Programme Specification for BA (Hons) Business Management

This document applies to Academic Year 2023/24 onwards

Table 1 programme specification for BA (Hons)

1.	Awarding institution/body	University of Worcester
2.	Teaching institution	University of Worcester
3.	Programme accredited by	N/A
4.	Final award or awards	BA (Hons)
5.	Programme title	BA (Hons) Business Management
6.	Pathways available	Single
7.	Mode and/or site of delivery	Taught modules
8.	Mode of attendance and duration	Full time (3 years full time) Full time (4 years full time placement) Part time
9.	UCAS Code	Single Honours - Business Management BA (Hons) N200 - Business Management (Placement Year) 4 Yr: N201 - Top-up Business Management Direct Entry at Level 6 N20A (available from September 2020)
10.	Subject Benchmark statement and/or professional body statement	QAA Subject Benchmark Statement - Business and Management 2019 https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-business-and-management.pdf?sfvrsn=db39c881_5
11.	Date of Programme Specification preparation/ revision	Approved July 2018 August 2018 – AQU amendments December 2018 – AQU amendments August 2019 – AQU amendments to Section 19. August 2020 – AQU amendments to Section 19. November 2020 – AQU updates. August 2021 – AQU amendments August 2022 – AQU amendments March 2023 – Departmental Periodic Review July 2023 – annual updates

12.   Educational aims of the programme

The programme aims to develop the learner's understanding of organisations, the external environment in which they operate and how they are managed. It seeks to develop skills appropriate, but not restricted to, graduate careers in business with the potential for management positions and general employability, including self-employment. In particular, the purpose of the programme is to provide students with:

1. A broad and highly integrated study of organisations and of their strategy, behaviour and management in the changing global environment in which they operate

2. Access to a future-oriented, coherent, balanced and comprehensive portfolio of modules with the flexibility to develop personal areas of interest within the module portfolio

3. An understanding of sustainable and ethical approaches to business practice and procedures and the skills to enable them to be future generators of sustainable value for

business and society at large and to work for an inclusive and sustainable global economy

4. A supportive and stimulating learning environment which is intellectually challenging and develops analytical and critical abilities and research skills

5. Opportunities to engage in work-based experiential learning as an integral part of the programme

6. Learning experiences which support the development of transferable skills and competencies and an appreciation of working in a diverse and multi-cultural environment

7. Enhancement of lifelong learning skills and personal development to support employability, career aspirations and an effective contribution to society in a supportive and collaborative learning community

13.   Intended learning outcomes and learning, teaching and assessment methods

Table 2 knowledge and understanding outcomes for module code/s

Knowledge and Understanding		

LO no.	On successful completion of the named award, students will be able to:	Module Code/s
1.	Demonstrate knowledge and understanding of the key theoretical concepts and frameworks underpinning the analysis and development of business strategy in organisations in a domestic or international context	BMGT3200 BGMT3221
2.	Examine the internal and/or externals aspects, functions and processes of organisations including corporate behaviours and cultures which exist within and between different organisations	BMGT3200 BGMT3221 BMGT2220
3.	Consider strategic options to enhance the competitive advantage of organisations and appreciate the implementation implications of such options	BMGT3200 BGMT3221
4.	Critically analyse current ethical and responsible management concepts and different forms of sustainability along with their impact on organisations	BMGT3200 BGMT3221
5.	Appraise and evaluate organisational performance using business tools and frameworks establishing strategic direction with recognition of intended and unintended consequences	BGMT3221

Table 3 cognitive and intellectual skills outcomes for module code/s

Cognitive and Intellectual skills		

6.	Develop abilities to critically evaluate strategic issues through the examination of case study examples using suitable tools and models	BMGT3200
7.	Synthesise appropriate solutions to complex and unpredictable business problems using quantitative and/or qualitative analysis	all L6 O modules
8.	Commercial acumen: based on an awareness of the key drivers for business success, causes of failure and the importance of understanding external and internal factors that affect organisations in dynamic situations	all L6 O modules

9.	Individual and team research leading to selection of appropriate data sources for deriving feasible solutions in organisations	BMGT3200

Skills and capabilities related to employability		
10.	Demonstrate effective communication skills (oral and/or written)	all L6 O modules
11.	Use of quantitative skills will be encouraged to interpret and evaluate numerical data on business performance.	BMGT3200
12.	People management skills including communications, team building, leadership and motivating others	BMGT2220
13.	Utilise a variety of media including information technology, to convey ideas and arguments effectively to a range of audiences, and demonstrate the ability to write, discuss and present arguments and ideas using appropriate academic conventions.	all L6 O modules

Transferable/key skills		
14.	Demonstrate personal development, responsibility and effective self-management (planning, motivation and innovation).	all L6 O modules
15.	Interpersonal and/or team working skills (effective listeners, negotiators, and influencers)	BMGT2200
16.	Communicate a critical understanding of the complexity of the environmental, social, economic and ethical responsibility and potential strategic organisational responses	BMGT3221 BMGT2220
17.	Reacting to and solving complex and unpredictable business problems, together with the learning ability needed to undertake appropriate further training of a professional or equivalent nature.	all L6 O modules

The programme adopts a progressive structure of:

Level 4		**Level 5**		**Level 6**
Foundations	➔	Operations	➔	Employment-focus

with the intention of supporting progression across the intended range of cognitive, academic, practical and transferable skills appropriate to both study on the programme and future employment.   The curriculum design approach has enabled the development of planned, integrated and progressive learning, teaching and assessment strategies for the programme. The mix of 15 and 30 credit modules offers a rich learning experience for students and the inclusion of innovative assessment strategies supports learning and achievement. Level 4 mandatory modules offer a clear foundation of business fundamentals for example: management, marketing, finance/accounting, economics and digital.

Particular care has been taken to ensure that the core modules provide an appropriate structure within which:
- to acquire and build knowledge and understanding (eg via the five subject-related core modules at Level 4;

- to develop and progress – at all three levels of study - across the intended range of cognitive, academic, practical and transferable skills appropriate to both study on the programme and future employment including higher order critical thinking skills;
- to develop a proactive approach to change, a sensitivity to business issues and enterprise;
- the opportunity to develop and experience a variety of complementary approaches to learning and teaching and a good balance of activities.

Integration between practice and theory is provided by:
- the opportunity to undertake a one-year business placement
- the core modules of BMGT1220 and BMGT2220 require students to reflect on their learning and individual experiences of organisations, their environment and management. Such experiences will also be acquired through other modules, for example via exposure to visits and other inputs from practising managers, simulation of real-life scenarios via case studies or modelling.

Examples of innovative academic practice within the Business School include:
- Inclusion of digital content in several digital marketing, generation digital, and e-business modules
- Innovative 'drone applications' module which is the first drone module in the UK for undergraduate curriculum incorporating business concepts
- Modules incorporating 'big data' and analytics concepts at Level 4 and Level 6.

Learning, teaching and assessment

As a result of a collaborative effort with colleagues across the Business School and in alignment with key factors relating to the University Learning and Teaching Strategy, the following strategic goals have been identified to shape the Business School's approach to learning and teaching.

1. Ensuring intellectually challenging modules which are integrated and have clear continuity across all levels
2. Incorporate coherent continuous assessment strategies with embedded formative and summative feedback approaches
3. Ensure key skills around research, employability and digital literacy are embedded into learning and teaching
4. To develop a sense of belonging and awareness among students through communication, towards shaping mind-sets and building a more cohesive culture.
5. To transform the approach to personal academic tutoring through tutor-led mentoring and an embedded structure within course design.

The learning and teaching methods employed in this course will provide students with a range of opportunities to develop the skills necessary to apply business theories and practice to a variety of situations.

The learning and teaching strategy also supports and enables students to make decisions in multifaceted and changeable situations and will provide students with a range of opportunities to develop the skills necessary to embark on a career in a variety of areas, for example accountancy, HR, management and marketing.

Learning and teaching methods used will include:
Tutor-led direct contact, University-based teaching days, including such methods as structured lectures, interactive seminars, flipped lectures, group discussions and activities, co-operative learning, individual tutorials, real-world case studies, oral presentations, mock examinations, virtual trading simulations, hands-on experience working with spreadsheets and market leading business analysis software, computer based tests, guest speaker inputs, work based learning, work placements and self-directed research.

Students do not merely learn in isolation and using the university Virtual Learning Environment allows for online collaborative activities to take place.

Accreditation
All of our courses and modules have been mapped to take advantage of professional body accreditations: see individual course pages for further details.

Teaching
Students are taught through a combination of interactive workshops, lectures, seminars, laboratory practical sessions, fieldwork, practical activities, etc. Interactive workshops take a variety of formats and are intended to enable the application of learning through discussion and small group activities. Seminars enable the discussion and development of understanding of topics covered in lectures, and laboratory practical sessions are focused on developing subject specific skills and applied individual and group project work.

In addition, meetings (both individual and group) with personal academic tutors are scheduled throughout the academic year. There is an opportunity to undertake a year-long placement in the third year of the course, supervised by a work-based mentor and a University tutor. Depending upon the course, there may be an opportunity to study abroad at one the exchange partner universities.

The University places emphasis on enabling students to develop the independent learning capabilities that will equip them for lifelong learning and future employment, as well as academic achievement. A mixture of independent study, teaching and academic support from Student Services and Library Services, and also the personal academic tutoring system enables students to reflect on progress and build up a profile of skills, achievements and experiences that will help them to flourish and be successful graduates.

Contact time
In a typical week there will be at least 12 hours of timetabled teaching in lectures, seminars and small-group work. The precise contact hours will depend on the optional modules selected. If the degree requires a Research or Consultancy Project, students will have guided supervision time with a Project Supervisor.

