

Programme Specification

Award and title:

BA (Hons) Business Management

BA (Hons) Business Management (with Placement)

<i>School:</i>	York Business School
<i>Subject area:</i>	Management, Accounting and Economics
<i>Entry from academic year:</i>	2027-28
<i>in the month(s) of</i>	September
<i>Awarding institution:</i>	York St John University
<i>Teaching institution:</i>	York St John University
<i>Delivery location:</i>	Lord Mayor's Walk
<i>Programme/s accredited by:</i>	N/A
<i>Exit awards:</i>	Certificate of Higher Education Diploma of Higher Education Business Management Diploma of Higher Education Business Management (with placement) BA (Ord) Business Management BA (Ord) Business Management (with placement)
<i>UCAS code / GTTR / other:</i>	N202
<i>Joint Honours combinations:</i>	Not applicable
<i>QAA subject benchmark statement(s):</i>	Business and Management (2023)
<i>Mode/s of study:</i>	Non-standard period of study as follows: Full time – 3 Years. Full time – 4 Years (with Placement).
<i>Language of study:</i>	English
<i>Paired with Foundation Year</i>	Yes
<i>Study abroad opportunities:</i>	Yes
<i>Opt-in YSJU Placement Year opportunity:</i>	Yes
<i>Excluding a year-long placement/professional experience, are there placement/field trip/work experience(s) totalling 20 days or more?</i>	No

Introduction and special features

The increasingly competitive and challenging nature of the global business environment requires innovative and sustainable responses to ensure business success delivered in a responsible fashion. Our BA (Hons) Business Management degree is aligned with the [Quality Academic Assurance \(QAA\) standards for Business and Management](#) and is rooted in the critical appreciation of how wider global shifts, including social, economic, technological and cultural issues impact upon organisational objectives. The programme is designed to meet both current and future demands of a changing business environment, ensuring our

graduates develop a strong theoretical foundation alongside practical expertise relevant to a range of different industries.

By studying BA (Hons) Business Management, you will engage with the multidisciplinary nature of the subject and gain a degree that is clearly focused on developing the essential, transferrable and dynamic skills that provide value to you and other stakeholders within a range of roles across industries. You will also develop the professional and interpersonal skills required in diverse workplaces within an accessible programme that embeds inclusive career development opportunities. This approach supports our graduates to be well-prepared for a wide range of roles, including business analyst, consultant, project manager and many more.

Whether you are thinking of setting up your own business, working in a large corporation, the public sector, or a range of other industries, you will need to possess an understanding of how different businesses operate within a data-driven culture, and how skilled and responsible managers can contribute to their success. Our BA (Hons) Business Management degree will enable you to develop your skills to excel in future careers, by demonstrating how individuals and teams influence operational, managerial and strategic aspects that are central to the goals of any organisation.

The BA (Hons) Business Management degree is aligned with the University's Work-Related Experiential Learning (WREL) strategy at every level of study. WREL embeds the key employability skills in assessments by working directly with business leaders in issues impacting their firms. You will apply your course theory to practical examples by analysing and evaluating real-world issues. The involvement of industry professionals will support you to become a skilled, self-directed and reflective individual as you explore your career ambitions.

As signatories to PRME (Principles for Responsible Management Education), York Business School is 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 BA (Hons) Business Management with the placement variant, you will undertake a Year in Industry (also known as a placement year), in between your second and third year.

Special features:

- A focus on the success of organisations which will provide the knowledge and skills you will need across industries. This includes the management of people, resources and other relevant business activities.
- Achieve specialist and in-demand insight into a data-driven culture, including through effective data visualisation with Power BI, engaging with Artificial Intelligence (AI), and understanding business finance.
- Work with a range of businesses to apply your understanding to the challenges and opportunities they face, such as sustainability concerns, international strategies, negotiation and sales.
- Regular opportunities to engage with practising managers, organisations, employers and entrepreneurs and take part in work related experiences and internships.
- Develop digital skills and intercultural competency skills by working with international institutions on projects through Collaborative Online International Learning (COIL) and business competitions.
- Engage with a programme of guest speakers to develop your employability network and enhance your learning and links with the business community.
- Live, work-related activities and/or assessments so that you can apply the theories you have learnt to real world challenges.
- An opportunity to take a year in Industry for those on the "with placement" variant
- The chance to study abroad for one or two semesters at level 5 without extending the length of your degree programme.
- The opportunity to qualify as a Microsoft Office Specialist across the suite of Microsoft Office programmes.
- Excellent personal and academic support from your academic tutor throughout the programme.

