# Course Specification

| Course Summary Information | | | | |
|---|---|---|---|---|
| 1 | **Course Title** | | BA (Hons) Business Management (Enterprise) | |
| 2 | **BCU Course Code** | **UCAS Code** | US0846-03 | N20C |
| 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) | | Chartered Management Institute (CMI) | |

| 6 | **Course Description** |
|---|---|
| | Want to get a job in enterprise management? Our BA Business Management (Enterprise) course is accredited by the Chartered Management Institute and allows you to take a year-long placement.<br><br>You'll work with real employers, go on international visits and hear renowned industry speakers on our innovative, exciting course.<br><br>Accreditation from the CMI ensures our course remains cutting-edge and relevant, and you'll be exposed to a range of culturally diverse organisations and opportunities to study and work across the globe.<br><br>**What's covered in the course?**<br><br>Further, alignment to the Chartered Institute of Procurement and Supply (CIPS) is in progress whose benefits include access to a network of CIPS professionals, knowledge and resources that are aimed at the Procurement and Supply Chain career professional<br><br>Our industry placements have helped our students to secure placements at IBM, Panasonic and KPMG, while, upon graduating, they've progressed into roles with companies such as BMW, Sainsbury's and Xerox. In addition, this course allows you to retain the core of your study in business and management, while enabling you to specialise in Enterprise. |

| 7 | **Course Awards** | | |
|---|---|---|---|
| **7a** | **Name of Final Award** | **Level** | **Credits Awarded** |
| | Bachelor of Arts with Honours Business Management (Enterprise) | 6 | 360 |
| **7b** | **Exit Awards and Credits Awarded** | | |
| | Certificate of Higher Education in Business Management | 4 | 120 |
| | Diploma of Higher Education in Business Management (Enterprise) | 5 | 240 |
| | Bachelor of Arts Business Management (Enterprise) | 6 | 300 |

| 8 | **Derogation from the University Regulations** |
|---|---|
| | Not applicable |

| 9 | Delivery Patterns |
|---|---|

| Mode(s) of Study | Location | Duration of Study | Code |
|---|---|---|---|
| Full Time | City Centre | 3 years | US0846-03 |
| Sandwich | City Centre | 4 years | US0846S |
| Part Time | City Centre | 5 years* | US0847-03 |

*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 | A critical understanding of key theories, concepts and methods in relation to Business and Management. |
| 2 | An appreciation of contemporary and historical schools of relevant theory, and of the differing methods of analysis that have been, and are, used by managers. |
| 3 | A broad view of business and management informed by a wide range of learning sources, based on a proactive and independent approach to learning. |
| 4 | An ability to appraise, discuss, analyse and articulate government policies and legislation in relation to organisations and their operations within UK and on the international stage. |
| 5 | A capacity to develop and apply your own perspective of business and management, to embrace complexity and uncertainty and to offer alternative solutions to a range of business situations. |
| 6 | An ability to articulate, communicate and present a business argument to both specialist and non-specialist audiences. |
| 7 | An ability to demonstrate a strong understanding of academic theory on enterprise and apply to current national and international case studies. |

| 12 | **Course Requirements** |
|---|---|

**12a** **Level 4:**

***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 |
|---|---|---|
| MAN4013 | Contemporary HR for Managers | 20 |
| MKT4015 | Marketing Foundations | 20 |
| MAN4014 | The Professional Manager | 20 |
| FIN4007 | Finance for Managers | 20 |
| BUS4074 | Understanding Organisations and Organisational Behaviour | 20 |
| MAN4011 | Introduction to Entrepreneurship | 20 |

**Level 5:**

***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 |
|---|---|---|
| MAN5053 | Supply Chain Management | 20 |
| MAN5054 | Introduction to Consultancy | 20 |
| MAN5060 | Management Development | 20 |
| MAN5057 | Contemporary Management Issues | 20 |
| MAN5058 | Applied Management | 20 |
| BUS5064 | Entrepreneurship and Small Business Management | 20 |

**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 |
|---|---|---|
| BUS6066 | Innovative Thinking for Organisation Development | 20 |
| MAN6041 | The Executive Manager | 20 |
| MAN6038 | The Global Manager | 20 |
| BUS6059 | Integrated Business Research Project | 40 |
| HRM6010 | Innovation Entrepreneurship and Entrepreneurial Leadership | 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 Course Structure**

**Level 4**

| | | | | |
|---|---|---|---|---|
| Level 4 | Level 4 Induction – 2 weeks | | | |
| | S1 | MAN4013: Contemporary HR for Managers (20 credits) | MAN4014: The Professional Manager (20 credits) | MKT4015: Marketing Foundations (20 credits) |
| | S2 | BUS4074: Understanding Organisations and Organisational Behaviour (20 credits) | FIN4007: Finance for Managers (20 credits) | MAN4011: Introduction to Entrepreneurship (20 credits) |

**Level 5**

| | | | | |
|---|---|---|---|---|
| Level 5 | Level 5 Transition Programme – 2 weeks | | | |
| | S1 | MAN5054: An Introduction to Consultancy (20 credits) | MAN5060: Management Development (20 credits) | MAN5057: Contemporary Management Issues (20 credits) |
| | | Optional International Exchange | | |
| | S2 | MAN5053: Supply Chain Management (20 credits) | MAN5058: Applied Management (20 credits) | BUS5064: Entrepreneurship and Small Business Management (20 credits) |

**Level 6**

| | | | | |
|---|---|---|---|---|
| Level 6 | Level 6 Transition Programme - 2 weeks | | | |
| | S1 | BUS6059: Integrative Business Research Project (40 credits) | MAN6041: The Executive Manager (20 credits) | BUS6066: Innovative Thinking for Organisational Development (20 credits) |
| | S2 | | MAN6038: The Global Manager (20 credits) | HRM6010: Innovation Entrepreneurship and Entrepreneurial Leadership (20 credits) |

**Part Time Course Structure**

| | | | |
|---|---|---|---|
| Year 1 | Semester 1 | MAN4013: Contemporary HR for Managers (20 credits) | |
| | Semester 2 | BUS4074: Understanding Organisations and Organisational Behaviour (20 credits) | FIN4007: Finance for Managers (20 credits) |
| Year 2 | Semester 1 | MAN4014: The Professional Manager (20 credits) | MKT4015: Marketing Foundations (20 credits) |
| | Semester 2 | MAN4011: Introduction to Entrepreneurship (20 credits) | MAN5053: Supply Chain Management (20 credits) |
| Year 3 | Semester 1 | MAN5054: An Introduction to Consultancy (20 credits) | MAN5060: Management Development (20 credits) |
| | Semester 2 | MAN5058: Applied Management (20 credits) | BUS5064: Entrepreneurship and Small Business Management (20 credits) |
| Year 4 | Semester 1 | MAN5057: Contemporary Management Issues (20 credits) | MAN6041: The Executive Manager (20 credits) |
| | Semester 2 | HRM6010: Innovation Entrepreneurship and Entrepreneurial Leadership (20 credits) | MAN6038: The Global Manager (20 credits) |
| Year 5 | Semester 1 | BUS6059: Integrative Business Research Project (40 credits) | BUS6066: Innovative Thinking for Organisational Development (20 credits) |

## 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 | 264 |
| Private Study | 708 |
| **Total Hours** | 1200 |

**Balance of Assessment**

| Assessment Mode | Percentage |
|---|---|
| Coursework | 66% |
| Exam | 17% |
| In-Person | 17% |

**Level 5**

**Workload**

**% time spent in timetabled teaching and learning activity**

| Activity | Number of Hours |
|---|---|
| Scheduled Learning | 217 |
| Directed Learning | 359 |
| Private Study | 624 |
| **Total Hours** | 1200 |

**Balance of Assessment**

| Assessment Mode | Percentage |
|---|---|
| Coursework | 61% |
| Exam | 18% |
| In-Person | 21% |

**Level 6**

**Workload**

**30% time spent in timetabled teaching and learning activity**

| Activity | Number of Hours |
|---|---|
| Scheduled Learning | 228 |
| Directed Learning | 336 |
| Private Study | 636 |
| **Total Hours** | 1200 |

**Balance of Assessment**

| Assessment Mode | Percentage |
|---|---|
| Coursework | 50% |
| Exam | 0 |
| In-Person | 50% |