

# **University of Plymouth**

Faculty of Arts, Humanities and Business

Plymouth Business School

## **Programme Specification**

- BSc Business Management (4359)
- BSc Business Management fast-track (3756)
- BSc Business Management with Foundation year (6221)
- BSc Business Management with Foundation year (fast-track) (6665)

**UCAS codes: N203, N200, N206, N207**

**HECOS Code: 100078**

**1. Awarding Institution: University of Plymouth**  
**Teaching institution(s): University of Plymouth**

**2. Accrediting Bodies:**

Students who choose to specialise in HRM and Leadership are entitled to associate membership of the CIPD on completion. The specific modules mapped on to the qualification are:

BUSM200 People Management

HRL200 People Management

HRL300 Organisational Leadership

BUSM301 Project (Management Report)

STO305 Project (Management Report)

HRL305 Human Resource Management

Date of CIPD reaccreditation: March 2019

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

- **Employability.** Overall the programme provides students with opportunity to acquire and develop competences that will significantly enhance their employability on completion. The programme has a good graduate employability record.
- **Preparation for Management:** The focus of the programme is on Management. In the first year (level 4) the focus is on the business, enterprise and management context. Level 5 focuses on the practice of management and level 6 takes a longer, broader and strategic perspective of management.
- **Opportunity to Specialise:** The programme enables students to graduate with a specialist named pathway through careful choice of level 6 electives and a complementary project.
- **Placement and work experience:** The programmes provide the opportunity for students to undertake a one year work placement and to engage with business and enterprise in consultancy and other live projects. This is further supported by career and personal development advice and support.
- **Accreditation:** The Leadership and HRM specialism is accredited by CIPD.

- Enterprise and Sustainability are themes introduced in the first year and developed throughout the Programme.
- Practical focus: The programme is designed to ensure that students are given the opportunity to undertake a range of practical and work based activity and learning, encompassing role plays, simulations, real projects and consultancy.
- Research and practice informed teaching: Staff teaching on the programme underpin their teaching with a range of scholarly activity and work based professional practice and consultancy.
- Mentoring and Support. Throughout the programme we provide a supportive community and environment in which to learn. Students are supported in their study by subject tutors and they also receive individual support for their academic and personal development from their personal tutor.

#### 4. Relevant QAA Subject Benchmark Group(s)

**Business and Management, November 2019**

#### 5. Programme Structure

##### Foundation Year (Level 3)

Semester	Module Code	Module Title	Credits	Delivery
1	<b>STO001</b>	Introduction to Academic Writing	20	Semester 1
1	<b>STO002</b>	Introduction to Business and Accounting	40	Semester 1
2	<b>ECN001</b>	An Introduction to Economics	20	Semester 2
2	<b>STO003</b>	Research Skills	20	Semester 2
2	<b>STO004</b>	Supervised Research Project	20	Semester 2

**2 and 3 year Programme share a common Level 4:**

**LEVEL 4**

<b>Semester 1</b> (weeks 0 – 15)	Induction week		
	STO102 World Of Enterprise		
	HRL100 Organisational Behaviour	ACF103 Business Accounting	
	Christmas Vacation		
	HRL100 Organisational Behaviour	ACF103 Business Accounting	
<b>Semester 2</b> (weeks 16 – 30)	ECN1013 Introduction to Business Economics	ENT101 Entrepreneurial Thought and Action	MKT110 Essentials of Marketing
	Easter Vacation		
	ECN1013 Introduction to Business Economics	ENT101 Entrepreneurial Thought and Action	MKT110 Essentials of Marketing
	Assessments		

### 3 year programme

#### LEVEL 5:

		Parallel Modules		
<b>Semester 1</b>	(weeks 0 – 15)	Induction week		
		HRL200 People Management	STO200 Introduction to Operations Management	HRL201 Professional Development Planning
	Christmas Vacation (3 weeks)			
	HRL200 People Management	STO200 Introduction to Operations Management	HRL201 Professional Development Planning	
<b>Semester 2</b>	(weeks 16 – 30)	STO202 Management Decision Making	HRL203 Project Management	Elective Module
		Easter Vacation (3 weeks)		
	STO202 Management Decision Making	HRL203 Project Management	Elective Module cont.	
	Assessments			

#### **EPIE200 / Placement Preparation**

#### **DEAS200 / Academic Skills for International Direct Entry Second Year Students**

#### **Electives Level 5 (all 20 credits)**

STO204 / Business Ethics

STO205 / An Introduction to International Business

STO206 / Shaping the Future: creating sustainable organisations

ENT200 / Enterprise and Innovation

ELC203 / English for Academic Purposes

## LEVEL 6

Semester 1 (weeks 0 – 15)	Induction week		
	STO305 Project: Management Report  (40 credit, year long module)	Elective	Elective
	Christmas Vacation (3 weeks)		
	STO305 Project: Management Report	Elective	Elective
	Assessment		
Semester 2 (weeks 16 – 30)	STO305 Project: Management Report	STO306 Current Issues in Management	STO313 Strategic Management: Theory and Practice
	Easter Vacation (3 weeks)		
	STO305 Project: Management Report	STO306 Current Issues in Management	STO313 Strategic Management: Theory and Practice
	Assessment		

### Electives Level 6 (all 20 credits)

Students can choose to specialise with a pathway by choosing 40 credits of relevant electives and a relevant project topic, or continue with a broad and general Business Management programme. Pathways:

BSc Hons Business Management (Marketing)

BSc Hons Business Management (Leadership and Human Resource Management)

BSc Hons Business Management (Leadership Practice)

BSc Hons Business Management (International Management)

Electives:

ENT300 Enterprise Creation

HRL300 Organisational Leadership

HRL316 Managing Change

HRL305 Human Resource Management

HRL306 Leadership Practice

HRL314 International HRM

MAR332 International Supply Chain Management

MAR330 Procurement Management Processes

MKT310 International Marketing

MKT321 Marketing Management

STO300 Global Enterprise

**2 year programme: Level 4 as above**

**Summer Modules: 3 Level 5 modules are taught in consecutive 2 week blocks between years 1 and 2 in June and July**

BUSM200	People Management
BUSM201	Project Management
BUSM202	Introduction to Operations Management

**Year 2**

<b>Semester 1</b> (weeks 0 – 15)	Induction week		
	HRL201 Professional Development Planning	Level 6 Elective	Level 6 Elective
	Christmas Vacation (3 weeks)		
	HRL201 Professional Development Planning	Level 6 Elective	Level 6 Elective
	Assessment		
<b>Semester 2</b> (weeks 16 – 30)	STO202 Management Decision Making	STO306 Current Issues in Management	Level 5 elective
	Easter Vacation (3 weeks)		
	STO202 Management Decision Making	STO306 Current Issues in Management	Level 5 elective
	Assessment		

**Electives Level 5** (all 20 credits)

ENT200 Enterprise and Innovation

STO204 Business Ethics

STO205 An Introduction to International Business

STO206 Shaping the Future: creating sustainable organisations

**Electives Level 6** (all 20 credits)

Students can choose to specialise with a pathway by choosing 40 credits of relevant electives and a relevant project topic, or continue with a broad and general Business Management programme. Pathways:

- BSc Hons Business Management (Marketing)
- BSc Hons Business Management (Leadership and Human Resource Management)
- BSc Hons Business Management (Leadership Practice)
- BSc Hons Business Management (International Management)

Electives:

ENT300 Enterprise Creation  
HRL300 Organisational Leadership  
HRL316 Managing Change  
HRL305 Human Resource Management  
HRL306 Leadership Practice  
HRL314 International HRM  
MAR332 International Supply Chain Management  
MAR330 Procurement Management Processes  
MKT310 International Marketing  
MKT321 Marketing Management  
STO300 Global Enterprise

**Summer Modules: 2 Level 6 modules are undertaken in the Summer period**

BUSM302	Strategic Management :Theory and practice
BUSM301	Project: Management Report (40 credit module)*

\*technically a Summer module, the Project taught input occurs in early semester 2; students submit a project proposal and are allocated supervisors in March

## 6. Programme Aims

The Foundation Year (Level 3) of this programme aims to assist non-standard entrants to become effective HE learners by:

- developing theoretical and foundational knowledge and understanding
- across key discipline areas of study, using reflexive, action-research based and experiential learning;
- deepening prior learning by enhancing critical awareness and developing specialist knowledge, including of key themes such as entrepreneurship, sustainability, corporate social responsibility and ethics;
- developing critical thinking, research, project, management and problem solving skills for academic and professional practice.

Levels 4, 5 and 6 of the programme aim to:

- To develop the knowledge and skills base which will enable effective performance as a practicing manager.
- To produce graduates who are enterprising, readily employable and well equipped for lifelong learning and the professional world.
- To develop graduates possessing a broad range of key personal, cognitive/intellectual, transferable, practical and employment skills.
- To develop graduates with a broad understanding of the complex, diverse, dynamic business and enterprise environment and the implications for management.
- To provide the opportunity for students to enhance their employability through undertaking an appropriate work placement.



- To facilitate recognition of the effects of management within longer timescales and in relation to a broad range of stakeholders.
- To enable an understanding of the international dimensions of business management.
- To develop knowledge and understanding of the ethical and moral responsibilities of corporate leaders and managers.

## **7. Programme Intended Learning Outcomes**

### **Foundation Year (Level 3)**

#### **7.1 Knowledge and understanding**

On successful completion students should have developed:

- 1) Understanding of key introductory concepts and contexts relevant to the study of business, accountancy and economics including the key principles of entrepreneurship, sustainability, corporate social responsibility and ethics

#### **7.2 Cognitive and intellectual skills**

On successful completion students should have developed the ability to:

- 1) Plan and conduct investigative enquiries, with critical use of a range of different learning resources and forms of data and material

#### **7.3 Key and transferable skills**

On successful completion students should have developed the ability to:

- 1) Collect and evaluate information, and engage in effective reading, note taking, essay writing, and academic research;
- 2) Present information professionally, confidently and articulately

#### **7.4 Employment related skills**

On successful completion students should have developed:

- 1) Understanding of, and the ability to engage with, appropriate professional networks and to identify professional goals and targets
- 2) Understanding of the key principles and skills required to manage projects

### **7.5. Practical skills**

On successful completion students should have developed the ability to:

- 1) Solve problems, systematically yet creatively
- 2) Work individually and collaboratively

**Levels 4, 5 and 6:**

### **7.1 Knowledge and understanding**

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

1. the complex, diverse, dynamic internal and external business and enterprise environment for management
2. the skills and techniques relevant to the management of people, operations and other resources, effective decision making and performance as a practicing manager.
3. the effects of management in relation to a broad range of stakeholders, including the ethical and moral responsibilities of corporate leaders and managers
4. a range of current pervasive issues confronting international management including; sustainability, corporate responsibility, globalisation, innovation and enterprise

### **7.2. 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. transform abstract data and concepts towards a given purpose and design appropriate solutions.
3. 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.
4. apply appropriate knowledge and skills, including numeracy and quantitative skills, in unfamiliar contexts to identify, define and resolve complex problems.

### **7.3. 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 autonomy in taking responsibility for own work and development.
6. Demonstrate competence in the application of numeracy and quantitative skills.

#### **7.4. 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, other resources and making effective decisions.
3. Reflect upon and evaluate 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.

#### **7.5. 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.

### **8. Admissions Criteria, including APCL, APEL and Disability Service arrangements**

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

<b>Entry Requirements for BSc Business Management with Foundation year</b>	
A-level/AS-level	Normal minimum entry requirements are 32-80 points for the Foundation year programmes.
BTEC National Diploma/QCF Extended Diploma	PPP-MMP in any subject
BTEC National Diploma modules	Considered on a case by case basis dependent on modules studied, full details of which should be provided at the point of application.
Access Courses	Pass access course (any subject) plus GCSE English and Maths grade C / 4 or above or equivalent.
IELTS	If overseas and not studying English within IB, must have IELTS 6.0 overall with 5.5 in all other elements.
New Irish Highers	From 2017, 32-80 points.

City and Guild Level 3	Minimum of Merit overall alongside a good GCSE profile, including English and Maths grade C / 4.
Cyprus Apolytirion	15/20 to 16/20 overall to include a pass in Maths and IELTS: 6.0 overall with 5.5 in all elements.
International Baccalaureate	24-25 overall to include 4 at any subject at Higher Level. English and Maths accepted within: Higher Level = 4, Standard Level = 5.

Admission will be considered based on an individual applicant's aptitude for study, and may include an interview. For mature applicants, professional qualifications and life or career experience may be considered.

In accordance with University policy, APEL may be applied where a student can demonstrate appropriate recent learning or experience which fully satisfies the learning outcomes of the module(s) concerned. This is applied only where programme learning outcomes are not compromised.

<b>Entry Requirements for BSc (Hons) Business Management (2 &amp; 3 year programmes)</b>	
A-level/AS-level	Normal minimum entry requirements are 88-96 points (including a minimum of 64 points from 2 A levels or a 12 unit Vocational A level)
BTEC National Diploma/QCF Extended Diploma	majority of distinctions in second year units with merits in remaining units
Access to Higher Education at level 3	Access to HE will be considered on a case by case basis
Welsh Baccalaureate	96/104 at A Level plus 48 points from WB
Scottish Qualifications Authority	96/104 points from Scottish Highers with at least one subject at Advanced Highers.
Irish Leaving Certificate	3 year programme: H3 H4 H4 H4 H4 (all at Higher level) <b>plus Ordinary Level Grade C Maths and English</b> 2 year fast track: H3 H3 H4 H4 H4 (all at Higher level) <b>plus Ordinary Level Grade C Maths and English</b>
International Baccalaureate	International Baccalaureate: 26 to include 4 at higher level in any subject. If overseas and not studying English within IB, must have IELTS 6.0 overall with 5.5 in all other elements.

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.

All students applying for the fast track version of the programme will be required to attend an open or applicant day and/or to be interviewed as a condition prior to entry.

## **9. Progression routes/criteria for progression to Final and Intermediate Awards**

As per university regulations for three and two year Honours degree programmes. Progression on the 2 year fast track version of the programme is summarised in appendix 2.

## **10. Exceptions to Regulations**

The two year version of the programme is governed by the university regulatory framework for two year degrees.

### **Appendices**

- 1. Programme Specification Mapping (UG) – core/elective modules**
- 2. 2 year progression rules**

**Appendix 1: Programme Specification Mapping (UG): module contribution to the meeting of Award Learning Outcomes**  
**CORE MODULES:** tick those Award Learning Outcomes the module contributes to through its assessed learning outcomes. Insert rows and columns as required.

Core Modules		Award Learning Outcomes contributed to (for more information see Section 8)																			Compensation Y/N	Assessment Element(s) and weightings [use KIS definition] E1- exam E2 – clinical exam T1- test C1- coursework A1 – generic assessment P1 - practical		
		Knowledge & understanding				Cognitive & intellectual skills				Key & transferable skills					Employment related skills				Practical skills					
		1	2	3	4	1	2	3	4	1	2	3	4	5	1	2	3	4	1	2			3	
Level 4	STO102	✓			✓	✓		✓				✓						✓		✓			y	C1-100%
	HRL100							✓				✓	✓					✓	✓				y	C1 – 60%, P1 – 40%
	ACF103							✓				✓	✓						✓	✓			y	C1-100%
	ENT101	✓				✓	✓	✓		✓	✓	✓			✓	✓	✓		✓	✓	✓		y	C1 – 50%, P1 – 50%
	MKT110			✓			✓								✓					✓			y	C1- 60%, E1-40%
	ECN1013		✓				✓	✓											✓	✓			y	C1 – 70%, E1 – 30%
Level 4 LOs																								
Level 5	HRL200/ BUSM200	✓	✓	✓		✓			✓		✓	✓				✓		✓					y	C1-100%
	HRL201				✓			✓	✓			✓	✓	✓			✓			✓			y	C1-100%
	STO200/BUSM201		✓					✓	✓			✓				✓							y	T1-30%, C1-70%
	STO202	✓	✓			✓	✓	✓	✓				✓			✓				✓			y	C1-70%, E1-30%
	HRL203/ BUSM202		✓			✓		✓		✓		✓			✓		✓		✓	✓			y	C1-50%, P1-50%
Level 5 LOs																								
Level 6	STO305/ BUSM301					✓		✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓				N	C1-100%
	STO313/ BUSM302		✓	✓	✓	✓	✓	✓	✓	✓		✓			✓				✓	✓			y	C1-60%, P1-40%
	STO306	✓			✓							✓			✓			✓	✓				y	C1-100%
Level 6 LOs																								
Confirmed Award LOs																								

## Appendix 2: Progression Regulations for Fast Track programme

