

## Programme specification

### BA (Hons) Business Studies

### BA (Hons) Business Studies with placement

<i>School:</i>	York Business School		
<i>Entry in:</i>	2018	<i>In:</i>	September
<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>	BA (Hons) Business Administration BA (Hons) Business Administration with placement BA (Ord) Business Studies BA (Ord) Business Studies with placement Diploma of Higher Education Business Studies Diploma of Higher Education Business Studies with placement Certificate of Higher Education Business Studies		
<i>UCAS Code / GTTR / Other:</i>			
<i>Joint Honours Combinations:</i>	Not applicable		
<i>QAA Benchmark Group(s):</i>	Business and Management (2015)		
<i>Mode/s of Study:</i>	Full-time 3 years or 4 years with placement		
<i>Language of Study:</i>	English		

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### Introduction and Special Features

As 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) Business Studies awards aim to provide you with a critical understanding of the role of business in contemporary society.

Studying the BA (Hons) Business Studies awards are 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 the ever growing tourist industry you will need to possess an understanding of how businesses operate.

If you are studying on the BA (Hons) Business Studies 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

- A broad focus on business giving you flexibility to study modules in your areas of interest
- Accreditation by the Chartered Management Institute (CMI) giving you a professionally recognised qualification (Level 5 Certificate in Management and Leadership) alongside your degree

- Engagement throughout the course from a range of different sectors including the public, private and third sectors
- 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
- Opportunity to learn a language
- Access to a range of specialist resources including, Financial Information Database (FAME) and Financial Times Interactive to support learning and research.
- Excellent personal and academic support. You will be allocated an academic tutor to support you throughout the programme

### 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 [Accredited Prior \(Experiential\) Learning \(APL/APEL\)](#).

We also consider applications for entry with advanced standing.

### Programme Aims

The BA (Hons) Business Studies programme is based on the philosophy that development should be incremental.

The programme encourages you to develop the skills for working in the business sector in a variety of roles. To do this, you should be capable of making business decisions at both a strategic and at a tactical level, emphasising the complexity and dynamics of business and taking cognisance of the integrative nature of the various factors which impinge upon such decisions. The programme incorporates frameworks for reviewing, reflecting, analysing and critiquing existing individual and organisational practices.

The outcome of this process will be a critical appreciation of business practice, in order to: make justified decisions; apply those decisions in a variety of contexts; communicating the decisions and make integrative links between disciplines and across organisations.

**The aims of the programmes are to:**

1. prepare you for a career in a rapidly changing business and social 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 global environments in which they operate, within the context of the guiding principles of the Principles of Responsible Management Education (PRME);
3. provide a vocationally relevant degree with professional recognition;
4. provide you with the opportunity to focus on particular aspects of business relevant to your background, interests and career aspirations through a choice of final independent research activity;
5. facilitate the development and demonstration of your intellectual skills of information processing, analysis, synthesis, critical appraisal, creativity and innovation and the ability to manage and make decisions in situations of ambiguity and uncertainty;
6. enable you to develop competences and research skills to enhance employability and support career advancement;
7. enable you to be a graduate who is able to improve the quality of decision-making and business practice across a range of organisations and in a variety of contexts.

### **Programme Learning Outcomes**

#### **Level Four**

On successful completion of the level four you will be able to:

##### **Knowledge and Understanding**

1. Describe and explain a range of relevant concepts, theories and models to the solution of business problems.
2. Describe and identify the role of businesses and their impact on society.

##### **Cognitive and Thinking Skills**

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. Exhibit the development of skills in relation to communication, organisation and working with others from organisational and national cultures and backgrounds.
5. Demonstrate the use of research skills to gather information.

##### **Key Transferable Skills**

6. Develop your own learning with guided support to explore a wide variety of learning sources and opportunities.

#### **Level Five**

On successful completion of level five you will be able to:

##### **Knowledge and Understanding**

1. Compare and Contrast a range of relevant concepts, theories and models to the solution of business problems.
2. Analyse and discuss the role of businesses and their impact on society.

### **Cognitive and Thinking Skills**

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**

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. Demonstrate the use of research and enquiry to further your understanding.

### **Key Transferable Skills**

6. Develop independence and your own learning to explore a wide variety of learning sources and opportunities

## **Level Six**

On successful completion of level six you will be able to:

### **Knowledge and Understanding**

1. Apply a range of relevant concepts, theories and models to the solution of business and management problems.
2. Synthesise and evaluate the role of businesses and their impact on society.
3. Discuss the application of business through a piece of extended research.

### **Cognitive and Thinking Skills**

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**

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. Conduct research and enquiry to further your understanding and to inform management decision-making.
7. Demonstrate a range of skills used within business.

### **Key Transferable Skills**

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

## **Programme Structure**

At level four, the six compulsory modules are designed to give you a grounding in the key theoretical areas of business and the various specialisms.

At level six, you study a minimum of three compulsory modules directly related to your award. Alongside this you undertake 40 credits worth of research. You will complete a total of either five modules if you choose to undertake the 40 credit dissertation, or six modules if you choose to undertake one of the alternative research routes which consist of two 20 credit research modules (as opposed to the 40 credit dissertation).

### Modules for the Programme

Code	Level	Semester	Title	Credits	Status of Module*
1BMB08	4	1	Organisational Behaviour in the Digital Age	20	C
1BMB09	4	2	Ethics, Scandal and Business Decisions	20	C
1BMB02	4	1	Responsible Business	20	C
1BME01	4	1	Introduction to Economics	20	O
1BMB10	4	1	Business Operations	20	C
1BMM01	4	1	Marketing Principles	20	O
1BMS01	4	1	The Contemporary Sports Industry	20	O
1BMT02	4	1	Hospitality and Events in the 21 <sup>st</sup> Century	20	O
1BMT04	4	2	Corporate Hospitality and Events	20	O
1BMB04	4	2	Ventures in Entrepreneurship	20	O
1BMB05	4	2	The Politics of Business	20	C
1BMI02	4	2	Website Development	20	O
1BME02	4	2	Economic Policy and Practice	20	O
1BMF01	4	2	Finance and Capital Markets	20	O
1BMT01	4	1	Tourism Industries	20	O
1BMI01	4	1	Business Logic and Process Modelling	20	O
1BMH01	4	2	Managing Employee Performance	20	O
1BMF02	4	2	Quantitative Analysis	20	O
1BMM02	4	2	Marketing Research	20	O
	4	2	Language	20	O
2BMB01	5	1	Management and Leadership	20	C
2BMB02	5	1	Managing Finance	20	O
2BMH01	5	1	Employee Resourcing	20	O
2BMA01	5	1	Business and Commercial Law	20	C
2BMM01	5	1	Strategic Marketing Planning	20	O
2BMM02	5	1	Consumer Behaviour	20	O
	5	1	Study Abroad	60	O
2BMB03	5	2	Research Methods and Project Management	20	C
2BME02	5	2	International Trade	20	C
2BMB04	5	2	People Management	20	O
2BMH02	5	2	Developing Talent in Organisations	20	O
2BMM03	5	2	Integrated Marketing Communications	20	O
2BMB10	5	2	Professional Practice	20	O
	5	2	Language	20	O
	5	2	Study Abroad	60	O
3BMB10	6	1+2	Dissertation	40	C <sup>1</sup>
3BMB16	6	1+2	Business Creation Project	40	C <sup>1</sup>
3BMB11	6	1	Developing a Business Research Project	20	C <sup>1</sup>
3BMB13	6	1	Developing an Organisation Based Project	20	C <sup>1</sup>
3BMB01	6	1	Operations and Project Management	20	O
3BMI01	6	1	eBusiness	20	CA
3BMB02	6	1	Organisational Strategy & Decision Making	20	O
3BMT01	6	1	Tourism Policy and Planning	20	O
3BME01	6	1	Contemporary Business Economics	20	O

<sup>1</sup> Students must take 40 credits from either: a) Dissertation or; b) Developing a Business Research Project *and* Business Research Project or; c) Developing an Organisational Based Project *and* Organisational Based Project or d) Business Creation Project

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3BMB12	6	2	Business Research Project	20	C <sup>1</sup>
3BMB14	6	2	Organisation Based Project	20	C <sup>1</sup>
3BMB03	6	2	Business Ethics and CSR	20	O
3BMM02	6	2	International Marketing	20	O
3BMH02	6	2	Globalisation and Contemporary HR	20	O
3BMI02	6	2	Developing E-Commerce	20	O
3BMB04	6	2	Leadership, Innovation and Change	20	O
3BMI03	6	2	Contemporary Issues in the Technological Era	20	O

\*C: compulsory, CA: compulsory for award, O: option

Note that to study abroad you must meet the university's standard study abroad requirements.

### 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 (which includes undertaking a 20 day work related activity) 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 abroad<sup>2</sup> as part of your studies during your second year.

### Teaching, Learning 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 simulation based learning (Ventures in Entrepreneurship) in which we use a computer based simulation to develop your business skills through developing your awareness of market forces and the decision making process you may require in a business career. At Level 5 (for example) there will be evidence of practice based learning (Management and Leadership) in which you will be expected to engage in practical based activities as you develop your skills, while also developing skills in managing projects (Research Methods and Project Management. 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 Operations and Project Management, and Leadership, Innovation and Change.

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 business and practice.

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

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

### **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.

Students who achieve the standard requirements for an honours degree who do not achieve the compulsory for award modules will be awarded the degree of BA(Hons) Business Administration.

### **Internal and External Reference Points**

This programme specification was formulated with reference to:

- [Strategic Plan 2015-20](#) [see page four]
- [QAA subject benchmark statement](#)
- [Framework for Higher Education Qualifications](#)

### **Further Information**

Further information on the programme of study may be obtained from:

- Admissions entry profile (Admissions)
- Programme validation document (Registry – Academic Quality Support)
- Regulations (Registry – Academic Quality Support)
- Student programme handbook (school)
- Module handbooks (school)

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*Date written / revised: updated July 2017*