

## Programme Specification

### BA (Hons) Management and Entrepreneurship BA (Hons) Management and Entrepreneurship (with placement)

<i>School:</i>	York St John Business School
<i>Subject area:</i>	Business Management
<i>Entry from academic year:</i>	2022-23
<i>in the month(s) of:</i>	September and January (Level 6) <sup>1</sup>
<i>Awarding institution:</i>	York St John University
<i>Teaching institution:</i>	York St John University
<i>Delivery location:</i>	York St John University
<i>Programme/s accredited by:</i>	Chartered Management Institute
<i>Exit awards:</i>	Certificate of Higher Education Management and Entrepreneurship Diploma of Higher Education Management and Entrepreneurship Diploma of Higher Education Management and Entrepreneurship (with placement) BA (Ord) Management and Entrepreneurship BA (Ord) Management and Entrepreneurship (with placement)
<i>UCAS code / GTTR / other:</i>	Not applicable
<i>Joint Honours combinations:</i>	Not applicable
<i>QAA subject benchmark statement(s):</i>	Business Management (2015)
<i>Mode/s of study:</i>	<a href="#">Undergraduate periods of study</a> for full-time  Non-standard period of study as follows: <ul style="list-style-type: none"> <li>• Full-time 4 years with placement</li> </ul>
<i>Language of study:</i>	English
<i>Paired with foundation year</i>	Yes
<i>Study abroad opportunities:</i>	Yes
<i>Placement year opportunity:</i>	Yes

### Introduction and special features

In an increasingly competitive environment, more and more people are choosing to create and manage their own business in order to succeed and have a rewarding career outside the confines of traditional organisations. This programme develops the skills necessary for entrepreneurship and allows graduates to be effective managers in a variety of settings.

Studying the BA (Hons) Management & Entrepreneurship award is a great opportunity to gain a degree that is clearly focused on your long-term goals. You will learn about how organisations are structured and operate, how people are managed, and how business ideas can be generated, funded and realised.

You will explore principles of innovation and contemporary issues facing managers and entrepreneurs. Your business idea will be thoroughly developed to ensure sustainability in a volatile marketplace.

<sup>1</sup> Direct entry to Level 6 is available in September and January, but entry to other Levels is restricted to September

As signatories to PRME (Principles for Responsible Management Education), York Business School are committed to integrating corporate responsibility and sustainability within all operations. PRME is a United Nations initiative seeking to inspire and champion responsible management education, research and thought leadership globally. Issues such as corporate responsibility, sustainability and ethical behaviour are core to the principles of York Business School and as such are embedded throughout all our programmes.

If you are studying on the BA (Hons) Management & Entrepreneurship with placement variant you will undertake a Year in Industry (also known as a sandwich year or placement year), in between your second and third year. This will allow you to develop your knowledge of organisation and management, practice intra/intra-preneurial skills and consider a range of future career options.

### **Special features**

- A focus on the management of owner organisations which will provide the knowledge and skills you will need as an owner manager.
- Accreditation by the Chartered Management Institute (CMI) giving you a professionally recognised qualification alongside your degree.
- Throughout the course there is regular opportunity to engage with a range of practising managers and entrepreneurs and take part in work related experiences and internships.
- Opportunity to be mentored by a practising manager through the CMI mentorship scheme.
- Programme of guest speakers which will enhance your learning and links with the business community.
- Opportunity to study abroad without extending the length of your degree.
- A 'Year in Industry' (sandwich year) for those on the with placement variant.
- Use of 'real life' (live) projects in assessments giving you practical application of the theory.
- Opportunity to compete in business simulation competitions.
- Opportunity to qualify as a Microsoft Office Specialist.
- Systematic development of employability skills through a Continuing Professional Development framework (Success Lab).

### **Admissions criteria**

You must meet the University's general entry criteria for [undergraduate](#) study.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorks.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Recognition of prior learning \(RPL\)](#). We also consider applications for entry with advanced standing.

### **Programme aim(s)**

The aims of the programme are to:

1. Prepare you for a career in business development in a rapidly changing business and social environment with the skills needed to adapt and develop as the environment changes.
2. Enable you to be a graduate who is able to improve the quality of entrepreneurial decision-making, leadership and business practice across a range of organisations and in a variety of contexts.

## **Programme learning outcomes**

Upon successful completion of the programme students will be able to:

### **Level 4**

#### **Knowledge and understanding**

- 4.1 Examine and explain a range of concepts, theories and models relevant to management and entrepreneurship.
- 4.2 Investigate the impact of different contexts upon management and entrepreneurship.

#### **Cognitive and thinking skills**

- 4.3 Apply a range of academic, analytical and intellectual skills relevant to Level Four study including, information gathering, analysis and problem identification.
- 4.4 Describe the role of a manager and demonstrate understanding of the nature and purpose of organisation.

#### **Practical/professional skills**

- 4.5 Exhibit skills in relation to communication, organisation and working with others.
- 4.6 Demonstrate entrepreneurial skills and generate an idea for a new service, product or enterprise.

#### **Key transferable skills**

- 4.7 Demonstrate own learning with guided support to explore a wide variety of learning sources and opportunities.

### **Level 5**

#### **Knowledge and understanding**

- 5.1 Compare and Contrast a range of concepts, theories and models relevant to management and entrepreneurship.
- 5.2 Apply appropriate theory to management scenarios and consider a variety of contemporary issues relevant to managers and entrepreneurs.
- 5.3 Recognise the role of different stakeholders and resources in management and entrepreneurship.

#### **Cognitive and thinking skills**

- 5.4 Demonstrate the application of a range of academic and intellectual skills relevant to Level Five study including, information gathering, problem solving, analysis and evaluation.

#### **Practical/professional skills**

- 5.5 Exhibit innovation and creativity in the development of a new service, product or enterprise.
- 5.6 Conduct research appropriate to Level Five by using qualitative and / or quantitative methods to solve problems relevant to a manager or entrepreneur.

#### **Key transferable skills**

- 5.7 Show independence in analysis, evaluation and learning to explore a wide variety of learning sources and opportunities.

### **Level 6**

#### **Knowledge and understanding**

- 6.1 Apply a range of relevant concepts, theories and models relevant to management and entrepreneurship.
- 6.2 Consider the feasibility of a new product, service or enterprise through primary research.
- 6.3 Evaluate a range of approaches to the realisation and marketing of products or services.

#### **Cognitive and thinking skills**

- 6.4 Demonstrate the ability to apply a range of academic and intellectual skills relevant to undergraduate level study including, information gathering, problem solving (incorporating creativity and innovation) and the skill to critically analyse, synthesise, and evaluate information and data to aid business decision making.

#### **Practical/professional skills**

- 6.5 Exhibit the achievement of skills in relation to communication, organisation and working with others from diverse cultures and backgrounds in a professional manner.

6.6 Conduct research and enquiry to further your understanding and to inform managerial decision-making.

### Key transferable skills

6.7 Manage own learning to explore a wide variety of learning sources and opportunities.

### Programme structure

Code	Level	Semester	Title	Credits	Module status	
					compulsory or optional to take <b>C or O</b>	non-compensatable or compensatable <b>NC or X</b>
BMB4001M	4	1	Practising Responsible Business Behaviours	20	C	X
BMB4002M	4	1	Organisational Behaviour in a Digital Age	20	C	X
BMB4003M	4	1	Entrepreneurship and the Business Environment	20	C	X
BMD4002M	4	2	Business Analytics and the Block Chain	20	C	X
BMB4006M	4	2	Financial Concepts and Planning	20	C	X
BMB4005M	4	2	Creating Business Ideas and Opportunities	20	C	X
BMB5001M	5	1	Management Practice in Disruptive Times	20	C	X
BMB5003M	5	1	Principles of Innovation	20	C	X
BMB5004M	5	1	Business and Venture Creation	20	C	X
BMR5001M	5	2	Management Research Methods	20	C	X
BMW5003M	5	2	Career Development and Employability	20	O	X
BMW5004M	5	2	Entrepreneurship and Business Development	20	O	X
BMB5007M	5	2	Contemporary Issues in Entrepreneurship	20	C	X
<b>For students taking the 'with placement' programme</b>						
BMB5009P	5P	Y	Placement Year	0	C	NC
BMR6001M	6	1&2	Research Investigation	40	C	NC
BMB6001M	6	1	Operations and Project Management	20	C	X
BMB6005M	6	1	Taking your Business from Vision to Reality	20	C	X
BMM6003M	6	2	Taking your Product or Service into the Marketplace	20	C	X
BMB6008M	6	2	The Entrepreneurial Practitioner	20	C	X

### Continuing professional development

You are strongly encouraged to undertake Continuing Professional Development throughout your studies to prepare you for the world of work. You will be able to develop a range of academic and professional skills through a range of activities, exercises and events under the guise of 'Success Lab' which will help you to progress through the course and into the world of work and provide those crucial entrepreneurial skills.

Success Lab, a three-year programme that runs alongside your degree, has been developed in partnership with leading graduate recruiters and industry leaders. You will attend events and short courses that are offered in addition to your degree. We will offer you additional qualifications and experience in areas that are important for employers such as public speaking, Sage accounting and copywriting.

You will be offered the chance to attend exhibitions and make visits, to take part in our leadership and management programme and to attend a series of inspiring lectures with executive speakers. In the past we have hosted CEOs and Chief Executives from Pandora, Royal Mail, ASDA and Welcome to Yorkshire among others.

### **Study abroad**

You have the opportunity (subject to meeting the University Threshold Standards) to undertake a semester or full year abroad<sup>2</sup> as part of your studies during your second year.<sup>2</sup>

### **Learning, teaching and assessment**

All modules are delivered utilising a range of teaching, learning and assessment strategies including lectures, seminars, guest speakers, tutorials, workshops and a range of events and learning activities.

You are supported initially in the use of guided learning strategies in Level 4 developing towards autonomous, well-judged use of collaborative and independent learning strategies in Levels 5 and 6.

Throughout the programme you will be introduced to a range of different teaching and learning strategies. For example, in Level 4 you will undertake case-based learning (*Organisational Behaviour in the Digital Age* and *Practising Responsible Business Behaviours*) in which we use case studies to develop your business knowledge and the decision-making process you may require as a manager. At Level 5 (for example) there will be evidence of practice based learning (*Business and Venture Creation*) in which you will be expected to engage in practical based activities as you develop your skills for managing a business, while also developing skills in managing projects (*Management Research Methods*). Finally, at Level 6 you will demonstrate your skills through practice and enquiry-based learning giving you the opportunity to develop creative and innovative solutions to problems through *Operations and Project Management*, and *The Entrepreneurial Practitioner*.

You will undertake a variety of assessments which include the use of written assignments (often in the form of reports), individual and group presentations and practical activities. An essential part of the assessment is to encourage both learning and the development of skills as well as preparing you for entrepreneurship and the world of work.

You will have opportunities for formative assessment and feedback to inform your work prior to submission and you will receive detailed feedback on assessments to help you develop and continuously improve your performance whilst on the programme. Advice will be provided in relation to development, further areas for research and guidance on how to enhance your knowledge of business and practice.

You will have the opportunity for study support including academic writing and research skills to enhance employability and career development in the field of Management and Entrepreneurship

As a graduate searching for employment, you will likely come across the term **transferable skills**. Employers value these skills because they can be used in so many ways in the workplace. If you want to secure a graduate opportunity, you are going to have to demonstrate a specific set of skills needed for the role. Some of these skills will be specific to the industry while others (transferable skills) are those that you can build on and develop throughout your career. York Business School, seeks to develop and enhance your skills in communication, problem solving and team working through teaching, learning and

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<sup>2</sup> If you are taking the placement award you are only eligible for one semester abroad.

assessment activities and the opportunities to engage in a range of activities which will not only support this but which will provide clear evidence of your achievement of them.

### **Progression and graduation requirements**

The University's [general regulations](#) for undergraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section as non-compensatable.

The exit award of BA Ordinary is not available to students entering at Level 6.

### **Internal and external reference points**

This programme specification was formulated with reference to:

- [University mission and values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)

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*Date written / revised: June 2019*

*Programme originally approved: July 2019*