

Programme Specification

BA (Hons) Business Management BA (Hons) Business Management (with placement)

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| <i>School:</i> | York St John Business School |
| <i>Subject area:</i> | Business Management |
| <i>Entry from academic year:</i> | 2023-24 |
| <i>in the month(s) of:</i> | September, January (Level 6) ¹ |
| <i>Awarding institution:</i> | York St John University |
| <i>Teaching institution:</i> | York St John University |
| <i>Delivery location:</i> | York St John University |
| <i>Programme/s accredited by:</i> | Chartered Management Institute (CMI) |
| <i>Exit awards:</i> | Certificate of Higher Education Business Management Diploma of Higher Education Business Management Diploma of Higher Education Business Management (with placement) BA (Ord) Business Management BA (Ord) Business Management (with placement) |
| <i>UCAS code / GTTR / other:</i> | Not applicable |
| <i>Joint Honours combinations:</i> | Not applicable |
| <i>QAA subject benchmark statement(s):</i> | Business and Management (2015) |
| <i>Mode/s of study:</i> | Undergraduate periods of study for full-time <ul style="list-style-type: none"> • Full-time three years or four years with placement |
| <i>Language of study:</i> | English |
| <i>Paired with foundation year</i> | Yes |
| <i>Study abroad opportunities:</i> | Yes |
| <i>Placement year opportunity:</i> | Yes |

Introduction and special features

As the global business environment continues to become increasingly competitive and challenging, businesses need to be more innovative, take more risks and develop sustainable business models that serve their customers and have a positive impact on society. The BA (Hons) Business Management programme aims to provide you with a critical understanding of the management of organisations and the role of business in contemporary society.

Studying the BA (Hons) Business Management award is a great opportunity to gain a degree that is clearly focused on your long-term career prospects in a wide variety of contexts. Whether you are thinking of setting up your own business, working in a large corporation, the public sector or the ever-growing tourist industry you will need to possess an understanding of how businesses operate and how skilled managers can contribute to their success.

Importantly Management is also about people, and we will enable you to develop your own skills as a team player, a group member and ultimately as a manager of other people. Our Business Management degree

¹ Direct entry to Level 6 is available in September and January, but entry to other Levels is restricted to September

allows you to specialise in management and gain an insight into how managers work to meet organisational objectives. Alongside this knowledge you will also develop the skills you will need to be effective in a managerial role.

As signatories to PRME (Principles for Responsible Management Education), York Business School are committed to integrating corporate responsibility and sustainability within all operations. PRME is a United Nations initiative seeking to inspire and champion responsible management education, research and thought leadership globally. Issues such as corporate responsibility, sustainability and ethical behaviour are core to the principles of York Business School and as such are embedded throughout all our programmes.

Aligned with our Work-Related Experiential Learning framework (WREL), the BA (Hons) Business Management course represents an opportunity to earn a degree that integrates social purpose within an emphasis upon long-term career prospects.

The course focuses on supporting you to enter a range of different in the future, such as setting up your own business, working within large corporations, employment within the public sector, and contributing to non-profit organisations.

This course will give you an understanding of how different organisations operate and how skilled managers, leaders and employees can contribute to their success. Examples of WREL activities include working with businesses to identify areas for their organisation's development, alongside ways that you, as a future member of the workforce, can present meaningful solutions to issues that arise in rapidly changing sectors. You will receive feedback from practitioners to help build dynamic skills and support career ambitions.

If you are studying on the BA (Hons) Business Management with placement variant you will undertake a Year in Industry (also known as a sandwich year or placement year), in between your second and third year.

Special features

- A focus on the management of organisations which will provide the knowledge and skills you will need as a manager. This includes the management of people, resources and business activities
- Accreditation by the Chartered Management Institute (CMI) giving you a professionally recognised qualification (CMI Level 5 Diploma in Management and Leadership) alongside your degree
- Throughout the course there is regular opportunity to engage with a range of practising managers, organisations, employers and entrepreneurs and take part in work related experiences and internships
- Opportunity to be mentored by a practising manager through the CMI mentorship scheme
- Programme of guest speakers which will enhance your learning and links with the business community
- Opportunity to study abroad without extending the length of your degree
- A 'Year in Industry' (sandwich year) for those on the with placement variant
- Use of 'real life' (live) projects in assessments giving you practical application of the theory
- Opportunity to compete in business simulation
- Opportunity to qualify as a Microsoft Office Specialist
- Systematic development of employability skills through a Continuing Professional Development framework (Success Lab)

Admissions criteria

You must meet the University's general entry criteria for [undergraduate](#) study.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorksj.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Recognition of prior learning \(RPL\)](#). We also consider applications for entry with advanced standing.

