Programme Specification

Award and title: BA (Hons) Business and Computing (Level 6 Direct Entry)

School:	London
Subject area:	Business Management
Entry from academic year:	2024/2025
Entry semesters:	September and February
Awarding institution:	York St John University
Teaching institution:	York St John University
Delivery location:	York St John University London
Programme/s accredited by:	Chartered Management Institute
Exit awards:	N/A
UCAS code / GTTR / other:	TBC
Joint Honours combinations:	N/A
QAA subject benchmark statement(s):	Business and Management (March 2023)
Mode/s of study:	Full time (12 months)
Language of study:	English
Paired with Foundation Year	No
Study abroad opportunities:	No
Opt-in YSJU Placement Year opportunity:	No
Excluding a year-long placement/professional experience, are there placement/field trip/work experience(s) totalling 20 days or more?	No

Introduction and special features

This programme offers a combination of fundamentals and cutting-edge principles, theories, and practical application in business management and computer science. You will develop a comprehensive understanding of both business management and computer science. As a result, you will be encouraged to explore micro, meso, and macro perspectives, thus equipping you with the knowledge you need to become an effective leader. As a result, you will be prepared to make significant contributions to your fields and provide inspiration to others once you graduate.

This programme offers a modern approach to thinking, behaving, operating and managing successfully in a complex and challenging world. Throughout the programme you will immerse yourself in a connected and dynamic environment to develop skills in Business and Computing.

As part of the programme, you will engage in a rigorous and fast-paced learning environment that reflects the complexity of today's professional landscape, incorporating the latest advancements in AI, Machine

Learning, and Blockchain technologies. This programme combines innovative, collaborative, and inclusive pedagogical approaches with the aim of developing advanced analytical, evaluative, and strategic competencies across a wide range of companies, including small, medium, and large companies,. The recently established teaching space, inaugurated in 2023, features panoramic views of the Thames and Canary Wharf, providing a modern, sophisticated, and conducive space for academic pursuits. Additionally, through the addition of the 'Makerverse', you will have the opportunity to innovate through experiential, hands-on creative activities, including AI projects and virtual simulations using the latest technology of virtual reality (VR) headsets, 3D printing facilities, and software applications. Both the curriculum content and the learning community are anchored on ethical principles, aligned with the overarching framework of the Sustainable Development Goals of the United Nations (UNSDGs).

This unique programme aims to develop advanced cognitive and managerial skills to navigate the complexities of the modern global environment. The programme is designed to immerse you in an interconnected and dynamic academic environment in which to improve your knowledge and skills of business and computing.

During the course of the programme, you will have access to a comprehensive personal development programme that includes 1:1 coaching and continuous reflection, following a personalised and confidential psychometric assessment. This will assist you in a smooth transition to UK higher education and provide an understanding of how to approach the programme with a strong, determined, and growth mindset. As part of the programme, you will be expected to reflect regularly on your achievements and growth to further develop your confidence and resilience.

Admissions criteria

You must meet the minimum entry requirements which are published on the programme-specific webpage. In addition, you must have:

- A relevant Level 5 qualification in Business, Management, or Computing, or an equivalent qualification such as an HND, Foundation Degree, or other recognized credentials demonstrating appropriate levels of academic ability and expertise;
  OR
- Recent and relevant work experience in a business, management, or computing-related field, demonstrating practical knowledge, professional competency, and the ability to apply learned concepts in real-world scenarios.

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.yorksj.ac.uk/international/how-to-apply/english-language-requirements/).

Programme aim(s)

This programme aims to provide you with advanced knowledge, competencies, and attributes needed to excel in careers within business, computing, and management, especially as socially and environmentally responsible leaders

The programme will allow you to gain confidence in your academic pursuits, so you can engage deeply with its content, giving you a deeper understanding of the (V)olatile, (U)ncertain, (C)omplex, and (A)mbiguous landscape in which modern businesses and computing industries operate, which is often constrained by limited resources. This understanding will enable you to formulate agile business and computing strategies aligned with UN Sustainable Development Goals (UNSDGs), lead and manage diverse workforces in an ethical and inclusive manner, and adopt the behaviours of socially responsible entrepreneurs who are able to utilize Artificial Intelligence, Cybersecurity, Machine Learning, Blockchain technology, and other emerging technologies for societal benefit.

This programme integrates ethical practice, cultural awareness, social responsibility, internationalization, and sustainability into a practical, real-world context. As part of this programme, you will acquire specialized knowledge in business growth, computing innovation, problem-solving, designing new products iteratively, leading high-performing teams, and developing sustainable business and technology models, all while integrating the use of AI, Machine Learning, and Blockchain technologies.

