

Course Specification

Published Date:	21-Sep-2020
Produced By:	Laura Clode
Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	Wolverhampton Business School		
Course Code(s):	BU028H01UV BU028H31UV	Full-time Part-time	3 Years 6 Years
Course Title:	BA (Hons) Business Management		
Hierarchy of Awards:	Bachelor of Arts with Honours Business Management Bachelor of Arts Business Management Diploma of Higher Education Business Management Certificate of Higher Education Business University Statement of Credit University Statement of Credit		
Language of Study:	English		
Date of DAG approval:	17/May/2017		
Last Review:	2016/7		
Course Specification valid from:	2009/0		
Course Specification valid to:	2022/3		

Academic Staff

Course Leader:	Vikki Potts
Head of Department:	Mrs Sarah Williams

Course Information

Location of Delivery:	University of Wolverhampton
Category of Partnership:	Not delivered in partnership
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS)

2017 Entry

- 'A' Levels at grade BBC - CCC
- BTEC QCF Extended Diploma grade MMM, BTEC QCF Diploma grade DD
- Access to HE Diploma full award (Pass of 60 credits - of which a minimum of 45 credits must be at level 3 including 18 at Merit or Distinction).
- AAT Level 3 Accounting
- If you've got other qualifications or relevant experience, please contact [The Gateway](#) for further advice before applying.
- International entry requirements and application guidance can be found [here](#)
- Successful completion of the [International Foundation Year in Social Sciences](#) guarantees entry on to this course

Other Requirements

Students must have studied a minimum of two years post GCSE level. However, it is expected that some applicants will be mature students with work experience, who wish to further their career development. These applicants will be processed through standard procedures, which may involve an interview as part of the process. Please see <http://wlv.ac.uk/mature> for further information.

Those who do not meet the entry requirements may be offered an alternative course.

Distinctive Features of the Course:

- The course places a strong emphasis on employability skills by building skills and confidence employers require e.g. IT skills, project management skills.
- Flexibility – students may study full-time or part-time, and may swap between modes.
- Students are able to specialise in HR, Marketing, Economics, Finance, Sport or Enterprise in their final year.

Educational Aims of the Course:

The course is designed for students who want to embark on an in-depth study of Business and Management to develop analysis and evaluation skills that can be applied to international real-world situations. The course prepares students for a professional career in business and management by developing knowledge and understanding of the various functional areas of business, including management, marketing, human resources, finance, and operations and management systems. In addition, students are equipped with independent personal development skills and background knowledge needed for a wide variety of business areas. The course aims to supply future managers and professionals to various business and management sectors as well as to provide key knowledge and skills that are vital to modern organisations. Potential graduate careers include accountancy and finance, personnel and human resource management, marketing

and market research, business strategy, small business management and start-up, economics, e-business and information management.

The BA (Hons) Business Management course recognises that entrepreneurship is a key force for successful economic growth and thus the course emphasises the development of knowledge and understanding of a range of management and business practices and the ability to apply them effectively in an entrepreneurial and innovative manner.

Intakes:

September

Major Source of Funding:

Office for Students (OFS)

Tuition Fees:

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2020/1	H	Full Time / Sandwich	£9250.00
2020/1	Overseas	Full Time / Sandwich	£12250.00
2020/1	H	Part Time	£3050.00
2020/1	Overseas	Part Time	£6125.00

PSRB:

BU028H01UV (Full-time)

Professional Accreditation Body:
Chartered Management Institute (CMI)

Accrediting Body:
Chartered Management Institute (CMI)

Accreditation Statement:
Accredited by the Chartered Management Institute (CMI).

Approved	Start	Expected End	Renewal
15/Mar/2016	15/Mar/2016		

BU028H31UV (Part-time)

Professional Accreditation Body:
Chartered Management Institute (CMI)

Accrediting Body:
Chartered Management Institute (CMI)

Accreditation Statement:
Accredited by the Chartered Management Institute (CMI).

Approved	Start	Expected End	Renewal
15/Mar/2016	15/Mar/2016		

Course Structure:

January (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 1

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
4IB004	Business in a Global Context	20	SEM2	Core
4AC013	Financial Management	20	SEM2	Core
4MK007	Principles of Marketing	20	SEM2	Core
4BU006	Learning for Business Success	20	SEM1	Core
4HR002	Introduction to People at Work	20	SEM1	Core
4HR018	Organisational Structures for Effective Management	20	SEM1	Core

January (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 2

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
5MK006	Marketing Planning	20	SEM2	Core
5IB004	Economics of Managerial Decision-making	20	SEM2	Core
5BU012	Operations and Supply Management	20	SEM2	Core
5BE001	Entrepreneurial Creativity and Innovation	20	SEM1	Core
5HR002	Leading and Managing in Organisations	20	SEM1	Core
5BU010	Digital Business & Innovation	20	SEM1	Core

January (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 3

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
6BU011	Business Research Methods	20	SEM2	Core
6BE003	Strategic Management	20	SEM2	Core

For this option group you must choose a minimum of 20 credits and a maximum of 20 credits

6EC005	The Economics of Sustainable Development	20	SEM2	
6IB006	Debating Globalisation	20	SEM2	
6MK007	Managing Corporate Reputation	20	SEM2	
6BU006	Managing Your Career	20	SEM2	
6LI012	Managing Digital Events and Venues	20	SEM2	

6BU013	Independent Project	20	SEM1	Core
6HR005	Social Responsibility	20	SEM1	Core

For this option group you must choose a minimum of 20 credits and a maximum of 20 credits

6FC001	Corporate and Behavioural Finance	20	SEM1	
6BU019	Project Management & Digital Transformation	20	SEM1	
6IB003	Dynamics of Multinational Companies	20	SEM1	
6BE001	Creating and Starting a New Business Venture	20	SEM1	
6MK002	Applied Marketing Strategy	20	SEM1	

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 1

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
4BU006	Learning for Business Success	20	SEM1	Core
4HR002	Introduction to People at Work	20	SEM1	Core
4HR018	Organisational Structures for Effective Management	20	SEM1	Core
4IB004	Business in a Global Context	20	SEM2	Core
4AC013	Financial Management	20	SEM2	Core
4MK007	Principles of Marketing	20	SEM2	Core

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 2

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
5BE001	Entrepreneurial Creativity and Innovation	20	SEM1	Core
5HR002	Leading and Managing in Organisations	20	SEM1	Core
5BU010	Digital Business & Innovation	20	SEM1	Core
5MK006	Marketing Planning	20	SEM2	Core
5IB004	Economics of Managerial Decision-making	20	SEM2	Core
5BU012	Operations and Supply Management	20	SEM2	Core

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 3

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
6BU011	Business Research Methods	20	SEM1	Core
6HR005	Social Responsibility	20	SEM1	Core
6BU013	Independent Project	20	SEM2	Core
6BE003	Strategic Management	20	SEM2	Core

For this option group you must choose a minimum of 20 credits and a maximum of 20 credits

6FC001	Corporate and Behavioural Finance	20	SEM1
6BU019	Project Management & Digital Transformation	20	SEM1
6IB003	Dynamics of Multinational Companies	20	SEM1
6BE001	Creating and Starting a New Business Venture	20	SEM1
6MK002	Applied Marketing Strategy	20	SEM1

For this option group you must choose a minimum of 20 credits and a maximum of 20 credits

6EC005	The Economics of Sustainable Development	20	SEM2
6IB006	Debating Globalisation	20	SEM2
6MK007	Managing Corporate Reputation	20	SEM2
6BU006	Managing Your Career	20	SEM2
6LI012	Managing Digital Events and Venues	20	SEM2

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, to create the best learning experience.

Learning, Teaching and Assessment

Academic Regulations Exemption:

None

Reference Points:

QAA Subject Benchmark General Business and Management February 2015

CMI Professional Standards

Disability Act 2010

Learning Outcomes:

CertHE Course Learning Outcome 1 (CHECLO1)

Demonstrate knowledge of the underlying concepts and principles associated with your area(s) of study

CertHE Course Learning Outcome 2 (CHECLO2)

Demonstrate an ability to present and interpret information, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of your subject(s) of study

DipHE Course Learning Outcome 1 (DHECLO1)

Demonstrate knowledge and critical understanding of the well-established principles of your area(s) of study, and of the way in which those principles have developed with an understanding of the limits of your knowledge, and how this influences analyses and interpretations based on that knowledge.

DipHE Course Learning Outcome 2 (DHECLO2)

Demonstrate the 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

DipHE Course Learning Outcome 3 (DHECLO3)

Use a range of established techniques to initiate and undertake analysis of information, and to propose solutions to problems arising from that analysis

DipHE Course Learning Outcome 4 (DHECLO4)

Effectively communicate information, arguments and analysis in a variety of forms.

Ordinary Degree Course Learning Outcome 1 (ORDCLO1)

Develop and apply research, writing, numerical, digital and personal skills within a business context

Ordinary Degree Course Learning Outcome 2 (ORDCLO2)

Apply relevant transferable skills to a career in business and management (for example, managing projects, communication, working in teams, research and appropriate technologies and critically reflect on the effectiveness of their own skills and knowledge in such application.

Ordinary Degree Course Learning Outcome 3 (ORDCLO3)

Examine contemporary and strategic issues through the application of relevant analytical concepts, models and theories.

Ordinary Degree Course Learning Outcome 4 (ORDCLO4)

Evaluate and demonstrate an informed understanding of ethical responsibilities contributing to their professional values and their role in organisations and society in the 21st century.

Ordinary Degree Course Learning Outcome 5 (ORDCLO5)

Critically appraise relevant knowledge and understanding of organisations, the external environment in which they operate and management theory when assessing and solving problems in different business scenarios.

Honours Degree Course Learning Outcome 1 (DEGCLO1)

Develop and apply research, writing, numerical, digital and personal skills within a business context

Honours Degree Course Learning Outcome 2 (DEGCLO2)

Develop skills of independent learning, analysis, synthesis and critical thinking through the application of business and management concepts and principles and the related underpinning theories appropriate to a wide range of business organisations and situations.

Honours Degree Course Learning Outcome 3 (DEGCLO3)

Apply relevant transferable skills to a career in business and management (for example, managing projects, communication, working in teams, research and appropriate technologies and critically reflect on the effectiveness of their own skills and knowledge in such application.

Honours Degree Course Learning Outcome 4 (DEGCLO4)

Examine contemporary and strategic issues through the application of relevant analytical concepts, models and theories.

Honours Degree Course Learning Outcome 5 (DEGCLO5)

Evaluate and demonstrate an informed understanding of ethical responsibilities contributing to their professional values and their role in organisations and society in the 21st century.

Honours Degree Course Learning Outcome 6 (DEGCLO6)

Critically appraise relevant knowledge and understanding of organisations, the external environment in which they operate and management theory when assessing and solving problems in different business scenarios.

Overview of Assessment:

Module	Title	Course Learning Outcomes
4AC013	Financial Management	CHECLO1, CHECLO2
4BU006	Learning for Business Success	CHECLO1, CHECLO2
4HR002	Introduction to People at Work	CHECLO1, CHECLO2
4HR018	Organisational Structures for Effective Management	CHECLO1, CHECLO2
4IB004	Business in a Global Context	CHECLO1, CHECLO2
4MK007	Principles of Marketing	CHECLO1, CHECLO2
5BE001	Entrepreneurial Creativity and Innovation	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5BU010	Digital Business & Innovation	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5BU012	Operations and Supply Management	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5HR002	Leading and Managing in Organisations	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5IB004	Economics of Managerial Decision-making	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5MK006	Marketing Planning	DHECLO1, DHECLO2, DHECLO3, DHECLO4
6BE001	Creating and Starting a New Business Venture	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5
6BE003	Strategic Management	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4
6BU006	Managing Your Career	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4
6BU011	Business Research Methods	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4
6BU013	Independent Project	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4
6BU019	Project Management & Digital Transformation	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4
6EC005	The Economics of Sustainable Development	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5
6FC001	Corporate and Behavioural Finance	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4
6HR005	Social Responsibility	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5
6IB003	Dynamics of Multinational Companies	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5
6IB006	Debating Globalisation	DEGCLO1, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO4, ORDCLO5
6LI012	Managing Digital Events and Venues	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5
6MK002	Applied Marketing Strategy	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5
6MK007	Managing Corporate Reputation	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5

Teaching, Learning and Assessment:

The course draws on a number of theoretical approaches in the design of the learning activities. Whilst lectures will form part of the teaching, these will be followed by seminars and tutorials to engage the students with the subject matter.

The learner is viewed as a unique individual with unique needs and backgrounds. Therefore learning activities that allow students to pursue learning activities that fulfil their intrinsic motivations will be encouraged.

