

Course Specification

Course Summary Information			
1	Course Title		BA (Hons) Business
2	BCU Course Code	UCAS Code	US0830 N100
3	Awarding Institution		Birmingham City University
4	Teaching Institution(s) (if different from point 3)		
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)		

6	Course Description
	<p>Looking for a business studies course in Birmingham? Our BA (Hons) Business degree offers the opportunity to take a year-long sandwich placement in industry.</p> <p>On the course, you will be able to develop a wide range of cognitive and intellectual skills, together with competencies specific to business and enterprise.</p> <p>The course will provide you with the opportunity to develop specialist business expertise, while helping you learn key transferable skills, all of which will help you stand out when it comes to securing employment.</p> <p>Tailor your Business Degree</p> <p>Our suite of Business programmes will enable you to tailor your interests to a specific area. You even have the opportunity to change your degree path after completing your first year. Our Business pathway include:</p> <ul style="list-style-type: none"> • Business (Marketing) <p>What's covered in the course?</p> <p>Your learning will embrace the development and operation of business markets, the management of key resources including human capital, financial management, strategic management and cultural awareness, since we believe business can't be studied in isolation.</p> <p>In addition, you'll gain an insight into digital business, exploring how technology has remodelled the business world, and reflect on accompanying issues around social responsibility and ethical behaviour.</p> <p>Your course will foster your intellectual and ethical development and encourage your personal commitment to the socially useful purpose of becoming a business professional. It will also develop your core behaviours through learning activities that enable you to practise, exhibit and develop confidence in enterprise and entrepreneurship.</p> <p>After gaining a solid grounding in business functions, you will be able if you wish to specialise in our innovative Business pathway for your next two years. BA (Hons) Business (Marketing) will equip you with the communicative, administrative and creative skills needed to make an impact in the marketing industry.</p>

	Alternatively, you can continue to pursue the BA (Hons) Business route. Each pathway will allow you to pursue a programme consistent with your career ambition.
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7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Business	Level 6	360
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Business	Level 4	120
	Diploma of Higher Education Business	Level 5	240
	Bachelor of Arts Business	Level 6	300

8	Derogation from the University Regulations
	Not applicable

9	Delivery Patterns		
	Mode(s) of Study	Location	Duration of Study
	Full Time	City Centre	3 Years
	Sandwich	City Centre	4 Years
	Part Time	City Centre	5 Years*
			Code
			US0635
			US0635S
			US0830

* If you study this course part-time, you will study modules alongside full-time students in daytime hours (not evenings or weekends). The duration of the course will depend on how many modules you take per year, and will be agreed before you commence your studies. To qualify as a PT student you cannot undertake more than 90 credits in any one year.

10	Entry Requirements
	The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/ , or may be found by searching for the course entry profile located on the UCAS website .

11 Course Learning Outcomes	
1	Demonstrate a critical understanding of theoretical knowledge of key academic theories and concepts in relation to business, as a preparation for employment, self-employment or postgraduate study.
2	Practically apply knowledge and skills in relation to the operation and systems of business organisations.
3	Synthesise the methodological, conceptual and practical knowledge you have acquired so as to be a capable business professional.
4	Understand and critically appraise contemporary issues and policy debates as they apply to business organisations and their operations within a digital and globalised society.
5	Demonstrate an ability to articulate, communicate and present business arguments to both specialist and non-specialist audiences.
6	Use acquired skills to act independently in constructing your own learning models, plan and undertake tasks, and accept accountability for your own learning decisions.
7	Demonstrate effective knowledge and understanding of the international context within which organisations operate, and apply this to the business organisation.