Programme aim(s)

The aims of the programme are to:

1. Prepare you for a managerial career in a rapidly changing business and social environment with the skills needed to adapt and develop as the environment changes
2. Enable you to be a graduate who is able to improve the quality of management decision-making, leadership and business practice across a range of organisations and in a variety of contexts

Programme learning outcomes

Upon successful completion of the programme students will be able to:

Level 4

Knowledge and understanding

- 4.1 Describe and explain a range of relevant concepts, theories and models to the solution of business and management problems
- 4.2 Describe and identify decisions in a variety of organisational contexts

Cognitive and Thinking Skills

- 4.3 Demonstrate the ability to apply a range of academic and intellectual skills relevant to Level Four study including, information-gathering, analysis and problem identification

Practical/professional skills

- 4.4 Exhibit skills in relation to communication, organisation and working with others
- 4.5 Demonstrate the use of research skills to gather information

Key transferable skills

- 4.6 Demonstrate own learning with guided support to explore a wide variety of learning sources and opportunities

Level 5

Knowledge and understanding

- 5.1 Compare and contrast a range of relevant concepts, theories and models to the solution of business and management problems
- 5.2 Analyse and discuss tactical decisions in a variety of organisational contexts

Cognitive and thinking skills

- 5.3 Demonstrate the application of a range of academic and intellectual skills relevant to Level Five study including, information-gathering, problem-solving, analysis, and evaluation

Practical/professional skills

- 5.4 Exhibit the achievement of skills in relation to communication, organisation and working with others
- 5.5 Demonstrate the use of research and enquiry to further their understanding

Key Transferable skills

- 5.6 Show independence in analysis, evaluation and learning to explore a wide variety of learning sources and opportunities

Level 6

Knowledge and understanding

- 6.1 Apply a range of relevant concepts, theories and models to the solution of business and management problems
- 6.2 Synthesise and evaluate strategic and tactical decisions in a variety of organisational contexts
- 6.3 Critically evaluate management thinking through an extended piece of research

Cognitive and thinking skills

- 6.4 Apply a range of academic and intellectual skills relevant to undergraduate level study including, information-gathering, problem-solving (incorporating creativity and innovation) and the skill to critically analyse, synthesise, and evaluate information and data to aid management decision-making

Practical/professional skills

- 6.5 Exhibit the achievement of skills in relation to communication, organisation and working with others in a professional manner
- 6.6 Conduct research and enquiry to further your understanding and to inform management decision-making

Key transferable skills

- 6.7 Manage your own learning to explore a wide variety of learning sources and opportunities

Programme structure

| Code | Level | Semester | Title | Credits | Module status | |
|---|-------|----------|--|---------|---|--|
| | | | | | compulsory or optional to take C or O | non-compensatable or compensatable NC or X |
| BMB4001M | 4 | 1 | Practising Responsible Business Behaviours | 20 | C | X |
| BMB4002M | 4 | 1 | Organisational Behaviour in a Digital Age | 20 | C | X |
| BMB4003M | 4 | 1 | Entrepreneurship and the Business Environment | 20 | C | X |
| BMD4002M | 4 | 2 | Business Analytics and the Block Chain | 20 | C | X |
| BMB4004M | 4 | 2 | Managing Business Resources | 20 | C | X |
| BMM4008M | 4 | 2 | Understanding Customers and Markets | 20 | C | X |
| | | | | | | |
| BMB5001M | 5 | 1 | Management Practice in Disruptive Times | 20 | C | X |
| BMH5001M | 5 | 1 | Managing Diversity and Inclusion in the Technological Revolution | 20 | C | X |
| BMB5005M | 5 | 1 | Financial Analysis and Application | 20 | C | X |
| BMR5001M | 5 | 2 | Management Research Methods | 20 | C | X |
| BMW5003M | 5 | 2 | Career Development and Employability | 20 | O | X |
| BMW5004M | 5 | 2 | Entrepreneurship and Business Development | 20 | O | X |
| BMB5006M | 5 | 2 | Leading and Developing High Performing People | 20 | C | X |
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| For students taking the 'with placement' programme | | | | | | |
| BMB5009P | 5P | Y | Placement Year | 0 | C | NC |
| | | | | | | |
| BMR6001M | 6 | 1&2 | Research Investigation | 40 | C | NC |
| BMB6001M | 6 | 1 | Operations and Project Management | 20 | C | X |
| BMB6002M | 6 | 1 | Developing Organisational Strategy in the Digital Age | 20 | C | X |
| BMB6013M | 6 | 2 | Business Ethics and Sustainability | 20 | O | X |
| BMB6007M | 6 | 2 | Strategic Leadership for Innovation and Change | 20 | C | X |
| BMD6003M | 6 | 2 | Technological Issues in Digital Era | 20 | O | X |
| BMH6005M | 6 | 2 | Dissecting Work and Organisational Psychology | 20 | O | X |