The programme is aimed at home and international learners who are interested in entering higher education but may not have followed a conventional educational path, providing them with the essential skills and behaviours they will need to become future leaders in the business and computing domains. After successfully completing the programme, you will have benefited from a transformational learning experience, resulting in well-rounded professionals ready to take on successful careers. Further, the programme provides a foundation for further academic pursuits, including the possibility of progressing to the master's level by introducing students to the UK Higher Education environment and promoting a culture of lifelong learning.

Programme learning outcomes

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

6.1 Synthesise the aspects of entrepreneurial skills required for future leaders.

6.2 Reflect on the ethical and sustainable practices in the global business environment.

6.3 Critically analyse and evaluate opportunities, threats, and contemporary strategic developments in the global business environment to enhance decision-making and competitiveness.

6.4 Review the operational and strategic realities of various business disciplines and how they affect firms nationally and internationally.

6.5 Scrutinise aspects of business challenges on the national, regional, and international levels and recognise their impact on the global economy and business environment.

6.6 Critically apply skills, techniques, and knowledge from a range of data analysis methods and algorithms for enhancing and solving problems in various domains.

6.7 Critically apply research-based knowledge, data analysis methods, and algorithms to design experiments, interpret data, and develop innovative solutions to complex business and computing challenges.

6.8 Use research-based knowledge for the design of experiments, analysis, and interpretation of data to provide valid results.

6.9 Identify and implement appropriate programming and software tools in AI & Generative AI solve real word problems.

6.10 Critically analyse the data and apply predictive modelling technique in the field of Machine Learning and Artificial Intelligence.

Programme structure

Code	Level	Semester	Title	Credits	Module status	
					compulsory (C) or optional (O)	non-compensable (NC) or compensable (X)
LDC6002M	6	1	Cyber Security and Blockchain	20	C	X
LDB6002M	6	1	Social Entrepreneurship and Innovation	20	C	X
LDC6003M	6	2	AI, Fintech, and Generative Technologies	20	C	X
LDB6004M	6	2	Contemporary Issues in International Business and Sustainability	20	C	X
LDB6006M	6	1/2/3	Charting the Future through Innovative Technology Adoption	40	C	NC

Cohort Identity

The course will have two intakes per year, in September and February, as part of a carousel recruitment model whereby each new cohort of student joins the previous cohort. September students will commence the programme with LDC6002M, LDB6002M and LDB6006M, February students will commence the programme with LDC6003M, LDB6004M and LDB6006M.

Learning, teaching and assessment

The learning, teaching and assessment philosophy is based on the principles of learner-driven pedagogy, integrative curriculum design, and sustainable assessment, to develop the innovative professional and reflective practitioner. The programme is focused on developing an array of desirable graduate attributes, through inclusive and equitable teaching and assessment practices, that prioritise your experience as leaders of tomorrow. As a result, there are several tenets that underpin the programme's design including:

- The use of active learning approaches, which are practical, authentic, and experiential in nature
- Develop levels of responsibility, accountability, and autonomy over time
- Focusing on holistic competence, as well as programme content
- Encouraging reflection as an aid to learning

This programme recognizes that students have a variety of experiences and knowledge that can contribute significantly to the learning environment. Due to this, the pedagogy of the programme is intentionally divergent, placing a high priority on project-based and inquiry-driven learning. In recognition of the possibility that some students may have been away from formal education for an extended period of time, the programme offers comprehensive support throughout its duration regarding study skills, conventions of academic analysis, scholarly writing, and personal development.

This programme will incorporate face-to-face learning with digital enhancements through lectures, small group seminars, and online pre-recorded content. An emphasis will be placed on applied learning through a flipped classroom, scenario-based pedagogical design, and technology integration, which aligns with the broader business environment. The method will enhance your abilities in self-directed learning, a skill that will help you in the future. In addition, you will be active members of the programme community, regularly providing feedback to ensure a dynamic, fast-paced learning environment.

All modules are meticulously designed and delivered using a variety of advanced teaching, learning, and assessment methodologies, such as online/video lectures, interactive workshops, seminars, debates, discussion forums, and tutorials. Through utilizing diverse assessment methods, such as portfolios, presentations, and project-based research, the programme is designed to foster an inclusive and tailored learning environment. Each module tutor offers formative assessment opportunities and constructive feedback to guide your work prior to submission. You will benefit from a wide range of feedback mechanisms—including verbal/audio, written/rubric, live/in-person, and individual or group coaching—ensuring you receive detailed guidance on advancing their research capabilities, subject-specific knowledge, and professional practices.

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-compensable.

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: 3rd November 2024
Programme originally approved: March 2025