

FCourse Specification

Course Summary Information			
1	Course Title		BA (Hons) Business (Professional Practice)
2	BCU Course Code	UCAS Code	US0840 N001
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>Want to become a business professional? Our BA (Hons) Business (Professional Practice) degree allows you to take a year-long placement in industry during your course, meaning you graduate with a qualification and experience.</p> <p>Our course will equip you with the practical skills and enterprising attributes, enabling you to make an immediate impact on business organisations. You will be able to develop a wide range of cognitive and intellectual skills, together with competencies specific to business and enterprise.</p> <p>What is a Professional Practice degree?</p> <p>Standard undergraduate degrees typically take three years of study to complete. At Birmingham City Business School, we also offer sandwich degrees, which are four years in length and incorporate a yearlong placement in industry during your third year.</p> <p>Professional Practice degrees, however, combine the merits of both of these approaches in one degree, allowing you to complete your full degree and your yearlong placement all within the standard three-year period. Upon successful completion of your second year, you will embark on an industry placement for your third and final year. We have a dedicated team who will help you secure a placement directly related to your degree and career aspirations.</p> <p>As a Professional Practice student, you complete the same number of modules and credit as a standard degree except now your learning, teaching and assessments will be directly related to the real world experience you gain on placement. During your placement year, you will be allocated a placement tutor and your practice based learning will be supported by some block teaching at the University and on-line learning activities.</p> <p>The Professional Practice pathway is perfect for you if you want the benefit of a placement year but want to complete your degree within three years.</p> <p>What's covered in the course?</p> <p>The course will provide you with the opportunity to develop specialist business skills, whilst helping you develop key transferrable skills, all of which will help you stand out when it comes to securing employment.</p>

	<p>What sets the BA Business (Professional Practice) pathway apart is that it allows you to study alongside working within an organisation, thereby fast tracking your professional development.</p> <p>This route, which utilises work-based learning in your final year, allows you to apply your studies directly in your work experience. There will also be opportunities to try out different graduate roles with a wide variety of placements and internships on offer to compliment your studies.</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. In addition, you will gain an insight into digital business exploring how technology has remodelled the business world and reflect on the 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>
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7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Business (Professional Practice)	6	360
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Business	4	120
	Diploma of Higher Education Business	5	240
	Bachelor of Arts Business (Professional Practice)	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
			Code
			US0840

10	Entry Requirements
	<p>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.</p>

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>BUS4010</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></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>ACC5029</td><td>Study Abroad</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	BUS4010	Business Environment	20	Module Code	Module Name	Credit Value	MKT4016	Consumer Psychology	20	BUS4074	Understanding Organisation and Organisational Behaviour	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	ACC5029	Study Abroad	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 120 credits):

Module Code	Module Name	Credit Value
BUS6057	Business Process and Systems	20
BUS6059	Integrative Business Research Project	40
BUS6061	e-Business	20
MKT6045	One Planet Business	20
BUS6062	International Business	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.

4	Level 4 Induction – 2 weeks			
	S1	Professional Development	Business Foundations	Marketing Foundations
	S2	Essential Analysis for Business	Business Environment	OPTION
5	Level 5 Transition Programme - 2 weeks			
	S1	Contemporary Business: Practice and Solutions	Applied Management	Business Operations
		Optional International Exchange		
	S2	Accounting for Business	Business Entrepreneur	OPTION
6	Level 6 Transition Programme - 2 weeks			
	S1	Integrated Business Research Project	Business Process and Systems	e-Business
	S2		International Business	One Planet Business

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

Level 4

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	228
Directed Learning	169
Private Study	803
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	240
Directed Learning	324
Private Study	636
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	63%
Exam	28%
In-Person	9%

Level 6

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	140
Directed Learning	472
Private Study	588
Total Hours	1200

Balance of Assessment

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