Typically class contact time will be structured around:

- Information giving, facilitated discussions, small group work, presentations
- Practical skills – the opportunity to practise group facilitation, presentation, communication and listening skills
- Visiting speakers and opportunities to visit other settings are regular features of the course.

Independent self-study
In addition to the contact time, full-time students are expected to undertake around 24 hours of personal self-study per week, plus additional preparation for assessments and examinations. Typically, this will involve meeting with individual tutors to discuss progress and feedback, completing online activities, reading journal articles and books, working on individual and group projects, undertaking research in the library and online. In addition to this, students will spend time sharing ideas with fellow students, taking part in extra-curricular learning activities and engaging with external employers.

Independent learning is supported by a range of excellent learning facilities, including the Hive and library resources, the virtual learning environment, and extensive electronic learning resources as well as our network of employers and entrepreneurs.

Teaching staff

Students will be taught by a teaching team whose expertise and knowledge are closely matched to the content of the modules on the course. The team includes senior academics, professional practitioners with industry experience and business leaders and employers.

Teaching is informed by research and consultancy, and many lectures are Fellows of the Higher Education Academy. Teaching is informed by the research and consultancy work carried out by staff and staff profiles can be view at the WBS Staff Profile Page.

Assessment

The precise assessment requirements in an academic year will vary according to the mandatory and optional modules taken. The assessment strategy has been designed so that:

- All modules have both formative and summative assessment elements. Formative assessment allows tutors and students to recognise strengths and weaknesses in learning and to address those issues immediately. Summative assessments are graded and count towards the final module grade, and they are assessed against the specific module learning outcomes.
- Typically 15 credit/ one semester modules will have one assessment item; 30 credit/ two semester modules will have 2-3 assessments
- Across each individual year and cumulatively across all three years the concept of continuous assessment and/or building up expertise in different assessment types applies. A variety of assessment types (reports, portfolios, presentations, essays and a final year research or consultancy project) are designed to suit different learning styles
- There may be some specialisation by subject: e.g. exams are more common in Accounting and Finance and Economics modules because the professional bodies prefer this method of assessment for exemption/ accreditation purposes and many of our modules are linked to those bodies in order to obtain such exemption/ accreditation
- Different types of employability skills are embedded in all modules.

Inclusivity

The learning and teaching strategies for individual modules have been undertaken in accordance with the University's Curriculum Design Policy. There is constructive alignment of the learning outcomes with teaching and learning approaches and assessment, research-informed teaching and Business School Employability Standards have been embedded within modules to meet the learning needs of a diverse range of learners.

Research

The importance of research in the curriculum is a strategic goal of the Worcester Business School (WBS), and a variety of methods to enhance research into the curriculum are detailed:

- Research-informed teaching in enhancing students' learning experience is fully appreciated. Research-active tutors use their research within their disciplines and all tutors use research-inspired inquiry led learning, which keeps programmes of study current and relevant.
- Worcester Business School Employability Standard of Research and Problem-solving is covered by the majority of modules in the programme.
- A student-centred learning approach ensures that students learn through their own enquiry and the assessment strategy supports this through investigative, explorative and applied assessment tasks.
- Invitations to include eminent research-active guest speakers in modules is encouraged.

- Students also have the opportunity to engage with the Vacation Research Assistant (VRA) and Student as Academic Partners (SAP) schemes where projects are research-based.

Internationalisation is embedded in the curriculum and the programme also includes a number of modules with an international or global theme. Students study in a culturally diverse environment with peers and tutors from a range of cultural backgrounds. In addition they are encouraged to participate in the exchange programme to study abroad at a partner university (WORC3000) or an international work placement (BGMT3405).

Please Note: Those who are on Student visas must ensure they remain compliant with UKVI regulations on attendance and engagement if they take up an opportunity to study abroad. They should also be aware that taking up such an opportunity may compromise their immigration status in the UK so should take advice from the International Student Advisors before applying. This is particularly important for any EU, EEA or Swiss students who have (or are due to apply for) pre-settled status, as any long absences abroad may impact on their ability to apply for settled status after 5 years.

The themes of ethical and sustainable business practice are addressed throughout the curriculum. Students are encouraged to evaluate their own courses of action in relation to organisational ethical dilemmas and to consider the implications of ecological changes for business and communities, now and in the future, and responses to these changes. The use of the VLE to provide learning materials and student support promotes the paperless/low carbon learning processes, as do online submission and marking of assignments.

14. **Assessment strategy**

A grid showing assessment methods and weightings mapped to modules at each level, together with an assessment calendar of submission dates is included in the course handbook.

The Assessment strategy has been designed to provide a variety of challenges appropriate to students on a multi-disciplinary academic undergraduate programme. Modules include assessments which encourage the development of academic and employability skills, wider reading and research and advanced scholarship.

Students will also have the opportunity to undertake more 'practical' assignments relevant to the real world of employment depending on the nature of the subject disciplines in which they choose to specialise. Examples could include portfolios of artefacts, business plans, agency pitches and organisational audits. A mixture of assignments is intentionally set in order to maximise opportunities for all students to perform and develop skills relevant to their future academic or professional careers.

An appropriate balance of formative and summative assessments is included. The assessment structure has been developed to support student learning by providing assessment procedures that reflect the nature of the learning experience of each module, and by ensuring that the students are able to demonstrate ability in a wide range of qualities and skills appropriate to the course. This structure is under continuous review via WBS quality enhancement procedures including student feedback, comments from the external examiner and other review processes.

Study and assessment at Level 4 is seen as being a formative process in preparation for Levels 5 and 6 when grades count towards the final degree classification. The majority of assessment methods that are used at Levels 5 and 6 will be initially encountered by students at Level 4. As a student progresses through the levels there is a stronger emphasis on critical synthesis and evaluation.

Marking of student work is internally and externally verified. Typically work is anonymously marked, except where this is impracticable (e.g. oral presentations). Student work is graded according to the University's Generic Grade Descriptors Levels 4–6. Specific assessment criteria, which reflect the Intended Learning Outcomes are also published for each assessment. Constructive, timely and relevant feedback is an integral part of the assessment process.

Feedback
Students will receive feedback on practice assessments and on formal coursework assessments. Feedback on examination performance is available upon request from the module leader.

Feedback is intended to support learning by indicating how students can improve in future assignments and students are encouraged to discuss feedback with personal academic tutors and module tutors to help support academic and personal development and enhance employability skills. Feedback on summative assessments is normally provided within 20 working days of hand-in.

15. Programme structures and requirements

BA (Hons) Business Management
BA (Hons) Business Management (top-up)

This course is available to both full-time and part-time students. Full time students (non-top-up) also have the option to take a Placement year between Levels 5 and 6.

The Award Map can be found in Appendix 1.

16. QAA and professional academic standards and quality
The academic standards for the programme have been set and are maintained in accordance with Section A of the UK Quality Code for Higher Education. The Quality Code sets out expectations which higher education providers are required to meet to ensure that academic standards are set and maintained.

The Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies are part of the Quality Code. The Qualifications Frameworks describe the achievement represented by higher education qualifications. They apply to degrees, diplomas, certificates and other academic awards granted by a higher education provider with degree awarding powers.

The QAA Subject Benchmark Statement - Business and Management 2015 articulates the knowledge, skills and categories of achievement to be expected of successful honours graduates in the field. These have been used to craft module learning outcomes and content as well as learning, teaching and assessment strategies of all modules.

This award is located at Level 6 of the OfS sector recognised standards.

17. Support for students
General approaches to student support
The fundamental approach of Worcester Business School to student support is centred on the need to motivate and inspire our students. Given the nature of the subject material, the need for *active learning* is emphasised through the award.

Students are supported during in-class activities with verbal formative feedback on their progress during seminar activities. They are also supported on a one-to-one basis, as

required, outside the classroom through individual tutorials. Tutors allocate timetabled office hours to support student learning.

Student induction

Worcester Business School runs a week of induction events at the start of the academic year. This varies in detail from year to year but includes the following elements: Introduction to the course, introduction to fellow students, introduction to UW support services, meetings with academic tutors, introduction to key ICT and library resources, introduction to study skills, introduction to group activities.

Support is available beyond Induction Week to ensure that students receive appropriate support at the point of need through the WBS Academic Support Unit Hub and Personal Academic Tutoring.

Personal Academic Tutoring

Each student has a nominated Personal Academic Tutor (PAT) to provide academic advice and guidance, personal development planning and pastoral support as appropriate throughout their programme of study. Key aspects of the role include:

- To support the academic development of their allocated tutees
- To act as the first point of call for any tutees experiencing issues or problems arising whilst at University
- To provide the official University reference for tutees
- To advise students on individual course options, module selection and academic planning
- To identify 'at-risk' students and implement intervention
- Improve graduate outcomes by focusing on students' ultimate career goal, providing information and guidance on graduate options (further study, employment and entrepreneurship)
- To lead to increased student engagement, achievement and attendance.

The programme has been designed to give time to embedded PAT within BMGT1220 and BMGT2220.

