core (Keystone) | 20 | 10 |
| BCM 302 | Managing Projects | Core | 20 | 10 |
| BCM 303 | Business Analysis Project | Core | 20 | 10 |
| BKM 304 | Major Project  | Core (Keystone) | 40 | 20 |
| BCM 306 | Financial Management and Reporting | Core  | 20 | 10 |

**BA (Hons) Business Management – international Business**

**HE4**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module Code** | **Module Title** | **Status** | **UK Credits** | **ECTS** |
| BKM 101 | Academic and Professional Studies | Core (Keystone)  | 20 | 10 |
| BKM 102 | Introduction to Business | Core (Keystone) | 20 | 10 |
| BCM 103 | Introduction to Finance | Core | 20 | 10 |
| BCM 104 | Marketing Principles | Core | 20 | 10 |
| BCM 105 | Economics for Business | Core | 20 | 10 |
| BCM 107 | Legal Aspects of Business | Core | 20 | 10 |
| **HE5** |  |  |  |  |
| **Module Code** | **Module Title** | **Status** | **UK Credits** | **ECTS** |
| BKM 201 | Business Research | Core (Keystone) | 20 | 10 |
| BCM 202 | Human Resource Management | Core | 20 | 10 |
| BCM 212 | Global Economy | Core | 20 | 10 |
| BCM 205 | Operations Management | Core | 20 | 10 |
| BCM 207 | Business in an International Context | Core | 20 | 10 |
| BOM 208 | Marketing Research | Core | 20 | 10 |

**HE6**

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| --- | --- | --- | --- | --- |
| **Module Code** | **Module Title** | **Status** | **UK Credits** | **ECTS** |
| BKM 301 | Strategic Management | Core (Keystone) | 20 | 10 |
| BCM 302 | Managing Projects | Core | 20 | 10 |
| BCM 303 | Business Analysis Project | Core | 20 | 10 |
| BKM 304 | Major Project  | Core (Keystone) | 40 | 20 |
| BCM 310 | Cross Cultural Management | Core | 20 | 10 |

**BA (Hons) Business Management – Marketing**

**HE4**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module Code** | **Module Title** | **Status** | **UK Credits** | **ECTS** |
| BKM 101 | Academic and Professional Studies | Core (Keystone)  | 20 | 10 |
| BKM 102 | Introduction to Business | Core (Keystone) | 20 | 10 |
| BCM 103 | Introduction to Finance | Core | 20 | 10 |
| BCM 104 | Marketing Principles | Core | 20 | 10 |
| BCM 105 | Economics for Business | Core | 20 | 10 |
| BCM 107 | Legal Aspects of Business | Core | 20 | 10 |
| **HE5** |  |  |  |  |
| **Module Code** | **Module Title** | **Status** | **UK Credits** | **ECTS** |
| BKM 201 | Business Research | Core (Keystone) | 20 | 10 |
| BCM 202 | Human Resource Management | Core | 20 | 10 |
| BCM 203 | Management and Leadership | Core | 20 | 10 |
| BCM 213 | Digital Marketing | Core | 20 | 10 |
| BOM 208 | Marketing Research | Core | 20 | 10 |
| BCM 206 | Consumer Behaviour and Social Marketing | Core | 20 | 10 |

**HE6**

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| --- | --- | --- | --- | --- |
| **Module Code** | **Module Title** | **Status** | **UK Credits** | **ECTS** |
| BKM 301 | Strategic Management | Core (Keystone) | 20 | 10 |
| BCM 302 | Managing Projects | Core | 20 | 10 |
| BCM 303 | Business Analysis Project | Core | 20 | 10 |
| BKM 304 | Major Project  | Core (Keystone) | 40 | 20 |
| BCM311 | Strategic Marketing Planning  | Core  | 20 | 10 |

**BA (Hons) Business Management – Entrepreneurship and Innovation**

**HE4**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module Code** | **Module Title** | **Status** | **UK Credits** | **ECTS** |
| BKM 101 | Academic and Professional Studies | Core (Keystone)  | 20 | 10 |
| BKM 102 | Introduction to Business | Core (Keystone) | 20 | 10 |
| BCM 103 | Introduction to Finance | Core | 20 | 10 |
| BCM 104 | Marketing Principles | Core | 20 | 10 |
| BCM 105 | Economics for Business | Core | 20 | 10 |
| BCM 107 | Legal Aspects of Business | Core | 20 | 10 |
| **HE5** |  |  |  |  |
| **Module Code** | **Module Title** | **Status** | **UK Credits** | **ECTS** |
| BKM 201 | Business Research | Core (Keystone) | 20 | 10 |
| BCM 202 | Human Resource Management | Core | 20 | 10 |
| BCM 203 | Management and Leadership | Core | 20 | 10 |
| BCM 213 | Digital Marketing | Core | 20 | 10 |
| BCM 205 | Operations Management | Core | 20 | 10 |
| BCM 211 | Entrepreneurship and Innovation | Core | 20 | 10 |