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12a	<p>Level 4:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MKT4020</td><td>Professional Development</td><td>20</td></tr><tr><td>BUS4061</td><td>Business Foundations</td><td>20</td></tr><tr><td>MKT4015</td><td>Marketing Foundations</td><td>20</td></tr><tr><td>BUS4077</td><td>Essential Analysis for Business</td><td>20</td></tr><tr><td>BUS4046</td><td>Business Environment</td><td>20</td></tr></table> <p><i>In order to complete this course a student must successfully complete at least 20 credits from the following list of OPTIONAL modules:</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MKT4016</td><td>Consumer Psychology</td><td>20</td></tr><tr><td>BUS4074</td><td>Understanding Organisation and Organisational Behaviour</td><td>20</td></tr><tr><td>BUS4075</td><td>Fundamentals of Business Enterprise Systems</td><td>20</td></tr></table> <p>Level 5:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>ACC5028</td><td>Business Operations</td><td>20</td></tr><tr><td>MAN5058</td><td>Applied Management</td><td>20</td></tr><tr><td>BUS5057</td><td>Contemporary Business: Practice and Solutions</td><td>20</td></tr><tr><td>ACC5033</td><td>Accounting for Business</td><td>20</td></tr><tr><td>BUS5053</td><td>Business Entrepreneur</td><td>20</td></tr></table> <p><i>In order to complete this course a student must successfully complete at least 20 credits from the following list of OPTIONAL modules.</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>BUS5050</td><td>Creative Problem Solving</td><td>20</td></tr><tr><td>MAN5052</td><td>Cross Cultural Management</td><td>20</td></tr><tr><td>MAN5053</td><td>Supply Chain Management</td><td>20</td></tr><tr><td>MKT5036</td><td>Managing Behavioural Change</td><td>20</td></tr></table>	Module Code	Module Name	Credit Value	MKT4020	Professional Development	20	BUS4061	Business Foundations	20	MKT4015	Marketing Foundations	20	BUS4077	Essential Analysis for Business	20	BUS4046	Business Environment	20	Module Code	Module Name	Credit Value	MKT4016	Consumer Psychology	20	BUS4074	Understanding Organisation and Organisational Behaviour	20	BUS4075	Fundamentals of Business Enterprise Systems	20	Module Code	Module Name	Credit Value	ACC5028	Business Operations	20	MAN5058	Applied Management	20	BUS5057	Contemporary Business: Practice and Solutions	20	ACC5033	Accounting for Business	20	BUS5053	Business Entrepreneur	20	Module Code	Module Name	Credit Value	BUS5050	Creative Problem Solving	20	MAN5052	Cross Cultural Management	20	MAN5053	Supply Chain Management	20	MKT5036	Managing Behavioural Change	20
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Level 6:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):

Module Code	Module Name	Credit Value
BUS6057	Business Process and Systems	20
BUS6059	Integrated Business Research Project	40
BUS6061	e-Business	20
BUS6062	International Business	20

In order to complete this course a student must successfully complete at least 20 credits from the following list of OPTIONAL modules.

Module Code	Module Name	Credit Value
MAN6037	Contemporary Global Management Issues	20
MAN6038	The Global Manager	20
MKT6045	One Planet Business	20
MKT6044	Business Development	20

12b Structure Diagram

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

Full Time Structure

Level 4 Induction – 2 weeks				
Level 4	S1	MKT4020: Professional Development (20 credits)	BUS4061: Business Foundations (20 credits)	MKT4015: Marketing Foundations (20 credits)
	S2	BUS4077: Essential Analysis for Business (20 credits)	BUS4010: Business Environment (20 credits)	OPTION

Level 5 Transition Programme - 2 weeks				
Level 5	S1	BUS5057: Contemporary Business: Practice and Solutions (20 credits)	MAN5058: Applied Management (20 credits)	ACC5028: Business Operations (20 credits)
		Optional International Exchange		
	S2	ACC5033: Accounting for Business (20 credits)	BUS5053: Business Entrepreneur (20 credits)	OPTION
		Optional International Exchange		

Work Placement				
Level 6 Transition Programme - 2 weeks				
Level 6	S1	BUS6059: Integrative Business Research Project (40 credits)	BUS6057: Business Process and Systems (20 credits)	BUS6061: e-Business (20 credits)
	S2		BUS6062: International Business (20 credits)	OPTION

Part Time Course Structure

Year 1	Semester 1	L4 Business Foundations (20 Credits)	
	Semester 2	L4 Business Environment (20 Credits)	L4 Essential Analysis for Business (20 Credits)
Year 2	Semester 1	L4 Professional Development (20 Credits)	L4 Marketing Foundations (20 Credits)
	Semester 2	L4 Option (20 Credits)	
Year 3	Semester 1	L5 Business Operations (20 Credits)	L5 Contemporary Business: Practice and Solutions (20 Credits)
	Semester 2	L5 Business Entrepreneur (20 Credits)	L5 Accounting for Business (20 Credits)
Year 4	Semester 1	L5 Applied Management (20 Credits)	L6 Business Process and Systems (20 Credits)
	Semester 2	L5 Option (Marketing) (20 Credits)	L6 International Business (20 Credits)
Year 5	Semester 1	L6 e-Business (20 Credits)	L6 Integrative Business Research Project (40 Credits)
	Semester 2	L6 Option (20 Credits)	

Level 4 Options <ul style="list-style-type: none"> • Consumer Psychology • Understanding Organisation and Organisational Behaviour • Fundamentals of Business Enterprise Systems 	Level 5 Options <ul style="list-style-type: none"> • Creative Problem Solving • Cross Cultural Management • Supply Chain Management • Managing Behavioural Change • Study Abroad 	Level 6 Options <ul style="list-style-type: none"> • Contemporary Global Management Issues • Business Development • The Global Manager • One Planet Business
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13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 4

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	228
Directed Learning	205
Private Study	767
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	0
In-Person	0

Level 5

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	252
Directed Learning	312
Private Study	636
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	63%
Exam	29%
In-Person	8%

Level 6**Workload****% time spent in timetabled teaching and learning activity**

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	360
Private Study	624
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	0
In-Person	0