In addition, to the above, the following activities and documents have been put in place to provide development and support for undergraduate students at Worcester Business School:

- Handbooks are provided for the Course.
- Module outlines which include module code, module title, level, planned teaching activities, attendance requirements, assessment briefs, assessment criteria and reading lists.
- Learning and study guides, including bespoke guides for Work Placements and assessed projects.
- A Virtual Learning Environment to provide module-specific material, documents, activities and networking, as well as more general announcements and updates.
- Course Leaders to advise on curriculum and other course-related issues.
- A Placements Coordinator who runs a programme of workshops and other support arrangements and activities to prepare students for the placement year and other work experience opportunities. Placement students will be further supported by a dedicated tutor during their placement experience.
- Student course representatives on Course Management Committee to address course-wide issues.
- The University's Disability & Dyslexia Service provides advice and support for students who have mental health difficulties, dyslexia, sensory or physical impairments and other difficulties. There is a dedicated Assistant Disability Coordinator for students with sensory impairments. Advice is also available on access technology such as voice recognition and text-to-speech software.

https://www2.worc.ac.uk/firstpoint/
https://www.worcester.ac.uk/life/help-and-support/services-for-students/home.aspx
https://www2.worc.ac.uk/disabilityanddyslexia/

18. **Admissions**

Admissions policy
The University aims to be accessible; it is committed to widening participation and encouraging diversity in the student population. Worcester Business School works closely with central student support services including the Admissions Office, the Disability & Dyslexia Service and the International Recruitment Team to support students from a variety of different backgrounds. We actively encourage and welcome people from the widest range of economic and cultural backgrounds and value the contribution of mature learners.

Entry requirements
The normal minimum entry requirement for undergraduate degree courses is the possession of 4 GCSEs including English and Maths (Grade C/4 or above) and a minimum of 2 A Levels (or equivalent Level 3 qualifications).

The current UCAS Tariff requirements for entry to this course are published in the prospectus and on the UW website https://www.worc.ac.uk/journey/a-z-of-courses.html

See Admissions Policy for other acceptable qualifications.

Applicants with no formal qualifications may be considered for Mature Student Entry Routes.

The University welcomes applications from candidates holding qualifications outside the UCAS Tariff including those awarded by professional bodies and overseas qualifications, including the International and European Baccalaureate.

Students whose first language is not English will be expected to have reached a sufficient standard on admission to the programme (e.g. IELTS of 6.0 of higher or Pearson 59 or 51 or higher in each component). Please note that IELTS exams must be no more than two years old at the start of the course. Further details regarding minimum entry requirements can be found on the University web site.

International students must hold a qualification equivalent to the UK standard entry requirements for undergraduate courses. International students can check their qualification with the International Recruitment Team at: international@worc.ac.uk

Recognition of Prior Learning
Details of acceptable level 3 qualifications, policy in relation to mature students or applicants with few or no formal qualifications can be found in the prospectus or on the University webpages. Information on eligibility for recognition of prior learning for the purposes of entry or advanced standing is also available from the University webpages or from the Registry Admissions Office (01905 855111).

Further information on Recognition of Prior Learning can be found at
http://www.worcester.ac.uk/registryservices/941.htm

Admissions procedures
Offers will be conditional against successful meeting of entry requirements. Evidence from personal statements and/or references included with the application form will be considered in order to ascertain a candidate's ability to demonstrate enthusiasm for the subject, commitment to study and the academic capability to succeed on the Course.

Please refer to the Admissions office or
https://www.worc.ac.uk/study/find-a-course/how-to-apply/home.aspx

Full-time applicants apply through UCAS (see page 1, Section 8 for course codes).
Part-time applicants apply directly to University of Worcester (UW).

19.   Regulation of assessment

The course operates under the University's <u>Taught Courses Regulatory Framework</u>

Requirements to pass modules
- Modules are assessed using a variety of assessment activities which are detailed in the module specifications.
- The minimum pass mark is D- for each module.
- Students are required to submit all items of assessment in order to pass a module, and in some modules, a pass mark in each item of assessment may be required.
- Full details of the assessment requirements for a module, including the assessment criteria, are published in the module outline.

Submission of assessment items
- Students who submit course work late but within 7 days (one week) of the due date will have work marked, but the grade will be capped at D- unless an application for mitigating circumstances is accepted.
- Students who submit work later than 7 days (one week) will not have work marked unless they have submitted a valid claim of mitigating circumstances.
- For full details of submission regulations please see the Taught Courses Regulatory Framework.

Retrieval of failure
- Students are entitled to resit failed assessment items for any module that is awarded a fail grade.
- Reassessment items that are passed are capped at D-.
- If a student is unsuccessful in the reassessment, they have the right to retake the module (or, in some circumstances, take an alternative module); the module grade for a re-taken module is capped at D-.
- A student will be notified of the reassessment opportunities in the results notification issued via the secure student portal (SOLE). It is the student's responsibility to be aware of and comply with any reassessments.

Requirements for Progression
- A student will be permitted to progress from Level 4 to Level 5 if, by the time of the reassessment Board of Examiners, they have passed at least 90 credits at Level 4. Outstanding Level 4 credits must normally be studied in the following academic year.
- A student will be permitted to progress from Level 5 to Level 6 if, by the time of the reassessment Board of Examiners, they have passed at least 210 credits, including 90 credits at Level 5. Outstanding Level 5 credits must normally be studied in the following academic year.
- A student who, by the time of the reassessment Board of Examiners, has failed 90 credits or more (after exhausting all reassessment opportunities) during the academic year, will have their registration with the University terminated
- If a student has not passed at least 90 credits by the reassessment Board of Examiners, the student is not permitted to progress to the next level and will be required to either complete outstanding reassessment or retake the failed modules the following academic year. Students will be able to carry forward any passed modules.

Requirements for Awards

Award	Requirement
Certificate of Higher Education Cert HE	In order to be eligible for the exit award of Certificate in Higher Education in the named subject/area of study, a student must have passed at least 120 credits in total including the mandatory modules for Level 4 of the award as specified on the award map.
Diploma of Higher Education DipHE	In order to be eligible for the exit award of Diploma in Higher Education in the named subject/area of study, a student must have passed at least 240 credits in total including the mandatory modules for Level 4 and Level 5 of the award as specified on the award map.
Degree (non-honours)	Passed a minimum of 300* credits with at least 90 credits at Level 5 or higher and a minimum of 60 credits at Level 6, including the mandatory modules for Level 5 and Level 6 of the award (not the Independent Study module) as specified on the award map. (*For Top Up award 60 credits at Level 6).
Degree with honours	Passed a minimum of 360* credits with at least 90 credits at Level 5 or higher and a minimum of 120 credits at Level 6, as specified on the award map. (*For Top Up award 120 credits at Level 6).

Classification

The honours classification will be determined by whichever of the following two methods results in the higher classification.

- Classification determined on the profile of the 120 credits attained at Level 5 and 120 credits at Level 6. Level 5 and Level 6 grades are weighted on a ratio of 1:2. OR
- Classification determined on the profile of the 120 credits attained at Level 6 only.

- Classification will be based on the weighted average grade together with a requirement for at least half of the Level 6 grades to be in the higher class.

For further information on honours degree classification, see the Taught Courses Regulatory Framework.

Note that the above methods apply to students entering Level 4 of three or four year degree programmes who commence Level 4 from September 2022 onwards.

20. **Graduate destinations, employability and links with employers**

Graduate destinations
- The degree prepares students for a range of interesting and challenging careers in the public, private and voluntary sectors, both in the UK and overseas. Employment may initially be as a trainee business manager in a large organisation or a junior business manager in a smaller organisation, before moving on to more senior business management positions. Alternatively, students may decide to establish their own business.
- Some organisations that Worcester Business School graduates have worked for include such prestigious firms as:
  - Amazon UK
  - Cisco Systems
  - DHL

- Enterprise
- HSBC
- Mazda
- Sainsburys
- Vodaphone

Student employability

- Depending upon the degree, full-time students may have the opportunity to take a 4-year sandwich degree with a UK or international placement year, normally in the third year of the programme. Students can apply for opportunities in the UK at a large number of well-known organisations across a wide range of industry sectors who offer placements annually, including IBM, Marks and Spencer, the NHS, J P Morgan, Kraft, Worcester Bosch, Waitrose, Xerox, PWC and many others.
- Students at Levels 5 and 6 may have the option to choose an Internship module which aims to develop employability and key skills via paid or voluntary work experience alongside studies.
- Short-term work placement and job opportunities are also advertised via Worcester Business School's intranet for existing students.
- Career guidance – A range of opportunities are provided to enhance students' employment. Students will benefit from the close links that have been developed with local and national employers. Further careers guidance is available through the University of Worcester Career Advisory Service and periodic Career Fairs are organised by Student Services.

Strategies used to embed employability into the curriculum and enhance graduate employability within a complex global world include:

- the option of a paid placement year
- the targeting of selected Employability Standards in every module (designed by Worcester Business School in conjunction with employers)
- access to a broad network of business managers and employers
- employment preparation workshops which include CV preparation, mock interviews/ assessment centres and meetings with employers
- opportunities to engage in work-based learning modules

Links with employers

- Worcester Business School aims to promote closer links with employers through the work of its Business and Professional Development Team and is supported by its Employers' Advisory Group, which meets on a regular basis.
- The Business School works closely with a number of professional organisations including the Chartered Institute of Management, Institute of Commercial Management, Chartered Institute of Marketing, Chartered Institute of Personnel and Development, Chartered Institute of Public Relations, Institute of Financial Accountants, Chartered Institute of Payroll Professionals, and British Computer Society.
- The Business School has worked with a number of business clients in developing and delivering its programmes including the NHS, local government, police constabularies, the Ministry of Defence, Royal Air Force, the Prison Service, Royal Mail, financial services, housing associations and many other local organisations and businesses.
- The Business School has well-developed working relations with the local business community many of whom contribute to undergraduate programmes to give a real-world insight into the future world of work.
- These professional and business networks also involve external events, many of which are open to students, as well as employers.

- The School liaises with external agencies, such as the Institute of Directors, Federation of Small Businesses, Chamber of Commerce and Confederation of British Industry.

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in associated course documentation e.g. course handbooks, module outlines and module specifications.