Admissions criteria

You must meet the minimum entry requirements which are published on the programme specific webpage.

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 aims

1. Blend theoretical and practice-based learning to develop a critical understanding of organisations, cultures, and structures, within a changing business environment.
2. Prepare and enhance transferrable employability skills as impactful, responsible, and successful leaders within a wide range of careers and contexts.
3. Expand your potential to positively impact business and society through socially oriented approaches delivered within a high quality and stimulating learning experience.

Programme learning outcomes

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

Level 4

- 4.1 **Examine and explain** a range of relevant concepts, theories, and models for the solution of business and management problems.
- 4.2 **Evaluate and discuss** concepts relevant to issues of responsibility and sustainability in business development.
- 4.3 **Demonstrate** the ability to use appropriate evaluation techniques and discuss the implication of results.
- 4.4 **Source and engage** with evidence and viewpoints for business-related issues and make supported assumptions, identify implications, and formulate conclusions.
- 4.5 **Discuss** concepts/techniques and apply them in the evaluation of business performance
- 4.6 **Construct, communicate and present** coherent arguments, ideas, and findings clearly to both specialist and/or non-specialist audiences.
- 4.7 **Demonstrate** transferable skills for employment or further study such as teamwork, reflection, critical thinking, and time management.

Level 5

- 5.1 **Identify, evaluate, and apply** a range of relevant concepts, theories, and models to the solution of business and management problems.
- 5.2 **Analyse and discuss** features of decision-making within diverse organisational contexts
- 5.3 **Demonstrate** the ability to apply a range of academic and intellectual skills including, information gathering, problem solving, critical thinking and analysis.

- 5.4 **Exhibit** independence in research, analysis, evaluation, and argument formation to explore a wide variety of learning sources and opportunities appropriate to contemporary business
- 5.5 **Demonstrate** the use of business and management research methods and enquiry through engagement with appropriate theories, concepts, and tools
- 5.6 **Communicate** ideas, arguments, and findings effectively to both specialist and non-specialist audiences, using clear and concise language and appropriate visual aids.
- 5.7 **Demonstrate and apply** transferable skills for employment or further study such as analytical reasoning, time management and teamwork.

Placement variant

PPLO 1 **Demonstrate** sustained professional behaviour in a workplace environment.

PPLO 2 **Recognise** the links between practice and theories relevant to your area of study

Level 6

- 6.1 **Demonstrate critical thinking** skills by selectively identifying and engaging with relevant concepts, theories, and models, and critically applying these to the solution of business and management problems
- 6.2 **Synthesise and evaluate** strategic and tactical decisions in a variety of organisational contexts
- 6.3 **Critically apply** principles to analyse contemporary business issues and evaluate the effectiveness of theoretical models, concepts, and methods in addressing these issues.
- 6.4 **Utilise** 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 decision-making
- 6.5 **Plan, design, and execute** an independent business and management research project, synthesising theoretical knowledge, appropriate research techniques, and critical evaluation to produce a coherent and well-argued analysis
- 6.6 **Communicate** complex ideas, arguments, and findings effectively to both specialist and non-specialist audiences, using clear and concise language and appropriate visual aids. Work independently to solve problems and business and/or management insights.
- 6.7 **Demonstrate and apply enhanced** employability attributes such as managing your own learning experience and applying transferable skills such as analytical reasoning, time management, and adaptability to real-world challenges.

