

**UNIVERSITY FOR THE CREATIVE ARTS**

**PROGRAMME SPECIFICATION FOR:**

**BA (HONS) BUSINESS INNOVATION AND MANAGEMENT (TOP-UP)**

**PROGRAMME SPECIFICATION 2018/19**

*This Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each unit can be found in the Unit Descriptors.*

## Section A – Material Course Information

Validating Body	University for the Creative Arts <sup>1</sup>			
Teaching Body	University for the Creative Arts			
Final Award Title and Type	BA (Hons)			
Course Title	Business Innovation and Management			
Course Location and Length	Campus: Epsom		Length: Full-time – 1 year	
Mode of Study	Full-time	✓	Part-time	
Period of Validation	2018/19 – 2021/22			
Name of Professional, Statutory or Regulatory Body	Not Applicable			
Type of Accreditation	Not Applicable			
Accreditation due for renewal	Not Applicable			
Entry criteria and requirements <sup>2</sup>				
<p>The standard entry requirements* for this course are:</p> <ul style="list-style-type: none"> <li>• 240 credits from a relevant degree (120 credits at level 4 and 120 credits at level 5), with a minimum of 55% overall</li> <li>• Foundation Degree in a relevant subject</li> <li>• Higher National Diploma in a relevant subject</li> </ul> <p>Other relevant and equivalent UK and international qualifications are considered on an individual basis, and we encourage students from diverse educational backgrounds apply.</p> <p>If your first language is not English, you will need an IELTS score of 6.0 or equivalent. If you require a visa to study in the UK, you will also need a minimum score of 5.5 in each individual component.</p> <p><i>* We occasionally make offers which are lower than the standard entry criteria, to students who have faced difficulties that have affected their performance and who were expected to achieve higher results.</i></p> <p><b>Accreditation of Prior Experiential Learning (APEL)</b></p> <p>In recognition that you may already have a relevant professional qualification, or appropriate working experience in the relevant industries, APEL may be accepted for entry on to the course. This will be based on the partnership articulations and will be assessed on a case by case basis.</p>				

<sup>1</sup> Regulated by the Higher Education Funding Council for England

<sup>2</sup> This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.

Overall methods of assessment <sup>3</sup> -	Written exams:	Practical exams:	Coursework:
Course/Stage 3	0%	0%	100%
Overall Learning & Teaching hours <sup>4</sup>	Scheduled:	Independent:	Placement:
Course/Stage 3	30.0%	70.0%	0%
	360 hours	840 hours	0 hours
General level of staff delivering the course <sup>5</sup>	The University's current recruitment policy for Lecturers and Senior Lecturers states that they must have either an MA or equivalent professional practice in a relevant discipline or field. All lecturing staff are encouraged to work towards a teaching qualification or professional Recognition by the Higher Education Academy and this is a requirement for Senior Lecturers. Senior Lecturers are required to be professionally active or engaged in research in their discipline. All Lecturers and Senior Lecturers undertake scholarship in their disciplines. There are also Sessional Staff to link courses with professional practice and Technicians to provide technical support.		
Language of Study	English		
Subject/Qualification Benchmark Statement: QAA SBS Business and Management February 2015			
Framework for Higher Education Qualifications (FHEQ)			

<b>The course structure</b>				
The structure of all of the University's awards complies with the University's <a href="#">Common Credit Framework</a> . The Common Credit Framework includes information about the:				
<ul style="list-style-type: none"> <li>▪ Rules for progression between the stages of a course;</li> <li>▪ Consequences of failure for reassessment, compensation and exit awards;</li> <li>▪ Calculation and classification of awards;</li> </ul>				
<b>Unit codes and titles</b>	<b>Level</b>	<b>Credit value</b>	<b>Elective/ Core</b>	<b>Most popular student choice of optional elective units or elective options in core units?</b>
<b>Year/Stage 3</b>				
EBIM6001 Business Strategy	6	20	core	NA

<sup>3</sup> As generated by the most popular unit descriptors and calculated for the overall course stage data.

<sup>4</sup> As generated by the most popular unit descriptors and calculated for the overall course stage data.

<sup>5</sup> Include general information about the experience or status of the staff involved in delivering the course, for example Professor, Course Leader, Senior Lecturer

EBIM6003 Marketing Strategy and Planning	6	20	core	NA
EBIM6004 Enterprise Sustainability & Business Ethics	6	20	core	NA
EBIM6005 Entrepreneurship and Creativity	5	20	core	NA
EBIM6002 Business Research	6	20	core	NA
EBIM6006 Final Business Project	6	20	core	NA

## Section B - Course Overview

The BA (Hons) Business Innovation and Management (Top-Up) is a final year of a UK undergraduate degree course designed to enable you to progress and develop skills and knowledge expected of business undergraduates. This course refines skills in strategy and research across disciplines of creative business practices such as marketing and management.

- You will be confident in developing resolved business plans and final projects utilising your quantitative and qualitative research skills
- You will be tasked at ensuring that ethics and sustainability are at the forefront of your thinking
- You will have the opportunity to develop and hone practical and transferrable skills, enterprising attributes and attitudes required to make an immediate impact on business organisations

The model of learning for the top up course is problem-based and real-world. It is designed to give you the requisite knowledge and understanding of enterprises and the business environment, at both macro and industrial level, in which they operate. You will develop a range of cognitive and intellectual skills together with competencies specific to enterprises in the creative industries enabling you to succeed in diverse business environments or even pursue postgraduate study.

The BA Business Innovation and Management (Top-Up) is a unique way of gaining your degree, allowing you to build upon your previous knowledge gained here or at another institution. You will collaborate with students within the Business School to share practice and enable you to gain deeper level understanding in the business and management field

Throughout term 1, you will be able to develop a broad understanding of varied management functions, and the critical awareness that careers in today's global businesses demand, with the specific knowledge which is applied business innovation, strategy, marketing and management.

During term 2, you will be developing skills in conducting research using a wider range of sources and produce a business project and/or plan for a feasible business ideas in the relevant industries. You will also have the opportunity to share units for example, Business Research; Entrepreneurship and Creativity with students enrolled on BA (Hons) Marketing and BA (Hons) Business Management. There is a strong emphasis on independent research and group work to develop your transferable skills for when you graduate.

## Section C - Course Aims

A1 To develop your abilities to integrate academic theory and practice and to be able to apply this knowledge and understanding to business and management scenarios.

A2 To stimulate you to produce innovative and creative business solutions and make decisions in a variety of business and management contexts, and to be able to contextualise it in the creative industries nationally and internationally.

A3 To develop your competence and confidence to be intuitive, flexible, creative, innovative and enterprising.

A4 To equip you with ability to be attuned to the business environment and solve problem innovatively and creatively through practical learning experiences.

A5 To provide you with the skills that will enable you to identify the business issues which require research independently and apply appropriate methods which are robust.

A6 To develop your core attributes for enterprise and innovation through applied learning activities and attainment of enhanced socially valuable attitudes, skills and ethics.

A7 To encourage you to have positive and critical attitudes towards internal and external change and enterprise innovation, so as to reflect the dynamism and vibrancy of the business environment.

A8 To foster your appreciation of the global economy and cultural diversity internationally, and the impact of diversity on business and marketing strategies and planning.

A9 To equip you with professional, life and subject specific skills so as to encourage you to take responsibility for learning and to achieve the ability to manage self-study.

## Section D - Course Outcomes

Upon successful completion of the course you are able to demonstrate:

### Knowledge

LO1 Broad knowledge and understanding of business and management informed by a wide range of learning sources, based on a proactive and independent approach to learning.

LO2 Critical knowledge of business environment and its impact on the strategic objectives and the sustainability of creative business.

LO3 The broader contextual issues of Business innovation and management including legal systems, ethical, economic, social and technological change issues, as well as international development of the creative industries

### Understanding through the application of:

LO4 Key theories, concepts and methods in relation to Business Innovation and Management.

LO5 Critical and contextual understanding of the creative industry business environment in which business professionals operate, and the marketing strategy and planning that would embrace the changes and challenges.

LO6 Ability to conduct research, and to articulate, communicate and present a business plan to specialists in the creative industries and non-specialist audiences.

Application of technical and professional applied skills:

LO7 A capacity to develop and apply your own perspective of business innovation and management, to embrace complexity and uncertainty and to offer alternative innovative solutions to a range of business situations.

LO8 Apply business and management concepts to specialist aspects of the creative industries business; value management and applying enterprising values to business situations and choices.

LO9 Apply group working and self directed performance management to enhance professional working context

## **Section E - Learning, Teaching and Assessment**

This section explains the learning, teaching and assessment approaches, activities and experiences that your course will offer. It also considers the types of feedback and feedforward you will encounter. It will explain how these will support your learning throughout the top up year and explain the shared expectations in this learning partnership. Our approach to teaching, learning and assessment seeks to develop the skills and attributes you require when working in a professional business environment, and to be able to demonstrate your professionalism.

### Learning and Teaching Strategy

The delivery of the course consists of lecturers, seminars, supported tutorials and independent learning. The course is taught through a series of core interconnected units with the Business School for the Creative Industries. Guided learning will be used for Business Research and Final Business projects with an emphasis, which aims to support students through tasks designed to develop skills and understanding, and to promote communication, responsibility and the appropriate decision-makings.

MyUCA- virtual learning environment (VLE), will be used to support all units enabling students to undertake appropriate independent learning. In addition to electronic copies of materials used during face to face sessions, the VLE will provide opportunities to engage with additional content including PDP, Sign up tutorials, Blogs and discussion forums. Units will require students to engage with online study to prepare for, participate in and further develop skills explored during face to face sessions.

Two of the characteristics employers want from you are the “soft skills” acquired through interacting effectively in groups, and the ability to work independently. This profile of teaching and learning strategies therefore prepares you for the world of work by inculcating these transferable skills.

We make every effort to ensure that UCA is an inclusive environment, where explicit consideration is given to the full diversity of our students. We provide an environment which is compliant with the requirements of the Equality Act (2010). Our course is designed to ensure that all students succeed to their potential, regardless of any protected characteristics (disability, sexuality, religion, gender and/or other socio-cultural identities). Most importantly, we recognise that diversity leads to a richer learning experience for all and the BA (Hons) Business Innovation and Management (top up) course is

going to utilise the nature of the student populations, from a very diversified cultural background, as well as other social economical background. Where required, and where possible, learning and teaching can be adapted to the specific needs of the student, through the adaptation of delivery and teaching materials as well as the support from LSS – student services.

We are committed to integrating sustainability into the curriculum. This is specifically embedded in the BA (hons) Business Innovation and Management (Top up) course, where you can develop the understanding of the sustainability in business enterprises and in the creative industries.

Given the scope of the course, employability is embedded throughout and is linked to every unit . It is a core ethos of the course and is evidenced in the course overall philosophical aims, approach to teaching and learning, as well as underpinned by co-curriculum activities, where students will gain transferable skills which are adding values to their future employability and enterprising ventures.

#### Assessment Strategy

The assessment strategy for the BA (Hons) Business Innovation and Management (top up) is concerned with the student's development through understanding of bodies of knowledge and the application of a range of advanced technical and professional skills in the development of this knowledge. In order to make this relationship clear, learning outcomes are mapped against assessment criteria in each unit descriptor.

The diversity in assessment tasks allows for inclusivity for all students. The assessment criteria is suitable for students from a range of language and cultural backgrounds. Inclusive practice of written assignment, presentations, research proposals, business project etc. allows for diversity of assessment methodology. In order for students to have access to professional working practice, business and industry practitioners are invited as guest speakers, allowing for networking and also allows for live clients and projects.

## **Section F - Enhancing the Quality of Learning and Teaching**

The course is subject to the University's rigorous quality assurance procedures which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the applicable Subject Benchmarks and references the Framework for Higher Education Qualifications.

All courses are monitored on an annual basis where consideration is given to:

- External Examiner's Reports
- Key statistics including data on retention and achievement
- Results of the Student Satisfaction Surveys
- Feedback from Student Course Representatives