

Business Management and Business Management with Placement Year

Final award	BA (Hons) Business Management BA (Hons) Business Management with Placement Year
Intermediate awards available	BA, DipHE, CertHE
Mode of delivery	UEL on campus
UCAS code	N200
Details of professional body accreditation	N/A
Relevant QAA Benchmark statements	General Business Management
UEL Academic School	School of Business and Law
Date specification last up-dated	July 2014

Alternative locations for studying this programme

Location	Which elements?	Taught by UEL staff	Taught by local staff	Method of Delivery
NA	NA	NA	NA	NA

The summary - UCAS programme profile-

BANNER BOX:

BA (Hons) Business Management is an innovative programme designed and developed to equip graduates with the necessary knowledge and skills to either launch their own business or to hold a management post in an established business prepared to address the challenges posed by today's changing and demanding business environment.

ENTRY REQUIREMENTS

For admission to undergraduate Business Management programmes, applicants normally need to have either:

240 Tariff points with at least two A2 passes or equivalent

24 points (pass) International Baccalaureate

Pass in a recognised Access Course or International Foundation Programme

In addition to the above, we require GCSE Maths and English at, as a minimum, grade C or equivalents, unless competency is part of the qualification gained.

We also welcome mature student applicants with relevant professional qualifications, and these will be dealt with on an individual basis and may require an interview. Students that apply to enter Level 5 or 6 of the programme may be admitted through normal Accreditation of Experiential Learning (AEL) or Accreditation of Certificated Learning (ACL) processes, or through an approved articulation agreement. Therefore such applicants must be able to demonstrate and evidence that they have the required learning outcomes as listed in the modules for which they are seeking exemption.

In the case of applicants whose first language is not English, the University's English Language requirements as detailed on the website at time of application must be met – see <http://www.uel.ac.uk/international/application/english-language-requirements/>

At UEL we are committed to working together to build a learning community founded on equality of opportunity - a learning community which celebrates the rich diversity of our student and staff populations. Discriminatory behaviour has no place in our community and will not be tolerated. Within a spirit of respecting difference, our equality and diversity policies promise fair treatment and equality of opportunity for all. In pursuing this aim, we want people applying for a place at UEL to feel valued and know that the process and experience will be transparent and fair and no one will be refused access on the grounds of any protected characteristic stated in the Equality Act 2010.

ABOUT THE PROGRAMME

What is BA (Hons) Business Management?

A great deal of market research by an experienced team of academic and professional staff has resulted in the new for 2014 BA (Hons) Business Management programme. It revealed that many of today's graduates aspired to start and manage their own businesses and "innovation" and "entrepreneurship" are the key features of this programme, indeed many current BA (Hons) Business Management students start their new businesses before they complete their programme. Taking advantage of our state-of-art serviced office facilities at UEL's campus, and benefitting from its highly successful Centre for Innovation and Entrepreneurship [CIME] which offers free consultancy and advice, these students' new businesses begin with the best possible chance of future success.

Whilst recognising that not all graduates aspire to starting their own businesses. This programme offers students a second option in its final year: acquiring the knowledge and skills to gain meaningful graduate employment in today's fast-moving corporate management World in an established organisation. This engaging new programme has, therefore, been carefully designed and developed to equip graduates with the necessary knowledge and skills to do either successfully.

So whether you wish to start and manage your own business, or seek a rewarding graduate management position in an established International business, when you complete this programme you will have acquired the appropriate knowledge and skills to innovatively solve problems, communicate effectively, negotiate, analyse complex situations, gather and understand numerical and written data work effectively and efficiently individually or as part

of a diverse and multi-cultural team. You will have in-depth knowledge of all relevant aspects of the ethical and sustainable corporate world including managing and leading a diverse workforce, understanding financial and accounting procedures, managing operations, managing successful projects, developing marketing plans and much more as a wide range of options are available.

BA (Hons) Business Management at UEL

Our programme is delivered by a dedicated and enthusiastic team of permanent Professors and Lecturers who are experts in their fields. They draw on their business and academic experience from a wide range of countries and they gain the very latest knowledge and thinking from our in-School Research Centres: The Centre for Innovation, Management and Entrepreneurship (CIME), The Noon Centre for Equality and Diversity; The Centre for Islamic Banking and Finance; etc.

A key feature of Studying Business Management at UEL is that we have designed this programme, and its sister programmes, to enable students to decide whether they wish to make their BA (Hons) Business Management programme more specialised. All students may, at the end of their first year, choose to stay on the general BA (Hons) Business Management programme or specialise in Marketing, Economics or Human Resource Management.