Programme structure

Code	Level	Semester	Title	Credits	Module status	
					Compulsory (C) or optional (O)	non-compensable (NC) or compensable (X)
BMB4010M	4	1	Responsible Business	20	C	X
BMB4011M	4	1	Organisational Behaviour	20	C	X
BMI4008M	4	1	Entrepreneurship and the Business Environment	20	C	X
BMB4012M	4	2	Managing Business Resources	20	C	X
BMI4010M	4	2	AI and the Futures of Work	20	C	X
BMB4013M	4	2	Fundamentals of Sales and Marketing	20	C	X
BMB5011M	5	1	Management Practice in Disruptive Times	20	C	X
BMB5012M	5	1	Financial Analysis and Application	20	C	X
BMI5008M	5	1	Managing Diversity & Cultural Complexity	20	C	X
BMR5004M	5	2	Business Research Methods	20	C	X
BMB5013M	5	2	Data Visualization for Business Insights	20	C	X
BMW5005M	5	2	The Business Lab: Real-World Consulting in Action	20	C	X
For students taking the 'with placement' programme						
BMP5007P	5P	Y	Placement Year	0	C	NC
BMR6008M	6	1 & 2	Research Investigation	40	C	NC
BMB6014M	6	1	Developing Organisational Strategy in the Digital Age	20	C	X
BMB6015M	6	1	Operations and Project Management	20	C	X
BMB6016M	6	2	Business Ethics and Sustainability	20	C	X
Choose 1 module from the following 2 for Semester 2						
BMI6011M	6	2	Rethinking Globalisation	20	O	X
BMM6015M	6	2	Global and Cross-Cultural Marketing	20	O	X

Please note that not all options may be available every year as they depend on student demand and staff availability.

Any modules that must be passed for progression or award are indicated in the table above as non-compensable. A non-compensable module is one that must be passed at the relevant level (with a mark of 40) to progress.

Learning, teaching, and assessment

All modules are delivered through a variety of learning and teaching strategies. These have been designed to build and develop your theoretical understanding of business and management issues, while embedding

and improving practical and analytical skills. Examples include interactive lectures, seminars, live projects, guest speaker sessions, tutorials, and other learning activities that reflect real-world business challenges.

Assessments are designed to enable and support students as they deeply engage with the concepts and techniques within the programme. They are informed by the core transferrable skills required in future employment, and you will engage in a diverse range of assessment techniques that are structured to support your progress and enhance the sequential development of skills, independence, and self-reflection. These attributes support advancement throughout your studies and underpin future study and career ambitions.

Examples of assessments include essays, reports, group and individual presentations, creative artefacts (e.g. blogs), data visualisation, applied research projects, and case study evaluations. You will also develop key professional skills through presentations, consultancy projects, and networking. To support your independence, you will be encouraged to develop reflective skills, captured by portfolios, and honed through interaction with lecturers, academic tutors, and business representatives. Many assessments will involve working directly with forms of business data, industry-relevant software, and contemporary business issues to ensure that your learning is both applied and career-focused.

To support your development, you will have access to formative assessments throughout your studies, allowing you to benefit from feedback prior to final submissions. The feedback will help refine your understanding, providing guidance on how to enhance the reasoning, analysis, and problem-solving techniques. Additional study support is available for academic writing and software proficiency, all of which will strengthen your employability and career prospects.

To support students in achieving their career aspirations, the programme's learning and teaching approach is structured as follows:

Level 4:

The focus of the first year is to build core knowledge and practical skills from the outset of your studies. The programme design ensures that students from all backgrounds learn by applying theory to practice in real-life issues and gain practical experience from the very beginning of their studies.

You will build a deep foundation in the imperatives that drive decision making, alongside the skills needed to support organisational success. The wider environments in which businesses operate are critically explored, with a recurring emphasis upon the impact of notions surrounding responsibility, sustainability, and ethical practice.

The first year of study integrates a future-thinking skill set that is valued by all organisations. For example, you will engage directly with artificial intelligence as a key technological change disrupting global workspaces, hone managerial and interpersonal skills related to negotiation and sales, and learn the relevant skills and processes needed to manage a range of business resources.

All first-year modules include academic skills development as core features of study. Through live projects and engagement with businesses, you will apply business and management concepts to evaluate real-world economic and business problems. You will enhance your critical thinking, problem-solving, and transferable skills. The approach taken in Year 1 provides a deep and rounded knowledge basis to confidently progress into year two and deepen your specialisation based on career aspirations or areas of interest.

