

Programme Specification

BA (Hons) Economics and Business

BA (Hons) Economics and Business (with Placement)

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| <i>School:</i> | York Business School |
| <i>Subject area:</i> | Management, Accounting and Economics |
| <i>Entry from academic year:</i> | 2020-21 |
| <i>in the month(s) of:</i> | September |
| <i>Entry from academic year:</i> | 2022-23 |
| <i>in the month(s) of:</i> | September and January (Level 6) |
| <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 Economics and Business Diploma of Higher Education Economics and Business Diploma of Higher Education Economics and Business (with placement) BA (Ord) Economics and Business BA (Ord) Economics and Business (with placement) |
| <i>UCAS code / GTTR / other:</i> | L2N4 |
| <i>Joint Honours combinations:</i> | Not applicable |
| <i>QAA subject benchmark statement(s):</i> | Economics (2015) Business and Management (2015) |
| <i>Mode/s of study:</i> | Undergraduate periods of study¹ for full time |
| <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

As recent developments in the economic environment shows, the global business environment continues to become increasingly competitive and challenging, businesses need to be more innovative, take more risks and develop sustainable business models that serve their customers and have a positive impact on society's well-being. The BA (Hons) Economics and Business programme aims to provide you with a critical understanding of the role of business in contemporary society and the impact of economics.

Studying the BA (Hons) Economics and Business award is a great opportunity to gain a degree that is clearly focused on your long-term career prospects in a wide variety of contexts. Whether you are thinking of setting up your own business, working in a large corporation, the public sector or commerce, you will need to possess an understanding of how businesses operate and the economic environment in which they exist.

¹ The standard period of study will apply unless otherwise stated

If you are studying on the BA (Hons) Business and Economics 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.

Special features

- In-depth knowledge of markets, the economy and business activity.
- A focus on the application of economics to business situations.
- Accreditation by the Chartered Management Institute (CMI) giving you a professionally recognised qualification (Level 5 Certificate in Management and Leadership) alongside your degree.
- Throughout the course there is regular opportunity to engage with a range of practising managers, organisations, employers and entrepreneurs and take part in work-related experiences and internships.
- 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 both within the University and on national / international scales.
- Opportunity to qualify as a Microsoft Office Specialist.
- Systematic development of employability skills through a Continuing Professional Development framework.

Admissions criteria

You must meet the University's general entry criteria for [undergraduate](#) study. In addition, you must have:

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see [English language requirements](#)).

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

Programme aim(s)

1. Prepare you for a career in a rapidly changing business and economic environment with the skills needed to adapt and develop as the environment changes;
2. Provide a challenging, integrated programme of study that equips you with a sound general knowledge of organisations and the business and economic environments in which they operate, within the context of the guiding principles of the Principles of Responsible Management Education (PRME).

Programme learning outcomes

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

Level 4

Knowledge and Understanding

- 4.1 Describe and explain a range of relevant concepts, theories and models to the solution of economic and business problems.
- 4.2 Describe and identify the impact of economics on business and society.

Cognitive and Thinking Skills

- 4.3 Demonstrate the ability to apply a range of academic and intellectual skills relevant to Level Four study including, information gathering, analysis and problem identification.

Practical/Professional Skills

- 4.4 Explain the importance of effective cross-cultural communication within diverse organisations.
- 4.5 Effectively communicate with a culturally diverse audience in order to find solutions to common problems
- 4.6 Demonstrate the use of research skills to gather information.

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 relevant concepts, theories and models to the solution of economic and business problems.
- 5.2 Analyse and discuss the impact of economics on business and society.

Cognitive and Thinking Skills

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

Practical/Professional Skills

- 5.4 Exhibit the development and achievement of skills in relation to communication, organisation and working with others from organisational and national cultures and backgrounds.
- 5.5 Demonstrate the use of research and enquiry to further your understanding.

Key Transferable Skills

- 5.6 Demonstrate independence and own 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 to the solution of economic and business problems.
- 6.2 Synthesise and evaluate the impact of economics on business and society.
- 6.3 Critically debate the interaction of economics and business through an extended piece of research.

Cognitive and Thinking Skills

- 6.4 Apply a range of academic and intellectual skills relevant to level 6 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 development and achievement of skills in relation to communication, organisation and working with others from organisational and national cultures and backgrounds in a professional manner.
- 6.6 Conduct research and enquiry to further your understanding and to inform business and economic decision-making.
- 6.7 Demonstrate the application of economic skills to business.