Knowledge and Understanding

- Reading – both core and supplementary reading from books, journals and electronic sources and keeping abreast of current affairs and business news.
- Case Study Analysis – looking at the application of theory and practice, to identify problems and recommend solutions.
- Group Discussions – on identified themes to draw out and share personal experiences and learning amongst the wider group through various digitised forums.
- Student Presentations/Student led Seminars are to encourage creativity and develop own understandings of taking roles and leading others.
- Problem-based learning approaches to enhance students' knowledge in an enterprising way.
- Lectures and Workshops.
- Group and Individual Tutorials.

Subject-specific

- Undertaking research for projects/dissertation and individual/group exercises
- Case study analysis
- Assessment preparation and feedback
- Group discussion

The learning activities include use of case studies in the application of key concepts and knowledge. Additionally, there are opportunities for students to discuss their learning with the tutors in small groups and one-to-one tutorials with the tutor.

Assessment Methods:

At the University of Wolverhampton, a variety of modes of assessment will be used to support and test your learning and progress and to help you develop capabilities that are valued beyond your University studies and into your working life. Your course may include a variety of assessment activities:

Written examinations (including online examinations, open and closed book examinations and quizzes)
Coursework (for example, essays, reports, portfolios, project proposals and briefs, CVs, poster presentation)
Practical (for example, oral and video presentations, laboratory work, performances, practical skills assessment)

In the final year of your undergraduate degree, and at the end of your postgraduate degree, you are likely to be expected to write an extended piece of work or research, such as a dissertation or a practice-based piece of research.

Student Support:

There are number of levels of support available for learning.

In providing flexible and interactive e-learning opportunities to meet student needs, e-learning components will be designed to form an integral feature of the learning, teaching and support. The VLE will be the primary focus of the online supported learning dimension of the module. Additionally, students have access to the

online databases and other software resources available through the learning centre.

A personal tutor is allocated to every student. Personal tutors maintain regular communication (virtual and/or face-to-face) with each of their designated tutees. Follow-up meetings are arranged with students who are not making satisfactory progress or who are at risk of withdrawal. Personal tutors assist students in their personal and academic development, planning and progression. As well as offering students advice and guidance to help them liaise with other staff and support facilities in their school and the University, including study skills support.

The course leader will monitor the academic and experiential quality of the course through Award Boards, focus groups and other channels. The course leader also supports and directs students proactively on the course, both collectively and individually, and responds to inquiries and requests from students with regard to the academic programme of study.

The Faculty Enabling Tutor liaises with the Student Enabling Centre (SEC) regarding provision for specific disabled students & disseminates information from the SEC on the needs of specific disabled students. The Faculty Enabling Tutors also monitor requests for, and provision of, specific examination and assessment arrangements, publicise 'surgery' arrangements and make available time to meet with individual disabled students to enable them to discuss their own school-specific disability issues where necessary. The tutor takes a pro-active role in monitoring the welfare and academic progress of disabled students within the school.

Where applicable, in-class semester assessments are arranged by the module tutor. The module tutor will, where appropriate, ensure that any arrangements made for students requiring special consideration will be checked by the University Student Enabling Centre to ensure fairness and equality, and that the provisions of the University Equal Opportunities policy are met. These arrangements will apply to those students who have identified special learning requirements.

Members of the Learning Centres are invited to speak to students about accessing printed and electronic resources and provide support for research. LIS also provide a number of electronic resources including podcasts, which can support distance learners in these areas. The 'skills for learning' skills support facility can be accessed electronically via www.wlv.ac.uk/lib/skills

Employability in the Curriculum:

On completing the course the students will be equipped with the background for a wide variety of positions in business within an increasingly global context. The students will have developed skills and background knowledge needed for a wide variety of business areas, including marketing, finance, HR, sales, project management and management, having had the opportunity to work on real projects and access lectures and workshops by senior managers in the workplace. A career in business is varied and there is an increasing need for business management skills in government, international commerce, health care, and non-profit organisations. Careers as entry-level manager, Human Resources specialist, Assistant Product Manager, Business Analyst, Market Researcher are some of the possibilities.

Students may decide to continue their studies at Master's level. The University offers a number of different Master's courses in a variety of relevant disciplines.

