

University of Plymouth

Faculty of Arts, Humanities and Business

Plymouth Business School

Programme Specification

BA (Hons) Business / 4814

Final Approved Version

September 2020

1. **BA (Hons) Business**

Final award title: BA (Hons) Business

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

UCAS code: N106

HECoS code: 100079

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 (2019)

https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-business-and-management.pdf?sfvrsn=db39c881_5

6. Programme Structure

Level 4/ Stage 1				
Semester	Teaching Week			
1	0	Induction		
	1	STO102 - World of Enterprise		
	2			
	3			
	4			
	5	HRL 100 – Organisation Behaviour	ACF 103 – Business Accounting	
	6			
	7			
	8			
	9			
	10			
	11	Christmas Vacation		
	12	Christmas Vacation		
		Christmas Vacation		
	13			
14	Assessment and Personal Tutoring			
15	Assessment and Personal Tutoring			
2	16	ENT101 – Entrepreneurial Thought and Action	ECN1013 – Introduction to Business Economics	MKT110 – Essentials of Marketing
	17			
	18			
	19			
	20			
	21			
	22			
	23	Easter Vacation		
	24	Easter Vacation		
		Easter Vacation		
	25	Cont'd	Cont'd	Cont'd
	26			
	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	DEAS200 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	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				
	25					
	26	Cont'd	Cont'd	Cont'd	Cont'd	
27						
28						
29	Assessment and Personal Tutoring					
30	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 or second stage are offered one of the following core (zero-credit) modules during semester 1:

- (1) **DEAS200** is a semester 1, zero-credit, module for stage 2 direct entry international students who either were not required to attend any of the English Language Centre pre-session programme or have attended the English Language Centre 2-weeks pre-session programme.
- (2) **DEAS300** is an, all-year zero-credit module for final year direct entry international students who either were not required to attend any of the English Language Centre pre-session programme or have attended the English Language Centre 2-weeks pre-session programme.
- (3) **ELC016** is an attendance only set of classes that will be running in semester 1. It is open to direct entry international students who have completed the 6/8 weeks English Language Centre pre-session programme. Eligible students will be informed and automatically enrolled on to this module by the English Language Centre at the end of their 6/8 weeks pre-session programme.

† 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:

ELC203**	English for Academic Purposes (for non-English speakers)
HRL203	Project Management
STO202	Management Decision Making
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:

ELC315**	Professional and Academic Communication
ENT300	Enterprise Creation
HRL300	Organisational Leadership
HRL305	Human Resource Management
HRL306	Leadership Practice
HRL314	International HRM
HRL316	Managing Change
MAR330	Procurement Management Processes
MKT321*	Marketing Management

SEMESTER 2:

ACF312B*	Financial Management
ELC314**	International Business Communication
ECN3013	International Trade and International Finance

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 to Non-natives/ non-English speakers ONLY.**

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.

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. **NB: Students who opt for a language elective have THREE WEEKS from the beginning of tuition, to change their mind (i.e. by the end of week 7 of semester 1). Choice of a replacement elective must be made from their programme's SEMESTER 2 offer.**

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:	Pre-requisites:
ACF312B	Business Accounting or equivalent
LAW3233	Business Law or equivalent
MKT321	Marketing Fundamentals or equivalent
STO301	Introduction to Operations Management or equivalent

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:

Stage 2 module	CANNOT STUDY	Stage 3 module
LAW2225		LAW3233

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		X
8.1.2	X	X	X	X		X
8.1.3		X		X		X
8.1.4	X		X	X	X	
8.2.1	X	X	X		X	
8.2.2	X				X	X
8.2.3	X	X	X		X	
8.3.1	X			X	X	
8.3.2			X	X	X	
8.3.3	X	X	X	X	X	
8.3.4						
8.3.5		X	X			
8.4.1	X			X	X	
8.4.2		X				X
8.4.3	X					
8.4.4				X	X	
8.5.1	X	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		X	
8.1.4		X	X	X
8.2.1			X	X
8.2.2	X	X		X
8.2.3	X	X	X	
8.3.1			X	
8.3.2				
8.3.3		X	X	X
8.3.4		X	X	
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
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 (Project only)
8.1.4	X	
8.2.1	X	X
8.2.2	X	X
8.2.3	X	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		X (project only)
8.4.1	X	X
8.4.2		X (Business Management only)
8.4.3		
8.4.4	X	X (Project only)
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	
Individual Report			X			
Group Project/ case study/ Report	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				
Reflective Journal/ Report		X	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