**HE6**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module Code** | **Module Title** | **Status** | **UK Credits** | **ECTS** |
| BKM 301 | Strategic Management | Core (Keystone) | 20 | 10 |
| BCM 302 | Managing Projects | Core | 20 | 10 |
| BCM 303 | Business Analysis Project | Core | 20 | 10 |
| BKM 304 | Major Project  | Core (Keystone) | 40 | 20 |
| BCM307 | Business Simulation  | Core  | 20 | 10 |

**Learning & Teaching Strategies**

This programme emphasises active learning and facilitative teaching methods through which students are expected to construct their own knowledge and understanding by engaging in supported processes of enquiry, often carried out in small groups, giving the opportunity for frequent and informal feedback. It also encourages a participative approach to learning including collaborative learning and peer review.

The programme emphasises the exploration of business and management issues and problems that are set in realistic contexts, which allows theory to be explored through interesting and challenging situations, thus marrying critical enquiry with practical insights. Students are at the centre of the learning process, making their own connections between ideas. Synthesis is encouraged with enquiries involving the integration of knowledge from multiple subject areas.

**Learning Activities (KIS entry)**

**TBC**

**Assessment Strategy**

Assessment Methods Assessment is carried out at key points during teaching. Formative assessment with either verbal and/or written feedback is offered during each module. Written feedback is provided following summative assessment. Assessment tasks are linked to the objectives of each module and are normally completed by the end of each module. Types of assessment evidence can include: assignments, projects, in-class tests and presentations.

**Assessment Methods (KIS entry)**

**TBC**

**Assessment regulations**

Assessment Regulations for Undergraduate Programmes apply to this programme.

**Grade Bands & Classifications**

Undergraduate Honours Degree

Regulations can be found at: http://www.bolton.ac.uk/studentinformation-policyzone/Home.aspx

**Role of External Examiners**

External examiners are appointed for all programmes of study. They oversee the assessment process and their duties include: approving assessment tasks, reviewing assessment marks, attending assessment boards and reporting to the University on the assessment process.

**Support for Student Learning**

A number of people are available to support, guide and assist personal development during the programme. The Programme Leader and Programme Administrator work as a team to ensure the programme runs smoothly. The Module Leaders and Module Tutors provide academic tutoring and answer subject specific queries during modules. Each student is allocated a Personal Tutor (Academic Adviser) from within the Academic Unit and is invited to regular and structured meetings throughout the programme to review progress and get help with academic development. The Integrated Student Services Unit can provide one-to-one support, advice and guidance on a range of issues, such as personal and family problems, disability or sickness, learning difficulties and money worries. They offer the opportunity to talk to someone who is not connected to academic studies and can refer students to other services available within the university which include: counselling, student disability, careers and employability, finance, international students’ advisory service, plus specific support for mature students.

Study skills support is provided by the Learning Services Unit, which provides bookable tutorials, a drop-in service and online study skills resources. English language and numeracy support, exam techniques classes, online learning resources, tailored English language and learning support classes will be provided to support the students during their studies in this programme. Support will be provided to develop both written and spoken English for international students and help develop confidence in essay writing and study skills. Self-access materials will be available.

Learning support also includes access to three libraries, each holding a collection of resources related to the subject taught. Students can search the entire library collection through the libraries’ online catalogues to find and reserve printed books and access resources (e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, photocopying and printing services. They may also choose from several computer rooms in the campus where desktop computers are available with the general and specialised software that support the courses taught. Students can also securely connect their own laptops and mobile devices to the university’s wireless network. Students also have access to the Amity Learning Environment, Moodle, where they can access all the information posted for them for the course. The use of virtual learning environment is well developed and academic staff are expected to provide material for students to access on it during the term. The system will also be used to support staff in the dissemination of best practices and to facilitate dissemination and sharing of experience in the development and management of modules and programmes.

**Methods of Evaluating & Enhancing the Quality of Learning Opportunities**

* Module evaluations by students
* Programme and University Student Surveys
* Annual quality monitoring and action planning
* Peer review/observation of teaching
* Professional development programme for staff
* External Examiner reports
* Curriculum Management Committee

**Sources of Information**

* Amity University [in] London Website <https://www.amityuniversity.uk/>
* External Examiner Report <http://www.bolton.ac.uk/examreports>
* Student Information - Policy Zone <http://www.bolton.ac.uk/studentinformation-policyzone/Home.aspx>