Level 5:

Building on the core skills and principles from Level 4, your second year focuses on developing advanced techniques and career-focused learning within, and for, business and management settings. For example, the essential management skills required to understand, appreciate, analyse, and evaluate workplace complexity and dynamism are explored in the first semester. These management skills are supported with the understanding and analysis of financial data within a business, alongside the much sought-after skills in data analysis and visualisation. The content provided in Level 5 provides a link between the functional, operational, and strategic aspects of an organisation, as you develop a deeper and more detailed appreciation of the critical skills needed for study and career success.

Prior to Level 6, students directly build their employability competences in areas such as teamwork, organisation, networking, and time management, by working with peers and employers in York Business School's '*Business Lab*'.

Year in industry – also known as placement year

If you have chosen BA (Hons) Business Management but later decide that you would like to do a placement, you can do this by choosing the University's opt in placement year to run between level 5 and 6..

A placement year you will help you to gain valuable experience in real employment. York St John University will provide you with support to help source a placement which meets your career aspirations; however, **it is your responsibility to secure your own placement**. Support will be available through central University services such as the Careers and Employability Team. Students who undertake the year in industry often return for level 6 more focused on their studies and deemed more job ready by employers. You will be prepared for your placement year through activities throughout level 5, which will assist you to prepare for applying for and undertaking a placement. This will include CV and cover letter writing, as well as interview skills. You will work with the central University services with the support of an academic tutor to identify placement opportunities. On achieving a year in industry placement, you will need to liaise with the careers and placements team to enable checks around insurance to take place before starting the placement. You will be expected to demonstrate your achievement while on placement through a reflective poster which explores the interconnectivity of university learning and learning in the workplace. To undertake a year in industry placement you will need to have achieved the minimum requirements for progression at level 5 and will also have to satisfy the following criteria:

- You must have no outstanding modules from level 4 or 5.
- You must demonstrate a good level of professionalism in your academic conduct within the university, to the point where your course lead is willing to agree your suitability for the proposed placement.

During the year in industry placement, you will be allocated a mentor from within the University, who will monitor your progress throughout the placement. This may include MS Teams/email conversations. You will have a minimum of one field visit which will include a conversation with the employer. There will also be three keeping in touch (KIT) days based on campus where you will be able to meet up with other on placement students, reconnect with friends on campus, and have some sessions about managing your placement and transition back into university life. (NB if your placement is abroad, you will be able to join through virtual means).

Level 6:

The final year of study emphasises independent research, the application of techniques as a self-directed learner, and the ability to present well-reasoned conclusions. These are essential skills valued by employers and expand upon the analytical and practical skills gained in Levels 4 and 5.

You will undertake an independent *Research Investigation* by working closely with a dedicated supervisor who will provide guidance and feedback. This project allows you to apply knowledge and research skills to a topic of your choice, developing expertise in an area that aligns with your interests and career goals.

Furthermore, students at Level 6 directly engage with a range of strategic impacts upon organisational success. For example, *Developing Organisational Strategy in the Digital Age* addresses the ways in which competitive advantage can be created and lost across organisations and industries. Relatedly, studying *Project Management* supports aspiring project managers or team members to become more effective in their roles as they appreciate aspects of finance, risk, administration, and quality within the project life cycle. Students with an interest in international matters can opt to explore this further through a politico-economic lens in *Rethinking Globalisation*, whereas those keen to further their interest within marketing can opt for the *Global and Cross-Cultural Marketing* module. Skills at this level of study sustain a holistic appreciation of organisational objectives and add value to the personal and professional development taking place in Levels 4 and 5.

Options in your final year will enable you to further specialize your knowledge and understanding and support your career aspirations.

Progression and graduation requirements

The University's [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-compensable.

Internal and external reference points

This programme specification was formulated with reference to:

- [University Mission, Culture and Values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)
- [Freedom of Speech Code of Practice](#)
- [The University's Approach to Dignity and Respect](#)

Date written / revised:

Programme originally approved: