

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

BA (HONS) BUSINESS MANAGEMENT

PROGRAMME SPECIFICATION 2019/20

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 ¹		
Teaching Body	University for the Creative Arts		
Final Award Title and Type	BA (Hons)		
Course Title	Business Management		
Course Location and Length	Campus: Epsom	Length: Full-time – 3 years	
Mode of Study	Full-time	<input checked="" type="checkbox"/>	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 ²			
<p>The standard entry requirements* for this course are:</p> <ul style="list-style-type: none"> • 112 UCAS tariff points from accepted qualifications**, or • Pass at Foundation Diploma in Art & Design (Level 3 or 4), or • Distinction, Merit, Merit at BTEC Extended Diploma, or • Merit at UAL Extended Diploma, or • 112 UCAS tariff points from an accredited Access to Higher Education Diploma in appropriate subject <p>And four GCSE passes at grade A*-C and/or grade 4-9 including English (or Functional Skills English/Key Skills Communication Level 2).</p> <p>Other relevant and equivalent level 3 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><i>**To see the accepted QCF qualifications, visit: http://uca.ac.uk/study/accepted-qualifications/</i></p>			

¹ Regulated by the Higher Education Funding Council for England

² 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 ³	Written exams:	Practical exams:	Coursework:
Stage 1	0%	23.3%	76.7%
Stage 2	0%	18.3%	81.7%
Stage 3	0%	21.7%	78.3%
Overall Learning & Teaching hours ⁴	Scheduled:	Independent:	Placement:
Stage 1	37.5%	62.5%	0%
	450 hours	750 hours	0 hours
Stage 2	27.5%	49.6%	22.9%
	330 hours	595 hours	275 hours
Stage 3	25%	75%	0%
	300 hours	900 hours	0 hours
General level of staff delivering the course ⁵	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)			

The course structure

The structure of all of the University's awards complies with the University's [Common Credit Framework](#). The Common Credit Framework includes information about the:

- Rules for progression between the stages of a course;
- Consequences of failure for reassessment, compensation and exit awards;
- Calculation and classification of awards;

Unit codes and titles	Level	Credit value	Elective/ Core	Most popular student choice of optional elective units or elective options in core units?
Year/Stage 1				

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

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

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

EBMT4001 Marketing Fundamentals	4	20	Core	NA
EBMT4003 Introduction to Finance & Accounting	4	20	Core	NA
EBMT4002 Project & Operations Management	4	20	Core	NA
EBMT4004 Management and Organisation Behaviour	4	20	Core	NA
EBMT4005 Enterprise Project	4	40	Core	NA
Year/Stage 2				
EBMT5001 E-Business & E-Marketing (Digital Business & Marketing)	5	40	Core	NA
EBMT5003 Law for the Creative Industries	5	20	Core	NA
EBMT5002 Professional Practice & Business Placement	5	40	Core	NA
EBMT5004 International Business	5	20	Core	NA
Year/Stage 3				
EBMT6001 Business Strategy	6	20	Core	NA
EBMT6002 Business Research	6	20	Core	NA
EBMT6003 Enterprise Sustainability & Business Ethics	6	20	Core	NA
EBMT6004 Final Business Management Project	6	60	Core	NA

Section B - Course Overview

This progressive BA (Hons) in Business Management brings creative thinking and innovation to the forefront of business in the creative Industries. You will be expected to explore what is required to set up business as a self starter or make an impact in a global corporation. The course has been designed to prepare you for work as a business professional, either in employment or as an entrepreneur. You will cover finance, marketing, management, law and more, allowing you the opportunity to explore the elements of business you wish to specialise in, and, to ensure your skillset and knowledge is accomplished for either postgraduate study or employment.

The purpose of the BA (Hons) Business Management is that you will build a portfolio of skills and knowledge, which will give you a strong grounding of business practices alongside the ability to apply innovative thinking in a commercial context. You will have the skills to ensure the creative industries are sustainable, have durable infrastructure and access to the business ecosystems and processes that support and sustain growth and innovation

- You will be asked to identify Gaps or opportunities and create a business plan to solve it.
- You will get the chance to develop skills in presentation by pitching some of your innovative ideas to a panel of industry experts.
- You will have the opportunity for work placement and employer engagement through projects embedded within the course structure .
- All your units enable you to develop a wide range of cognitive and intellectual skills together with competencies specific to business and enterprise.

You will be able to acquire the knowledge and skills employers' value by studying with other students from internationally diverse backgrounds and also have the support and guidance of specialists in the various creative fields of study. You will explore the functions of business enterprise, and develop an

understanding of how organisations evolve and grow, why they change and how they survive and flourish. Alongside this you will develop and practice the competencies managers need to make this happen both in a physical organisation and an online business.

The first year of the course provides a solid grounding in the understanding of business functions and its operating environment. You will be able to acquire key transferable skills essential to a career as a business professional.

The second year, you will demonstrate an ability to identify, critically evaluate and apply theories of international business, entrepreneurship and creativity in a practical context as well as completing a placement or professional project. In addition, you will develop an understanding of the key principles to digital business and marketing, which is important for those wishing to pursue a career in the creative industries.

In the final year, building on previous learning you will be able to utilise your knowledge to identify solutions to both defined and uncertain business events and problems. We will support your learning of business strategy and enterprise sustainability by providing a rich understanding of the business research and your final business management project.

The course prepares you for further study at postgraduate level as well as a wide range of careers within the creative business sector – this can be within SME's, Blue Chip organisations. Operations Management, Buying, HR Management, Consultancy, Finance management. The course also allows you to consider business start- up and enterprise.

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 offer you a challenging and analytical study of business and entrepreneurship; and in so doing, develop an understanding and critical awareness of the range of models, frameworks and theories associated with the changing focus of contemporary business management practice.

A3 To enable you to produce innovative and creative business solutions and make decisions in a variety of business contexts, nationally and internationally.

A4 To develop your competence, skills and confidence to be intuitive, flexible, creative, innovative and enterprising; to learn, make decisions and manage in business and entrepreneurial way.

A5 To equip you with ability to be attuned to the business environment and solve problem innovatively and creatively through practical learning experiences.

A6 To provide you with the understanding of business organisations, their operations and management processes, and the business environment in which they operate, and apply this knowledge to concrete industries and cases.

A7 To provide you with an embedded practice-based learning experience which will allow you to utilise your business management knowledge in an organisational setting.

A8 To equip you with a wide range of skills and attributes which enable you to become an effective business professional.

A10 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 students are able to demonstrate:

Knowledge of:

LO1 Critical understanding of theoretical knowledge of key academic theories and concepts in relation to business management, as a preparation for employment, self-employment or postgraduate study.

LO2 Business and management informed by a wide range of learning sources, based on a proactive and independent approach to learning.

LO3 Relevant communication and information technologies for application in business management within a global knowledge-based economy.

Understanding through application of:

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

LO5 Marketing and business strategy and planning that would embrace the changes and challenges in the Creative industry business environment in which business professionals operate.

LO6 A range of research methods/techniques, both quantitative and qualitative, and an understanding of their strengths and weaknesses for providing information and evaluating options in an uncertain environment.

Application of:

LO7 Business management concepts to specialist aspects of the creative industries business; value management and applying enterprising values to business situations and choices.

LO8 Marketing to analyse and evaluate its interconnections with the other functional areas of business management and produce effective outcomes.

LO9 An ability to conduct research, and to articulate, communicate and present business appropriate projects to specialists in the creative industries and non-specialist audiences.

Section E - Learning, Teaching and Assessment

Learning and Teaching Strategy

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.

The BA (Hons) Business Management course is delivered through Lectures seminars and tutorials. The course is supported through a series of core interconnected units within the Business School for the Creative Industries.

Blended learning is adopted, using a mixture of face-to-face learning with online and independent study. Face-to-face sessions will vary in format including large, medium and small group interactive sessions. Students will be expected to arrive at sessions fully prepared and willing to participate throughout. Online delivery will also be provided via MyUCA virtual learning environment (VLE), which 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, MyUCA will provide opportunities to engage with additional content including Vlogs, Blogs, PDP, discussion forums. Units will require students to engage with online study to prepare for, participate in and further develop skills explored during 1-1 tutorials.

The application of key business management concepts during lectures and workshops are developed further during seminars and self-directed study. 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 Management 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 and the support of the LLRC Gateway services.

We are committed to integrating sustainability into the curriculum. This is specifically embedded in the BA (Hons) Business Management course, where you can develop the understanding of the sustainability in business enterprises and in the creative industries. Throughout the course, we encourage you to live and work more sustainably whilst recognising the impact that your decisions, and actions, have on the local, national and global communities to which you belong.

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 Management 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