Award map for: BA (Hons) Business Management

Table 6 heading for course title

Course Title: BA (Hons) Business Management

*Professionally accredited

Level 4					
Module Code	**Module Title**	**Credits** (Number)	**Status** (Mandatory (M) or Optional (O))	**Pre-requisites** (Code of Module required)	**Exclusions**
BMGT1000	Customer Insight & Marketing	30	M	None	BUSM1039
BMGT1002	Generation Digital	30	M	None	None
BMGT1111	Financial Management	15	M	None	BUSM1029
BMGT1220	Unlocking Individual Potential	30	M	None	None
BMGT1001	Data Driven Decisions	15	O	None	None
CODExxxx	Optional modules offered by the Centre for Academic English and Skills/Institute of Education	15	O	None	None

Table 7 award map for level 4 BA/BSc (Hons)

Single Honours Requirements at Level 4

Single Honours students must take 105 credits in total drawn from the table above to include all mandatory modules BMGT1000, BMGT1002 BMGT1111 and BMGT1220, plus 15 credits from BMGT1001 or an optional 15 credits drawn from a range of modules in: Teaching English as a Foreign Language (TEFL), Academic English for native and non-native speakers of English and modules in Tutoring. Details of the available modules can be found here https://www.worcester.ac.uk/life/help-and-support/centre-for-academic-english-and-skills/optional-modules.aspx

Table 8 award map for level 5 BA/BSc (Hons)

Level 5					
Module Code	**Module Title**	**Credits** (Number)	**Status** (Mandatory (M) or Optional (O))	**Pre-requisites** (Code of Module required)	**Exclusions**
BMGT2220	Unlocking Organisational Potential	30	M	BMGT1220	None
BGMT2000	Integrated Marketing Communications	30	O	None	None
BMGT2001	Life-Style Marketing	15	O	None	BUSM2419
BMGT2002	Market Insight	15	O	None	None
BMGT2010	Essential PR	15	O	None	BUSM2719
BMGT2011	PR & Campaigning	15	O	None	BUSM2719
BMGT2021	Value Chain Management	15	O	None	None
BMGT2100*	Fundamentals of Management Accounting	30	O	BMGT1111	BMGT1100 BUSM2579
BMGT2110*	Fundamentals of Financial Accounting	30	O	BMGT1111	BMGT1110 BUSM2569
BMGT2112	Financial Markets and Investments	30	O	BMGT1111 OR BMGT1100	BUSM2055
BMGT2113	The Global Economy: Institutions, Trade and FDI	30	O	None	None
BMGT2130	Micro Economics	15	O	None	BUSM2219
BMGT2131	Macro Economics	15	O	None	BUSM2219
BMGT2200	Managing Successful Projects	15	O	None	BUSM2319
BMGT2210	Creating a High Performance Workforce	15	O	None	BUSM2919 or BUSM2091 or BUSM2092
BMGT2221	Developing Employee Talent	15	O	None	BUSM2919 or BUSM2091 or BUSM2092
BMGT2222	Selling & Sales Management	15	O	None	None
BMGT2223	Responsible Business	30	O	None	None

BMGT2300	Digital Content Systems and Ecommerce	15	O	None	COMP2381 or COMP3381
BMGT2301	Social Commerce	15	O	None	COMP2381 or COMP3381
BMGT2320	Cultivating the Entrepreneurial Mindset	15	O	None	BMGT1320
BMGT2321	New Venture Formation	15	O	None	None
BMGT2400	Consultancy and Research Methods	30	O	None	None
CODExxxx	Optional modules offered by the Centre for Academic English and Skills/Institute of Education	15/30	O	None	None

Single Honours Requirements at Level 5

Single Honours students must take 120 credits in total drawn from the table above to include mandatory module BMGT2220 PLUS a choice of 30 credits from (BMGT2000, BMGT2223, BMGT2400, BMGT2100) PLUS a choice of 60 credits of optional modules which must be drawn from the table above which can include up to 15/30 credits drawn from a range of modules in: Teaching English as a Foreign Language (TEFL), Academic English for native and non-native speakers of English and modules in Tutoring. Details of the available modules can be found here https://www.worcester.ac.uk/life/help-and-support/centre-for-academic-english-and-skills/optional-modules.aspx

Optional Work Placement or Year Abroad

Single Honours students may take an optional work placement or third year abroad year between Levels 5 and 6.

Table 9 work placement options for level 6 BA/BSc (Hons)

Work Placement Option					
Module Code	**Module Title**	**Credits (Number)**	**Status (Mandatory (M) or Optional (O))**	**Pre-requisites** (Code in brackets indicates earlier modules, which would be accepted as alternative pre-requisites)	**Exclusions**
BMGT3404	Work Placement	NA	O	None	WORC3000 BMGT3405 BUSM3000

| BMGT3405 | Overseas Work Placement | NA | O | None | WORC3000
BMGT3404
BUSM3000 |
| WORC3000 | Third Year Abroad | NA | O | None | BMGT3404
BMGT3405
BUSM3000 |

Please Note: Students on Tier 4 visas must ensure that they remain compliant with UKVI regulations on attendance and engagement if they take up an opportunity to study abroad. They should also be aware that taking up such an opportunity may compromise their immigration status in the UK so should take advice from the International Student Advisor before applying.

Table 10 award map for level 6 BA/BSc (Hons)

Level 6					
Module Code	**Module Title**	**Credits** (Number)	**Status** (Mandatory (M) or Optional (O))	**Pre-requisites** (Code of Module required)	**Exclusions**
BMGT3200	International Business Strategy	30	M	None	BUSM3029
BMGT3221	Rethinking Organisational Value	30	M	None	None
BMGT3000	Digital & Social Media Marketing	30	O	None	None
BMGT3001	Brand Management	15	O	BGMT2002	None
BMGT3002	International Marketing	15	O	None	BUSM3449 or BUSM3043
BMGT3003	Customer Relationship Management	15	O	None	None
BMGT3010	Spin Doctors, Lobbyists and Other Influencers	30	O	BMGT2010	BUSM3719
BMGT3020	Advertising and Digital Communications	30	O	None	None
BMGT3111*	Strategic Financial Management	30	O	(BMGT2111 or BMGT2100) and (BMGT2101 or BMGT2210)	BUSM3509
BMGT3113	International Banking and Finance	30	O	BMGT1111, BMGT2100 and BMGT2110	BUSM3539

BMGT3116*	Taxation	30	O	BMGT1110 and BMGT2110	BUSM2529
BMGT3130	Applied Economics	30	O	None	BUSM3219
BMGT3201	The Dark Side of Management	15	O	None	None
BMGT3210	Strategic Challenges for HRM	30	O	None	BUSM3919 or BUSM3092
BMGT3222	Intercultural Business Perspectives	30	O	None	BUSM3039
BMGT3300	Digital Business	15	O	None	COMP2381 or COMP3381
BMGT3310	The Next Big Thing	15	O	None	None
BMGT3311	Business Intelligence and Analysis	15	O	None	None
BMGT3400	Research Project	30	O	BMGT2400	BUSM3049 BMGT3401 BMGT3402
BMGT3401	Consultancy Project	30	O	BMGT2400	BUSM3049 BMGT3400 BMGT3402
BMGT3420	Business Innovation and Entrepreneurship	30	O	None	None

Single Honours Requirements at Level 6

Single Honours students must take 120 credits in total drawn from the table above to include mandatory modules (BMGT3200 and BMGT3221) PLUS a choice of 60 credits of optional modules which must be drawn from the table above.

Award map for: BA (Hons) Business Management Top-Up

Course Title: BA (Hons) Business Management Top-Up

Level 6

Module Code	Module Title	Credits (Number)	Status (Mandatory (M) or Optional (O))	Pre-requisites (Code of Module required)	Exclusions
BMGT3200	International Business Strategy	30	M	None	BUSM3029
BMGT3221	Rethinking Organisational Value	30	M	None	None
BMGT3000	Digital & Social Media Marketing	30	O	None	None
BMGT3001	Brand Management	15	O	BGMT2002	None
BMGT3002	International Marketing	15	O	None	BUSM3449 or BUSM3043
BMGT3003	Customer Relationship Management	15	O	None	None
BMGT3010	Spin Doctors and Other Persuaders	30	O	BMGT2010	BUSM3719
BMGT3020	Advertising and Digital Communications	30	O	None	None
BMGT3111	Strategic Financial Management	30	O	(BMGT2111 or BMGT2100) and (BMGT2101 or BMGT2210)	BUSM3509

BMGT3113	International Banking and Finance	30	O	BMGT1111, BMGT2100 and BMGT2110	BUSM3539
BMGT3116	Taxation	30	O	BMGT1110 and BMGT2110	BUSM2529
BMGT3120	Employment Law	30	O	BMGT2120 or BMGT2121	None
BMGT3130	Applied Economics	30	O	None	BUSM3219
BMGT3201	The Dark Side of Management	15	O	None	None
BMGT3210	Strategic Challenges for HRM	30	O	None	BUSM3919 or BUSM3092
BMGT3222	Intercultural Business Perspectives	30	O	None	BUSM3039
BMGT3300	Digital Business	15	O	None	COMP2381 or COMP3381
BMGT3310	The Next Big Thing	15	O	None	None
BMGT3311	Business Intelligence and Analysis	15	O	None	None
BMGT3420	Business Innovation and Entrepreneurship	30	O	None	None

Single Honours Requirements at Level 6

Single Honours students must take 120 credits in total drawn from the table above to include mandatory modules (BMGT3200 and BMGT3221) PLUS a choice of 60 credits of optional modules which must be drawn from the table above.