Finally students are able to select to complete a placement year or study abroad as part of the BA (Hons) Business Management with Placement Year programme.

Programme structure

The BA (Hons) Business Management programme is normally completed in 3 years full-time study. This programme can also be studied on a part time mode and takes 6 years to complete.

BA (Hons) Business Management with Placement Year is offered as a Single Honours award and is normally completed in four years of full-time study. This programme can also be studied on a part time mode which takes approximately 6 years. 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.

Learning environment

The programme is delivered at our UEL Campuses where you can take advantage of our modern lecture theatres and seminar rooms, contemporary and well-stocked library and wireless networking facilities. We will teach students how to maximise their potential and benefit from these powerful resources. Student learning is supported by our virtual learning environment which has the added benefit of improving your technology skills.

This programme is highly orientated toward graduate employment and we take great pride in assisting students to develop their academic and professional skills including researching, professional writing, team-working and presentation techniques. Our programme encourages students not only to develop theoretical knowledge about management but we also emphasise the practical application of that knowledge. Therefore we offer a range of field trips, invite industry guest speakers and discuss case studies to truly base students learning in the 'real world' so that students can demonstrate a broad range of skills when they enter graduate employment.

Assessment

A great deal of thought has gone into how we can fairly, accurately and appropriately establish how well our students are performing. We fully understand that whilst some people prefer to write essays and reports, others may prefer conducting verbal presentations or even sitting multiple-choice tests. Likewise, some prefer to be assessed individually whilst others prefer to be assessed as a team. Recognising these preferences, and understanding how managers are assessed in the business environment, the assessments on all of our programme are varied and carefully planned to give every student the best possible chance of success.

We recognise that whilst, researching, organising and presenting written and spoken material for purposes of assessment, students take part in a very valuable learning experience and one that is entirely consistent with tasks that are required by managers in the business World. Assessments are not, therefore, simply a means of "testing" what students do or do not know! That said, all of our modules (study topics) adhere to a tariff depending upon whether they are part of 15 credit modules or 30 credit modules. This is to ensure that students are fairly and appropriately assessed and students do not spend too much of their valuable time simply preparing for tests.

Our assessment methods include:

- Case study analysis
- Business Reports/ Essays
- Critical literature reviews
- Business pitches
- Business simulations
- Media based projects
- Financial analysis
- Business and financial plans
- Examinations
- Presentations
- Contribution to online discussions
- Portfolios
- Etc.

Please be assured that, whilst the University has a fair and independent appeals process, all of our students are fairly and appropriately assessed by highly trained and experienced academic staff using strict criteria and methods that have been independently considered and approved by internal and external experts in the subjects.

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 experience/placement opportunities

A key feature of the RDBS BA (Hons) Accounting & Finance programme is that we offer all students the opportunity to broaden and deepen their educational experience by taking advantage of the following:

- Working with a small group of other students on an exciting Social Enterprise project and bringing it to fruition by travelling abroad on our unique Global Scholars Programme.
- Undertaking an Internship with a carefully selected business partner in order to gain valuable work experience;

For the BA (Hons) Business Management with Placement Year:

- Broadening your horizons and travelling overseas to study for a term with one of our International University partners and undertaking a six month internship;

Project work

An important Graduate Employability skill is that of being able to design an individual research project, develop an appropriate method to answer the research question (s), collect relevant data, conduct analysis and present the results in a business-like way. All Graduates acquire develop and refine these valuable skills over the duration of their study and put them into practice in their final year when they undertake a supervised project under the guidance of an expert in the field.

Added value

All students:

- Have the option at the end of their first year to switch onto the BA (Hons) Business Management (Marketing) Programme, the BA (Hons) Business Management (Human Resource Management) Programme or the BA (Hons) Business Management (Economics) as these four Programmes as they share the common Level 4 modules.

All students will discuss current issues relating to Business and Management in the UK and beyond with classmates from a wide range of cultural backgrounds under the guidance of experienced lecturers and tutors who have worked in various countries.

You will benefit from our extensive Library resources which are available 24 hours a day, seven days a week.

Additionally for the BA (Hons) Business Management with Placement Year;

- Have the option to gain valuable work experience by undertaking a placement between levels 5 and 6 with a carefully selected RDBS Business Partner.
- Have an option of studying with an accredited RDBS International University Partner (Study Abroad) for a term.

IS THIS THE PROGRAMME FOR ME?

If you are interested in

- Working in a responsible Graduate position in a firm of any size, in any business sector in anywhere in the World
- Establishing and managing your own businesses
- Using Innovation in the business organisation to create competitive advantage
- The challenges and stimulation that come with managing people as customers, colleagues or business partners
- The Ethical and Sustainability challenges that managers and organisations confront as they strive to be responsible citizens while delivering excellent returns to their investors
- Shaping organisations' strategies in a way that delivers value to a range of stakeholders
- The idea of leadership and how you can make it part of your own life

If you enjoy....

