

University of Plymouth

Faculty of Arts and Humanities

Plymouth Business School

Programme Specification

BA (Hons) Business / 4814

Final Approved Version

August 2019

1. **BA (Hons) Business**

Final award title: BA (Hons) Business

Intermediate award title(s): As per University regulations.

UCAS code: N106

JACS code: N100

2. **Awarding Institution:** University of Plymouth

Teaching institution(s): University of Plymouth

3. **Accrediting body(ies)** N/A

4. **Distinctive Features of the Programme and the Student Experience**

- **Employability:** This degree is designed to produce graduates who have the theoretical underpinning, practical orientation and skillset required for employment in the business environment.
- **Personal development.** The skills and attributes embedded in the programme seeks to enhance students' personal development through ongoing personal reflection, improved self-awareness, and continuous development of the requisite business and study skills for contemporary organisational life, and to enable graduates to become effective global citizens.
- **Knowledge and Understanding.** Students on the programme will develop a broad appreciation of the complex, diverse and holistic nature of business activity in all sectors, and increase their understanding of organisations, their management, the economy and the business environment
- **Practical focus:** The programme is designed to ensure that students are given the opportunity to undertake a range of practical and organisationally based activity and learning, encompassing, simulations, 'live' projects and consultancy, and organisational case study research and analysis.
- **Engagement with current organisational practice: Live Consultancy/own business;** Final year students either undertake a primary research focused project; or undertake live consultancy for a local organisation or set up and run their own business.
- **Flexibility and Choice: An optional placement year (year 3) is offered.** Students can decide whether they wish to undertake a placement or continue straight to final year. Additionally, students can choose from a wide range of elective modules in the final year offering the opportunity to incorporate a distinctive flavour to their programme of study.

- **Enterprise and Sustainability** are core themes introduced in the first year and students may choose to focus on them through their choice of electives throughout the Programme.
- **Mentoring and Support.** Throughout the programme programme and module leaders provide a supportive community and environment in which to learn. Students are supported in their study by subject tutors and also receive individual support for their academic and personal development from a designated personal tutor.
- **Research and practice informed teaching:** Staff teaching on the programme underpin their teaching with a range of research, scholarly activity and work based professional practice and consultancy.
- **Top up for Honours.** The programme provides a route for students from a range of business foundation degrees (and equivalent) to top up to Honours.

5. Relevant QAA Subject Benchmark Group(s)

Business and Management (2015)

http://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-management-15.pdf?sfvrsn=c7e1f781_10

6. Programme Structure

Level 4/ Stage 1					
Semester	Teaching Week				
1	0	Induction			
	1	STO100 - World of Enterprise			PBSCDP100 Career Development Programme 1
	2				
	3				
	4				
	5	HRL 100 - Organisation Behaviour	ACF 103 - Business Accounting	Core (0 credits)	ALL YEAR
	6				
	7				
	8				
	9				
	10				
	11				
	12				
		Christmas Vacation			
		Christmas Vacation			
	Christmas Vacation				
13					
14	Assessment and Personal Tutoring				
15	Assessment and Personal Tutoring				
2	16	ENT101 - Entrepreneurial Thought and Action	ECN1013 – Intro. to Business Economics	MKT110 – Essentials of Marketing	PBSCDP100 Career Development Programme 1
	17				
	18				
	19				
	20				
	21				
	22				
	23	Easter Vacation	Easter Vacation	Easter Vacation	Core (0 credits)
	24				
	25				
	26	Cont'd	Cont'd	Cont'd	Cont'd
	27				
	28				
	29	Assessment and Personal Tutoring			
	30	Assessment and Personal Tutoring			

Level 5/ Stage 2					
Semester	Teaching Week				
1	0	Induction			
	1	HRL201 Professional Development Planning	HRL200 People Management	STO200 Introduction to Operations Management	EPIE200 Optional Placement Module (0 credit) ALL YEAR
	2				
	3				
	4				
	5				
	6				
	7				
	8				
	9				
	10				
	11				
	12				
		Christmas Vacation			
		Christmas Vacation			
	Christmas Vacation				
	Assessment and Personal Tutoring				
	Assessment and Personal Tutoring				
2	16	ENT200 Enterprise and Innovation	Elective [†]	Elective [†] OR Language* module Choice	EPIE200 Optional Placement Module (0 credit) ALL YEAR
	17				
	18				
	19				
	20				
	21				
	22				
	23				
	24				
		Easter Vacation			
		Easter Vacation			
		Easter Vacation			
		Cont'd	Cont'd	Cont'd	Cont'd
	Assessment and Personal Tutoring				
	Assessment and Personal Tutoring				
	Summer Vacation				

*Languages elective starts week 5 and run throughout the year.

[†] Indicative Lists of Electives (per stage) are in following pages. An up-to-date list will be sent to you in due course. Please note that the lists may change from one year to the other.

Stage 3	Optional Placement Year EPIE300 Placement Year and EPIE301 The Placement Project (non-credit bearing)
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Level 6/ Stage 4								
Semester	Teaching Week							
1	0	Induction						
	1	STO302 Strategic Analysis and Research Methods	Elective [†]	Elective [†] OR Language* module Choice	DEAS300 OR ELC016 (0 Credit) CORE** – International Direct Entry Students			
	2							
	3							
	4							
	5							
	6							
	7							
	8							
	9							
	10							
	11							
	12							
			Christmas Vacation					
			Christmas Vacation					
		Christmas Vacation						
	13							
	14	Assessment and Personal Tutoring						
	15	Assessment and Personal Tutoring						
2	16	STO310 Project OR STO312 Business Management	Elective [†]	Elective [†] OR Language* module Choice				
	17							
	18							
	19							
	20							
	21							
	22							
	23							
	24							
						Easter Vacation		
						Easter Vacation		
						Easter Vacation		
		25	Cont'd	Cont'd	Cont'd			
	26							
	27							
28								
	29	Assessment and Personal Tutoring						
	30	Assessment and Personal Tutoring						

*Languages elective starts week 5 and run throughout the year.

** International Students who are joining the programme at its final stage are offered one of the following core (zero-credit) modules during semester 1:

- (1) DEAS300 (Academic Skills for International Direct Entry Final Year Students) is open to students who attended the University of Plymouth two-weeks English language summer school or to those who did not attend the summer school but achieved 6.0 in the IELTS. It is designed to provide Academic Support for students transitioning from overseas into UK HE. It starts in the second week of teaching.
- (2) ELC016 (English for Specific Academic Purposes) is open to students who attended the University of Plymouth six- or eight-weeks English Language summer school and whose IELTS score was less than 6.0. It is designed to provide English Language and Academic Skills support for the overseas students.

† Indicative Lists of Electives (per stage) are in following pages. An up-to-date list will be sent to you in due course. Please note that the lists may change from one year to the other.

▪ **Elective Modules**

In stage 2, you will need to choose two elective modules which you will study in semester 2 (unless you choose a language: language modules start in week 5 and run until the end of semester 2). In stage 4, you will need to choose a total of 4 electives (2 per each semester). You can still choose a language elective, which will still need to start from week 5 as explained above. The following are the available elective modules on offer:¹

Level 5 – Stage 2 Electives:

ECN2008B	Contemporary Business Economics
ELC203**	English for Academic Purposes (for non-English speakers)
HRL203	Project Management
LAW2225*	Commercial Law
MKT215	Marketing Fundamentals
STO204	Business Ethics
STO205	An introduction to International Business
STO206	Shaping the Future: creating sustainable organisations
Various codes	Language Electives: French and Spanish

Level 6 – Final Stage Electives:

SEMESTER 1:

ECN3013A	International Trade and International Finance
ELC315**	Professional and Academic Communication
ENT300	Enterprise Creation
HRL300	Organisational Leadership
HRL301	Managing Change
HRL305	Human Resource Management
HRL306	Leadership Practice
HRL314	International HRM
MAR330	Procurement Management Processes
MKT315*	Marketing Management

SEMESTER 2:

ACF312B*	Financial Management
ELC314**	International Business Communication

¹ All Electives are 20-credits modules.