Key Transferable Skills

- 6.8 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 C or O | non-compensatable or compensatable NC or X |
| BMB4001M | 4 | 1 | Practising Responsible Business Behaviours | 20 | C | X |
| BMI4001M | 4 | 1 | Principles of Applied Economics | 20 | C | X |
| BMB4002M | 4 | 1 | Organisational Behaviour in the Digital Age | 20 | C | X |
| BMI4003M | 4 | 2 | Economic Policy and Practice | 20 | C | X |
| BMM4008M | 4 | 2 | Understanding Customers and Markets | 20 | C | X |
| Choose 1 module from the following 2 for semester 2 | | | | | | |
| BMF4002M | 4 | 2 | Developing Analysis Techniques | 20 | O | X |
| BMD4002M | 4 | 2 | Business Analytics and the Blockchain | 20 | O | X |
| BMI5004M | 5 | 1 | Industrial Economics | 20 | C | X |
| BMB5001M | 5 | 1 | Management Practice in Disruptive Times | 20 | C | X |
| Choose 1 module from the following 2 for semester 1 | | | | | | |
| BMI5006M | 5 | 1 | Labour Economics | 20 | O | X |
| BMB5005M | 5 | 1 | Financial Analysis and Application | 20 | O | X |
| BMR5003M | 5 | 2 | Research Methods | 20 | C | X |
| BMI5001M | 5 | 2 | Controversies in International Trade | 20 | C | X |
| Choose 1 module from the following 2 for semester 2 | | | | | | |
| BMW5001M | 5 | 2 | Professional Placement | 20 | O | X |
| BMW5002M | 5 | 2 | Business, Creativity and Opportunism Skills for the Workplace of Today | 20 | O | X |
| For students taking the 'with placement' programme | | | | | | |
| BMB5009P | 5P | Y | Placement Year | 0 | C | NC |
| BMR6001M | 6 | 1&2 | Research Investigation | 40 | C | NC |
| BMI6008M | 6 | 1 | Critical Economic Policy | 20 | C | X |
| Choose 1 module from the following 2 for semester 1 | | | | | | |
| BMB6001M | 6 | 1 | Operations and Project Management | 20 | O | X |
| BMB6002M | 6 | 1 | Developing Organisational Strategy in the Digital World | 20 | O | X |
| Choose 1 module from the following 2 for semester 2 | | | | | | |
| BMI6003M | 6 | 2 | Beyond Economics: Understanding the Changing Global Economy | 20 | O | X |
| BMI6007M | 6 | 2 | Managerial Economics | 20 | O | X |

| Choose 1 module from the following 3 for semester 2 | | | | | | |
|---|---|---|--|----|---|---|
| BMB6004M | 6 | 2 | Strategic Leadership for Innovation and Change | 20 | O | X |
| BMB6006M | 6 | 2 | Business Ethics and CSR | 20 | O | X |
| BMM6004M | 6 | 2 | Global and Cross Cultural Marketing | 20 | O | 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 job market and provide the work-based skills employers require.

Study abroad

You have the opportunity (subject to meeting the University Threshold Standards) to undertake a semester or full year abroad² as part of your studies during your second year.

Learning, teaching and assessment

All modules are delivered utilising a range of teaching, learning and assessment strategies including lectures, seminars, live projects, guest speakers, tutorials, practical sessions, 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 be introduced to how the economy works and interacts with business. This will help you in developing your awareness of market forces, investment analysis and the decision-making process you may require in future roles. At Level 5 (for example) you will learn how to analyse different current issues in the economic environment in Industrial Economics. This involves case-based learning in which you will be expected to engage in case-based activities as you develop your skills, while also developing skills in managing projects (Research Methods). Finally, at Level 6 (for example) you will demonstrate your skills through practice and enquiry-based learning giving you the opportunity to develop creative and innovative solutions to problems through Managerial Economics and Contemporary Business Economics.

You will undertake a variety of assessments which include the use of written assignments (often in the form of reports), individual and group presentations, exams and tests, 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 the requirements of the workplace.

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 finance and investment.

You will have the opportunity for study support including academic writing, research skills and interview skills to enhance employability and career development in the field of Economics and Business.

² If you are taking the placement award you are only eligible for one semester abroad.

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.

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](#)

Date written / revised: November 2019

Programme originally approved: