

Programme Aim and Title	BA (Hons) Business Management BA (Hons) Business Management with Placement Year
Intermediate Awards Available	BA, DipHE, CertHE
Teaching Institution(s)	UEL
Alternative Teaching Institutions (for local arrangements see final section of this specification)	Metropolitan College, Greece Myanmar Noble College, Myanmar British College of Applied Studies, Sri Lanka London College of Contemporary Arts, UK OLC Europe, UK East End Computing and Business College, UK
UEL Academic School	Royal Docks School of Business and Law
UCAS Code	N200
Professional Body Accreditation	N/A
Relevant QAA Benchmark Statements	General Business Management
Additional Versions of this Programme	BA (Hons) Business management Level 6 Top-up
Date Specification Last Updated	October 2018

Programme Aims and Learning Outcomes

This programme is designed to give you the opportunity to:

- Demonstrate an understanding of future career options as well as progress towards achieving them as an employee, owner manager or entrepreneur in business and/or the non-profit sector, or through further academic study;
- Develop academically so that they have a detailed knowledge of Business Management practices, can critically evaluate that knowledge and finally apply it in complex situations which may be characterised by contested and contradictory information;
- Develop relevant transferable and practical skills so that they can manage their own learning and are confident in applying these skills in real-life contexts;
- Be able to analyse and evaluate structures, processes, contexts and strategies of an international business, and formulate strategies from an international perspective;

What you will learn:

Knowledge

You will be able to

- Explain and comment critically upon the concepts and techniques in the multi- disciplinary Business Management subjects;
- Identify the problem situation for which the relevant business management concepts and techniques were developed;
- Apply the relevant management concepts and techniques to resolve multi-faceted problems or issues;
- Develop an in-depth knowledge of management and of the techniques associated with Business Management;
- Appreciate and reflect on the changing business environments in which managers operate.

Thinking skills

- Critically evaluate the relevance of diverse theories and concepts for the management of businesses in different industries and in both SMEs and MNCs;
- Apply these theories and concepts in practical management situations;
- Discuss the relationship between the wider economic context, government policies and strategic planning and development on both domestic and global level;
- Compare, contrast and evaluate management principles employed by different types of businesses and organisations;
- Analyse, evaluate and apply theories and models related to management and operations.

Subject-Based Practical skills

- Work effectively both as a team player and as an individual meeting strict deadlines and targets;
- Develop high level skills in identifying problem parameters and selecting and implementing solution(s) to management dilemmas;
- Identify gaps in your own knowledge and proactively undertake steps to fill these;
- Identify, interpret and synthesise a range of theoretical and empirical data to develop a sophisticated and reasoned argument;
- Have confidence in explaining, defending and summarising your views to your peers on complex multidisciplinary issues and problems;
- Communicate effectively in written and oral form to specialist and non-specialist audiences;
- Effectively and efficiently design and manage projects in a timely manner.

Skills for life and work (general skills)

- Work effectively both as a team player and as an individual meeting strict deadlines and targets;

- Develop high level skills in identifying problem parameters and selecting and implementing solution(s) to management dilemmas;
- Identify gaps in your own knowledge and proactively undertake steps to fill these;
- Identify, interpret and synthesise a range of theoretical and empirical data to develop a sophisticated and reasoned argument;
- Have confidence in explaining, defending and summarising your views to your peers on complex multidisciplinary issues and problems;
- Communicate effectively in written and oral form to specialist and non-specialist audiences;
- Effectively and efficiently design and manage projects in a timely manner.

Learning and Teaching

Knowledge and understanding is developed through

- Directed and general reading in the Subject Area
- Participation in lectures, tutorials, seminars, workshops
- Primary research using interviewing, surveys or case study approaches and the use of information technology to undertake secondary research

Thinking' skills are developed through

- preparing tasks set for tutorials, seminars and workshops
- satisfactorily completing the continuous assessment process including essays, presentations, multiple choice assessment
- Preparation for examinations or major assignments such as the Project

Practical skills are developed through

- The use of Information Technology
- The preparation of presentations on selected topics
- The completion of group based or individual assignments

General skills are developed through

- Managing time so that assignment deadlines are met, whether working in groups or individually.
- Presenting ideas or arguments in a clearly structured manner
- Being able to produce clearly argued solutions when problem solving

Assessment

As outlined above the BA (Hons) Business Management degree is multi-disciplinary. Therefore it is appropriate that we use many different assessment techniques as different disciplines use different forms of assessment.

It is the policy of the Royal Docks Business School to include information on assessment criteria in Module handbooks

Therefore during your studies and dependent upon the Module you choose, you will be assessed by many different techniques which may include, either conducted either individually or in groups

- essays
- reports
- individual and/or group presentations, (using PowerPoint or a short video)
- preparation of a case study
- analysis of an existing case study
- modeling using Excel, Access presented using PowerPoint and Publisher
- time constrained tests
- open book tests
- data base searches
- critical self-assessment analysis
- role play
- preparation of a portfolio
- preparation of a seminar paper
- multiple choice tests
- A final year project
- closed book examinations
- examinations based upon previously distributed case studies

As appropriate knowledge, thinking skills, practical skills and skills for life and work will be assessed as follows:

Knowledge and understanding is assessed by

- evidence of comprehensive reading in the Module being assessed
- ability to explain, identify, describe, discuss, draw upon (as appropriate) the ideas in the Module in the context of the piece of assessment for the Module

'Thinking' skills are assessed by

- the ability to compare, examine, contrast, question, debate, distinguish between (as appropriate) the ideas in the Module and how they are relevant to the piece of assessment for the Module.
- the ability to develop, elaborate, redefine, propose alternatives, re-conceptualise, integrate, establish new connections between, (as appropriate) the ideas in the Module in response to the assessment for the Module

- the ability to assess, judge, appraise, criticise (as appropriate) the ideas in the Module in addressing the Module's assessment.

Practical skills are assessed by

- the ability to prepare an assignment using appropriate resources, including Information Technology, to addresses the issue or question in the assessment
- evidence of logical planning and management of time in preparing the assessment.

General skills are assessed by

- evidence of team or group working
- the ability to work in time constrained environments
- the use of appropriate problem solving skills

Students with disabilities and/or particular learning needs should discuss assessments with the Programme Leader to ensure they are able to fully engage with all assessment within the programme.

Work or Study Placements

N/A

Programme Structure

All programmes are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree programme.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree programme.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree programme.
- 7 Equivalent in standard to a Masters degree.

Programmes are made up of modules that are each credit weighted.

The module structure of this programme:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
4	SG4001	The Business & Financial Environment	30	Core	N
4	MK4001	Marketing Principles and Practice	30	Core	N
4	HR4001	People, Organisations & Management	30	Core	N
4	FN4001	Introduction to Economics	30	Core	N
5	SG5001	Managing Sustainable Operations and Projects	30	Core	N
5	HR5001	Managing a Globally Diverse Workforce	30	Core	N
5	FN5003	Institutional Financial management	15	Core	N
5	MK5001	Integrated Marketing Communications and Digital Media	30	Option	N
5	HR5002	Developing People and	30	Option	N
5	MK5002	Understanding Consumers	15	Option	N
5	FN5005	International Political Economy	15	Option	N
5	FN5006	International Trade	15	Option	N
5	FN5004	Corporate Finance	15	Option	N
5	TM5009	Managing International Tourism	15	Option	N
5	HR5004	Resource and Talent Planning	15	Option	N
5	TM5011	Destination Marketing	15	Option	N
5	TM5005	Tourism. Innovation and Enterprise	15	Option	N

5	MK5003	Retail Marketing and Management	15	Option	N
6	SG6001	Either: Competitive Advantage from Innovation	30	Core	N
	MK6002	Or: Entrepreneurship in Practice			
6	HR6004	The Business Professional	30	Core	N
6	HR6002	Leadership in Organisations	15	Core	N
6	SG6002	Innovation and the Sustainable Organisation	15	Core	N
6	MK6001	Global and Cross Cultural Marketing	30	Option	N
6	TM6002	Sustainable Tourism Development and Planning	30	Option	N
6	AC6003	Corporate Financial Management	30	Option	N
6	FN6002	Public Finance	15	Option	N
6	HR6003	Managing Talent to Achieve High Performance	15	Option	N
6	FN6005	The Political Economy of Crisis	15	Option	N
6	MK6004	Contemporary Issues in Marketing	15	Option	N
6	MK6003	Strategic Brand Management	15	Option	N

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

Additional detail about the programme module structure:

A core module for a programme is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a programme is a module selected from a range of modules available on the programme.