- The challenges of understanding, synthesising and applying ideas, models and principles from a range of different disciplines.
- The challenge of reading, evaluating and discussing concepts, theories and practical applications from different subject areas, such as strategy, economics, finance and organisation theory.
- Listening to, and working with others from around the World.
- Finding viable solutions to business problems.
- Discussing how the global economy will develop and what the impact will be on businesses, governments and people
- The reward and challenges of establishing and managing your own business.

If you want....

- To impress a large employer with your understanding of business issues and your leadership capacity, or to help a smaller company or family firm move forward, then this programme is for you.
- Explore the possibility of establishing your own business.
- Establish your own business with the benefit from consultancy and fully serviced office facilities located in UEL's established Knowledge Dock – East London's New Business Incubator facilities.

Your future career

Employers are seeking Graduates who: have a good level of understanding of the various functions of a business organisation; are numerate and can express themselves clearly and professionally both verbally and in writing; can manage projects on their own initiative; can apply problem-solving skills to a wide range of business challenges; be ethical in their approach to business; have an appreciation of sustainability; and have a comprehensive understanding of the need for innovation in the World of business. The BA (Hons) Business Management Programme will equip you with this knowledge, and these skills and will much enhance your chances of gaining a rewarding graduate job.

How we support you

Academic

- A personal tutor will be allocated to you for the duration of your degree who can advise you on academic and personal development matters.
- Module leaders and seminar tutors provide feedback on your progress in each module to assist with your learning.
- The programme team can help if you have any programme-related issues.
- The subject librarian is available for any queries regarding the use of library resources for your research and can advise you on locating sources for relevant materials.
- The student representatives who study Business Management in the same year as you can raise any concerns regarding the programme or individual modules with the teaching team on behalf of your student cohort.

Administrative

- The staff at the School Helpdesk will be able to answer the queries you may have about the operation of your degree
- The Student Services team can assist with financial matters, health and wellbeing as well as offering support for students with a disability.

Employability:

- The School offers a range of opportunities to engage with industry through its lecture series.
- The School offers a mentoring scheme where you can benefit from the experience of a personal business mentor.
- Our employability team will recommend opportunities for work placements and volunteering positions, assist with writing your CV and advise you on your interview skills and technique.

On enrolment, you will be provided with introductory materials on the use of the UEL Virtual Learning Environment (VLE) and UEL Direct.

During your studies, you will be supported by academic, support and technical staff from your academic school.

Bonus factors

Global Scholars

Students will have the opportunity to work on a social enterprise project with one of UEL's international partner institutions. The final stage of the project students will travel to the partner institution to see how the project comes to fruition. Students may compete for a place on the Global Scholars Programme.

The Global Scholars Programme gives students the opportunity to undertake a 15 credit bearing enterprise project with overseas partners under the direct supervision of a dedicated member of academic staff. The Global Scholars Programme is taken during Term 3 at Level 5.

Library

Our library is open 24 hours a day, 7 days a week during the semester, allowing you to undertake your guided and independent research and reading when it is most suitable for you. We hold a wide range of Business Management journals that enable you to engage with relevant materials for your degree and beyond, thus supporting you in developing an extensive knowledge base. Many of the journals and books are available electronically, so that you do not have to rely on hardcopies being available to borrow from the library and you can undertake your studies from home or anywhere you have access to the internet.

Field Trips

Some modules offered on the programme will include field trips to companies in and around the London area. These trips will be used to highlight aspects of business management practice and serve as examples of the application of related concepts. London is a major commercial centre and home to many renowned companies.

Programme aims and learning outcomes

What is this programme designed to achieve?

This programme is designed to give students 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 will you 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

You will be able to

- 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

You will be able to

- Prepare and present solutions to management based problems or issues;
- Identify and interpret sources of information that will assist you in solving business problems and making management decisions;
- Critically evaluate challenges and opportunities in developing and managing enterprises;
- Design effective strategies for organisations in the public, private and not-for-profit sector whether they provide products or services.

Skills for life and work (general skills)

You will be able to

- 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.

The programme structure

Introduction

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

Credit rating

The overall credit-rating of this programme is 360 credits.

Typical duration

The expected duration of this programme is 3 years when attended in full-time mode and 6yrs in part time mode. 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.

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. 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.

How the teaching year is divided

The teaching year begins in September and normally ends in June.

A typical student, in full time mode of study, will register for a 120 credits in an academic year. A student in a part time mode of study may register for up to 90 credits in any academic year.

What you will study when

A student registered in a full-time attendance mode will take 120 credits per year. Typically this will be comprised of four 30 credit modules. The exact number may differ if the programme is comprised of 15, 45 or 60 credits modules. An honours degree student will complete modules totalling 120 credits at level four, modules totalling 120 credits at level five and modules totalling 120 credits at level six.

Level	Module code	Module Title	Distance learning Y/N	credits	Status*
4	SG4001	The Business & Financial Environment	N	30	Core
4	MK4001	Marketing Principles and Practice	N	30	Core
4	HR4001	People, Organisations & Management	N	30	Core
4	FN4001	Introduction to Economics	N	30	Core
5	SG5001	Managing Sustainable Operations and Projects	N	30	Core
5	HR5001	Managing a Globally Diverse Workforce	N	30	Core
5	FN5003	Institutional Financial management	N	15	Core
Plus you should choose 45 credits from the options below**					
5	MK5001	Digital Marketing and Integrated Marketing Communications	N	30	Option**
5	FN5001	Intermediate Economic Theory and Practice	N	30	Option**
5	HR5002	Developing People and Organisations	N	30	Option**
5	TH5001	Leading and Managing People in the Leisure and Creative Industries	N	30	Option**
5	TM5002	Accounting and Finance for the Cultural Industries	N	30	Option**

5	FN5002	Financial Intermediation and Portfolio Management	N	30	Option**
5	AC5002	Management Accounting	N	30	Option**
5	AC5001	Financial Reporting	N	30	Option**
5	HR5003	Ethics at Work	N	15	Option**
5	MK5002	Understanding Consumers	N	15	Option**
5	FN5005	International Political Economy	N	15	Option**
5	FN5006	International Trade	N	15	Option**
5	FN5004	Corporate Finance	N	15	Option**
5	TM5009	Managing International Tourism	N	15	Option**
5	HR5004	Resource and Talent Planning	N	15	Option**
5	TM5011	Destination Marketing	N	15	Option**
5	TM5004	Hospitality Organisation and Management	N	15	Option**
5	TM5010	The Law for Live Events	N	15	Option**
5	TM5005	Tourism. Innovation and Enterprise	N	15	Option**
5	FN5007	Introduction to Econometrics	N	15	Option**
5	TM5007	Live Music Industry	N	15	Option**
5	TM5006	Recording Companies	N	15	Option**
5	TM5008	Music Publishing	N	15	Option**
P	HR6666	Long Placement	N	120P	Optional***
P	HR6667	Short Placement	N	60P	Optional***
6	SG6001	Either: Competitive Advantage from Innovation	N	30	Core
	MK6002	Or: Entrepreneurship in Practice			
6	HR6004	The Business Professional	N	30	Core
6	HR6002	Leadership in Organisations	N	15	Core
6	SG6002	Innovation and the Sustainable Organisation	N	15	Core
Plus you should choose 30 credits from the options below**					
6	MK6001	Global and Cross Cultural Marketing	N	30	Option**
6	TM6001	Exhibition and Conference Management	N	30	Option**
6	HR6001	Contemporary Developments in Employee Relations/Employee Law	N	30	Option**
6	TM6002	Development and Planning Sustainable Tourism	N	30	Option**

6	TM6003	Entrepreneurship and Employability for Music Professionals	N	30	Option**
6	FN6001	Investment Game	N	30	Option**
6	AC6001	Advanced Financial Reporting	N	30	Option**
6	AC6003	Corporate Financial Management	N	30	Option**
6	FN6002	Public Finance	N	15	Option**
6	TM6009	Strategic Management of Events	N	15	Option**
6	TM6010	Niche Marketing for Events	N	15	Option**
6	TM6008	Food and Beverage Management	N	15	Option**
6	TM6013	Sports and Events Tourism	N	15	Option**
6	TM6012	Culture, Mobility and the Tourist Landscape	N	15	Option**
6	TM6005	Artist Management	N	15	Option**
6	TM6006	The Online Music Economy	N	15	Option**
6	TM6004	A&R – Delivering Content to the Music Industry	N	15	Option**
6	TM6007	The Law and Business Affairs in the Music Industry	N	15	Option**
6	HR6003	Managing Talent to Achieve High Performance	N	15	Option**
6	FN6003	Applied Econometrics	N	15	Option**

**Please Note – 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.*

***All optional module availability is subject to timetabling.*

**** These modules are part of the BA (Hons) Business Management with Placement Year programme.*

Requirements for gaining an award

In order to gain an Honours degree you will need to obtain 360 credits including:

- A minimum of 120 credits at level four or higher
- A minimum of 120 credits at level five or higher
- A minimum of 120 credits at level six or higher

In order to gain an Honours degree with Placement Year you will need to obtain 360 credits including;

- A minimum of 120 credits at level four or higher
- A minimum of 120 credits at level five or higher
- A minimum of 120 credits at level P or higher.
- A minimum of 120 credits at level six or higher

In order to gain an Ordinary degree you will need to obtain a minimum of 300 credits including:

- A minimum of 120 credits at level four or higher
- A minimum of 120 credits at level five or higher
- A minimum of 60 credits at level six or higher

In order to gain a Diploma of Higher Education you will need to obtain at least 240 credits including a minimum of 120 credits at level four or higher and 120 credits at level five or higher

In order to gain a Certificate of Higher Education you will need to obtain 120 credits at level four or higher

In order to gain a Foundation Degree you will need to obtain a minimum of 240 credits including:

A minimum of 120 credits at level four or higher

A minimum of 120 credits at level five or higher

(A Foundation degree is linked to a named Honours degree onto which a student may progress after successful completion of the Foundation degree)

Teaching, learning and assessment

Teaching and learning

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
- modelling 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 address 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

How we assure the quality of this programme

Before this programme started

Before this programme started, the following was checked:

- There would be enough qualified staff to teach the programme;
- Adequate resources would be in place;
- The overall aims and objectives were appropriate;
- The content of the programme met national benchmark requirements;
- The programme met any professional/statutory body requirements;
- The proposal met other internal quality criteria covering a range of issues such as admissions policy, teaching, learning and assessment strategy and student support mechanisms.

This is done through a process of programme approval which involves consulting academic experts including some subject specialists from other institutions

How we monitor the quality of this programme

The quality of this programme is monitored each year through evaluating:

- External examiner reports (considering quality and standards);
- Statistical information (considering issues such as the pass rate);
- Student feedback.

Drawing on this and other information, programme teams undertake the annual Review and Enhancement Process which is co-ordinated at School level and includes student participation. The process is monitored by the Quality and Standards Committee.

Once every six years an in-depth review of the whole field is undertaken by a panel that includes at least two external subject specialists. The panel considers documents, looks at student work, speaks to current and former students and speaks to staff before drawing its conclusions. The result is a report highlighting good practice and identifying areas where action is needed.

The role of the programme committee

This programme has a programme committee comprising all relevant teaching staff, student representatives and others who make a contribution towards the effective operation of the programme (e.g. library/technician staff). The committee has responsibilities for the quality of the programme. It provides input into the operation of the Review and Enhancement Process and proposes changes to improve quality. The programme committee plays a critical role in the quality assurance procedures.

The role of external examiners

The standard of this programme is monitored by at least one external examiner. External examiners have two primary responsibilities:

- To ensure the standard of the programme;
- To ensure that justice is done to individual students.

External examiners fulfil these responsibilities in a variety of ways including:

- Approving exam papers/assignments;
- Attending assessment boards;
- Reviewing samples of student work and moderating marks;
- Ensuring that regulations are followed;
- Providing feedback through an annual report that enables us to make improvements for the future.

The external examiner reports for this programme are located on the UEL virtual learning environment (Moodle) on the school notice board under the section entitled 'External Examiner Reports & Responses'. You can also view a list of the external examiners for the UEL School by clicking on the link below.

<http://www.uel.ac.uk/qa/externalexaminersystem/currentexaminers/>

Listening to the views of students

The following methods for gaining student feedback are used on this programme:

- Module evaluations
- Programme evaluations
- Student representation on programme committees (meeting 2 times year)

- Annual student satisfaction questionnaires

Students are notified of the action taken through:

- circulating the minutes of the programme committee
- providing details on the programme/module intranet (Moodle) sites
- Individual responses to students as required

Listening to the views of others

The following methods are used for gaining the views of other interested parties:

- The School Advisory Board
- Placements Officer
- As appropriate, being informed by relevant Professional bodies

Where you can find further information

Further information about this programme is available from:

- The UEL web site (<http://www.uel.ac.uk>)
- UEL Manual of General Regulations (<http://www.uel.ac.uk/qa/policies/manual/>)
- UEL Quality Manual (<http://www.uel.ac.uk/qa/policies/qualitymanual/>)
- School web pages (<http://www.royaldocksbusiness.com/>)
- Quality Assurance Agency for Higher Education (<http://www.qaa.ac.uk/>)
- Regulations for the Academic Framework (<http://www.uel.ac.uk/academicframework/>)
- UEL Guide to Undergraduate Programmes