HRL310	Equality and Diversity in the Workplace
LAW3233*	Commercial Law
STO301*	Operations Management for Competitive Advantage
STO306	Current Issues in Management
STO308	Current Issues in Information Technology

Various codes Language Electives: French and Spanish

**** ELC modules are open for Non-natives/ non-English speakers ONLY.**

Language Electives (PLEASE NOTE: If you choose a Language Elective it will start in week 5 and run across both Semester's 1 and 2). You may only take a maximum of 20 credits of Language modules for the year. IF YOU CHOOSE TO UNDERTAKE A LANGUAGE YOU WILL NOT BE ABLE TO CHANGE YOUR MODULE AFTER THE FIRST FULL WEEK OF TEACHING.

PLEASE NOTE: YOU ONLY HAVE UNTIL THE END OF THE FIRST WEEK OF TEACHING OF THE SEMESTER TO CHANGE YOUR ELECTIVE AND YOU WILL NEED APPROVAL OF THE NEW MODULE LEADER.

ELECTIVE MODULE CHOICES ARE SUBJECT TO TIMETABLING AND RESOURCING CONSTRAINTS AND MAY BE SUBJECT TO CANCELLATION - IN THESE CIRCUMSTANCES STUDENTS WILL BE REQUIRED TO SELECT ANOTHER ELECTIVE.

***Pre-requisite and Co-requisite information:**

Modules:

LAW2225
ACF312B
LAW3233
MKT315
STO301
equivalent

Pre-requisites:

Business Law or Equivalent
Business Accounting or equivalent
Business Law or equivalent
Marketing Fundamentals or equivalent
Introduction to Operations Management or

Please note:

HRL305

Whilst this module does not have a Pre-requisite, students will gain more from this module if they have completed and passed a second-year module in HRM or People Management.

Some elective modules cannot be chosen if your electives at stage 2 were one of the following:

<u>Stage 2 module</u>	CANNOT STUDY	<u>Stage 3 module</u>
LAW2225		LAW3233
ECN2008B		ECN3023

7. Programme Aims:

To provide a coherent and flexible three- or four-year full-time programme, depending on whether students undertake a placement year, which can be accessed by:

- students wishing to pursue such a route from the commencement of their HE studies
- students progressing from a variety of Foundation Degrees and HND's covering the essentials of business and management.
- international students entering from an academic institution with which the University has an articulation agreement or from PUIC and which enables students:

7.1 To be employable, enterprising and well equipped for lifelong learning and the professional world through a combination of academic analysis and the development of a broad range of key personal, cognitive/intellectual, transferable, practical and employment skills.

7.2 To enhance employability through work experience either via the process of undertaking a work-based placement year; and/or running their own business or acting as consultants to a real enterprise; and engaging in live organisational research and analysis.

7.3 To benefit from a highly flexible final stage in which they can tailor their choice of modules to reflect their own interests in the broad business and management field.

7.4 To develop an appreciation of the dynamic global marketplace in which businesses operate and the implications of this for business decisions and organisational culture.

7.5 To develop a broad understanding of the complex, diverse and integrated nature of business and enterprise activity in different sectors.

7.6 To acquire in-depth knowledge and understanding of the functional disciplines and identify their contribution to strategic decisions.

7.7 To develop knowledge and understanding of the ethical and moral responsibilities of businesses and an awareness of important global issues.

7.8 To access pastoral support, to assist their personal development and adaptation to higher education, and to receive guided support and advice on development of relevant knowledge, skills, and competencies.

8. Programme Intended Learning Outcomes

8.1. Knowledge and understanding

On successful completion graduates should have developed knowledge and understanding of:

1. The complex, dynamic and diverse internal and external business environment in which business operates.
2. The key functional areas of business and the inputs, processes and outcomes of strategic decision making.
3. The skills and techniques relevant to the management of people, operations and other resources, effective decision making and performance.
4. A range of current pervasive issues confronting international businesses including; sustainability, corporate responsibility, ethics, globalisation, innovation and enterprise

8.2. Cognitive and intellectual skills

On successful completion graduates should have developed the ability to:

1. Analyse new and/or abstract data and situations using appropriate techniques
2. Select and manage information, research, investigate and critically evaluate evidence using critical thinking and other appropriate research methods and use the findings to support conclusions and recommendations.
3. Apply appropriate knowledge and skills, including numeracy and quantitative skills, in unfamiliar contexts to identify, define and resolve complex problems.

8.3. Key and transferable skills

On successful completion graduates should have developed the ability to:

1. Interact and work effectively in a group, negotiating and handling conflict as appropriate, in order to achieve an objective.
2. Access and utilise a wide range of learning resources and manage own learning.
3. Communicate effectively in writing and orally using a range of methods.
4. Undertake ethical research using appropriate strategies and methods
5. Demonstrate competence in the application of numeracy and quantitative skills.

8.4. Employment related skills

On successful completion graduates should have developed the ability to:

1. Successfully manage and deliver a project/work on time.
2. Choose and utilise a range of appropriate skills and techniques relevant to the management of people, operations and other resources and make effective decisions.
3. Reflect upon and evaluate their own actions and performance with a view to enhancing self-management and devising plans for enhancing personal and career development.
4. Demonstrate awareness of ethical and sustainability issues in their work.

8.5. Practical skills

On successful completion graduates should have developed the ability to:

1. Write reports for commercial and academic audiences
2. Select and apply appropriate skills and techniques and work with minimal supervision.

9. Admissions Criteria, including APCL, APEL and DAS arrangements

All applicants must have GCSE (or equivalent) Maths and English at Grade C or above.

Entry Requirements for BA Business	
A-level/AS-level	Normal minimum entry requirements are 88 - 96 points (including a minimum of 2 A levels, including General studies, or a 12 unit Vocational A level) plus grade C in maths and English GCSE
BTEC National Diploma/QCF Extended Diploma	Pass MMM in any subject
<i>Access to Higher Education at level 3</i>	Pass a named Access to HE Diploma in any subject with at least 33 credits at merit/ distinction.
<i>Welsh Baccalaureate</i>	Ok to accept as add on but also to have the 2 A levels.
<i>Scottish Qualifications Authority</i>	96 points Higher level plus Ordinary level grade C in Maths and English.
<i>Irish Leaving Certificate</i>	If studying 2017 onwards, obtain H3 H4 H4 H4 H4 (all at Higher level). If achieved in 2016, CCCCC at Highers in any subjects + Irish Leaving Certificate Ordinary Level Grade C or above for English and Maths.
<i>International Baccalaureate</i>	International Baccalaureate: 26 overall, to include any 4 subjects at Higher level. If overseas and not studying English within IB, must have IELTS 6.0 overall with 5.5 in all other elements.
Progression onto level 6 of the programme	Students can progress to level 6 of the programme from a range of foundation degrees and from international institutions with appropriate articulation agreements. Students with appropriate HNDs will also be considered.

Other qualifications may be accepted for entry; information is provided on Programme Course pages specifying what these are and the level at which they need to be achieved

Students wishing to transfer into the programme at the end of level 4 will normally have to demonstrate achievement of similar entry qualifications and to have satisfactorily completed level 4 of a programme with similar level 4 content or equivalent.

10. Progression criteria for Final and Intermediate Awards

As per university regulations.

11. Non Standard Regulations
N/A

12. Transitional Arrangements
N/A

13. Mapping and Appendices:

13.1. ILO's against Modules Mapping

Key:

WE World of Enterprise

ACF Business Accounting

ECN Introduction to Business Economics

OB Organisational Behaviour

ETA Entrepreneurial Thought and Action

EoM Essentials of Marketing

(The ILO numbers below correspond with those in Section 8 above.)

Level 4 / Stage 1

ILO	WE	ACF	ECN	OB	ETA	EoM
8.1.1	X		X			X
8.1.2		X	X	X		X
8.1.3		X		X	X	X
8.1.4	X		X	X	X	
8.2.1	X	X	X		X	
8.2.2	X	X			X	X
8.2.3	X	X	X		X	
8.3.1				X	X	
8.3.2			X	X		
8.3.3	X	X	X	X	X	
8.3.4						
8.3.5		X	X			
8.4.1				X	X	
8.4.2		X				X
8.4.3	X				X	
8.4.4				X	X	
8.5.1	X	X				
8.5.2		X			X	

Level 5 / Stage 2

OM Introduction to Operations Management
PDP Professional Development and Planning
PM People Management
EI Enterprise and Innovation
MF Marketing Fundamentals

ILO	OM	PDP	PM	EI
8.1.1			X	X
8.1.2			X	
8.1.3	X			
8.1.4		X		X
8.2.1			X	X
8.2.2	X	X		X
8.2.3	X	X	X	
8.3.1			X	X
8.3.2				
8.3.3		X	X	X
8.3.4		X	X	
8.3.5	X			X
8.4.1				X
8.4.2	X		X	
8.4.3		X		X
8.4.4			X	
8.5.1				
8.5.2		X		X

Level 6/ Stage 4

Strategic Analysis and Research Methods

Business Management/Project

(Students choose remaining 80 credits from a wide range of electives)

ILO	STRATEGIC ANALYSIS AND RESEARCH METHODS	BUSINESS MANAGEMENT/ PROJECT
8.1.1	X	X
8.1.2	X	
8.1.3	X	
8.1.4	X	
8.2.1	X	X
8.2.2	X	X
8.2.3		X
8.3.1		X (Business Management only)
8.3.2	X	X
8.3.3	X	X
8.3.4	X	X
8.3.5		
8.4.1	X	X
8.4.2		X (Business Management only)
8.4.3		
8.4.4	X	
8.5.1	X	X
8.5.2	X	X

13.2. Assessment against Modules Mapping

Level 4 / Stage 1

	WE	ACF	ECN	OB	ETA	EoM
Essay			X	X	X	
Individual Report						
Group Project/ case study	X			X		
Simulation/role play						
Portfolio	X	X				X
Case Study						
Debate						
Group presentation					X	
Exam/Test			X			X
Field/Practice Work						

Level 5 / Stage 2

	OM	PDP	PM	EI
Essay	X			X
Individual Report			X	
Reflective Journal		X		
Group Project				
Research Project		X		
Case Study			X	
Simulation				
Portfolio				
Debate				
Presentation				X
Exam/test	X			
Field/Practice Work				

Level 6 / Stage 4

	STRATEGIC ANALYSIS AND RESEARCH METHODS	BUSINESS MANAGEMENT	PROJECT
Essay			
Individual Report	X		
Research Paper			X
Group Project		X	
Project Plan	X		
Simulation			
Portfolio			
Case Study			
Debate			
Group presentation			
Exam/Test			
Field/Practice Work			

13.3. Skills against Modules Mapping

Level 4 / Stage 1

Skills	WE	ACF	ECN	OB	ETA	EoM
Oral Presentation				X	X	
Essay Writing			X	X		
Report Writing	X	X			X	
Project Management	X	X			X	
Research Skills	X		X	X	X	
IT/Digital Literacy	X	X				
Team working	X	X		X	X	
Academic Literacy (reading/note taking etc.)	X	X	X	X	X	X
Time management	X	X	X	X	X	X
Evaluation Techniques	X	X			X	
Data Analysis	X	X	X			
Data Interpretation	X	X	X		X	
Data/ Information collection		X			X	
Networking					X	
Debating					X	
Persuasion	X	X		X	X	

Level 5 / Stage 2

Skills	OM	PDP	PM	EI
Oral Presentation				X
Essay Writing	X			X
Report Writing		X	X	
Project Plan /Management		X		
Research Skills		X		X
IT/Digital Literacy	X			X
Team working				
Academic Literacy (reading/note taking etc.)				X
Time management	X	X	X	X
Evaluation Techniques	X	X	X	X
Data Analysis	X	X		
Data Interpretation	X	X		
Data/ Information collection		X		
Networking				
Debating			X	
Persuasion				

Level 6/ Stage 4

Skills	STRATEGIC ANALYSIS AND RESEARCH METHODS	BUSINESS MANAGEMENT	PROJECT
Oral Presentation			
Essay Writing			X
Report Writing	X	X	
Project Management	X	X	X
Research Skills	X	X	X
IT/Digital Literacy	X		
Team working		X	
Academic Literacy (reading/note taking etc.)	X	X	X
Time management	X	X	X
Evaluation Techniques	X	X	X
Data Analysis	X		X
Data Interpretation	X	X	X
Data/ Information collection	X	X	X
Networking			
Debating			
Persuasion			X