The overall credit-rating of this programme is 360 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Programme Specific Regulations

On this programme students' skills in the workplace are developed on a placement of twelve months duration is available between Levels 5 and 6.

All undergraduate students undertake a combination of 30 credit modules over two terms, and 15 credit modules over a single term. The core modules introduce, evaluate and discuss management principles relevant to business management and are based on disciplines such as organisation theory, economics, psychology and other social sciences. A special feature of the programme is that students may, at the end of their first year, specialise in Marketing, Economics or Human Resource Management, or opt to stay on the general Business Management programme. Whether you choose to specialise or not, a wide range of specialist optional modules are available in your second and final year giving you the opportunity to tailor your programme to your individual interests.

The programme incorporates a range of field trips, guest speakers and case studies that highlight the practical application of the theoretical concepts covered in class.

Field trips do not occur at level 6 and consequently there are no additional costs for students taking the top-up version of the programme.

Typical Duration

It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

The expected duration of this programme is 3 years full-time or 6 years part-time. The expected duration of this programme with Placement Year is 4 years when attended in full-time mode and 6 years in part time mode.

A student cannot normally continue study on a programme after 4 years of study in full time mode unless exceptional circumstances apply and extenuation has been granted. The limit for completion of a programme in part time mode is 8 years from first enrolment.

Further Information

More information about this programme is available from:

- The UEL web site (www.uel.ac.uk)
- The programme handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages
- Metropolitan College website (www.mitropolitiko.edu.gr)
- London College of Contemporary Arts website (www.lcca.org.uk)
- British College of Applied Studies website (www.bcas.lk)
- Myanmar Noble College website (www.myanmarnoblecollege.com.mm)
- OLC Europe website (www.olceurope.com)

All UEL programmes are subject to thorough programme approval procedures before we allow them to commence. We also constantly monitor, review and enhance our programmes by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

British College of Applied Studies, Sri Lanka

Field trips where included are undertaken at the student's own expense. This will be kept to the minimum

Myanmar Noble College, Myanmar

Required resources to complete written assignments:

In order to complete written assignments, students will need to have access to a personal laptop.

Core textbooks may need to be purchased by students. Prior to enrolment, MNC can confirm the costs associated with this.

OLC Europe, UK

Students must pay for their own printing, which costs 5p per page.

There are no additional costs at other teaching institutions.

Alternative Locations of Delivery

Metropolitan College, Greece

This programme is also taught in Greek by Metropolitan College in Athens and Thessaloniki and awarded by the University of East London.

MK5002, MK6001 and MK6002 are offered as core modules. SG6001 is not available to students. No optional modules are offered.

Level 6 of this programme is also taught in English and awarded by the University of East London at the following locations;

London College of Contemporary Arts, UK

The following modules are offered as core: MK6002, HR6004, HR6002, SG6002, and MK6001 at London College of Contemporary Art. No optional modules are offered.

British College of Applied Studies, Sri Lanka

The following modules are offered as core: MK6002, HR6004, HR6002, SG6002, and MK6001 at British College of Applied Studies, Sri Lanka. No optional modules are offered.

Myanmar Noble College, Myanmar

The following modules are offered as core: HR6004, HR6002, MK6002, SG6002, and MK6001 at Myanmar Noble College in Yangon. No optional modules are offered.

OLC Europe, UK

The programme is taught at both the Bolton and Manchester campuses full-time only.

The following modules are offered as core: HR6004, HR6002, SG6002, MK6001, and MK6002. No optional modules are offered.

East End Computing and Business College, UK

The following modules are offered as core: HR6004, HR6002, SG6001, SG6002 and MK6001. No optional modules are offered.