Continuing professional development

You are strongly encouraged to undertake Continuing Professional Development throughout your studies to prepare you for the world of work. You will be able to develop a range of academic and professional skills through a range of activities, exercises and events under the guise of 'Success Lab' which will help you to progress through the course and into the job market and provide the work-based skills employers require.

Success Lab, a three-year programme that runs alongside your degree, has been developed in partnership with leading graduate recruiters and industry leaders. You will attend events and short courses that are

offered in addition to your degree. We will offer you additional qualifications and experience in areas that are important for employers such as public speaking, Sage accounting and copywriting.

You will be offered the chance to attend exhibitions and make visits, to take part in our leadership and management programme and to attend a series of inspiring lectures with executive speakers. In the past we have hosted CEOs and Chief Executives from Pandora, Royal Mail, ASDA and Welcome to Yorkshire among others.

Study abroad

You have the opportunity (subject to meeting the University Threshold Standards) to undertake a semester or full year abroad² as part of your studies during your second year.²

Learning, teaching and assessment

All modules are delivered utilising a range of teaching, learning and assessment strategies including lectures, seminars, guest speakers, tutorials, workshops and a range of events and learning activities.

You are supported initially in the use of guided learning strategies in Level 4 developing towards autonomous, well-judged use of collaborative and independent learning strategies in Levels 5 and 6.

Throughout the programme you will be introduced to a range of different teaching and learning strategies. For example in Level 4 you will undertake case based learning (*Organisational Behaviour in the Digital Age* and *Practising Responsible Business Behaviours*) in which we use case studies to develop your business knowledge and the decision making process you may require as a manager. At Level 5 (for example) there will be evidence of practice based learning (*Leading and Developing High Performing People*) in which you will be expected to engage in practical based activities as you develop your skills in managing people, while also developing skills in managing projects (*Management Research Methods*). Finally, at Level 6 you will demonstrate your skills through practice and enquiry-based learning giving you the opportunity to develop creative and innovative solutions to problems through *Operations and Project Management*, and *Strategic Leadership for Innovation and Change*.

You will undertake a variety of assessments which include the use of written assignments (often in the form of reports), individual and group presentations and practical activities. An essential part of the assessment is to encourage both learning and the development of skills as well as preparing you for the requirements of the workplace.

You will have opportunities for formative assessment and feedback to inform your work prior to submission and you will receive detailed feedback on assessments to help you develop and continuously improve your performance whilst on the programme. Advice will be provided in relation to development, further areas for research and guidance on how to enhance your knowledge of business and practice.

You will have the opportunity for study support including academic writing and research skills to enhance employability and career development in the field of Business Management.

As a graduate searching for employment, you will likely come across the term **transferable skills**. Employers value these skills because they can be used in so many ways in the workplace. If you want to secure a graduate opportunity, you are going to have to demonstrate a specific set of skills needed for the role. Some of these skills will be specific to the industry while others (transferable skills) are those that you can build on and develop throughout your career. York Business School, seeks to develop and enhance your skills in communication, problem solving and team working through teaching, learning and assessment activities and the opportunities to engage in a range of activities which will not only support this but which will provide clear evidence of your achievement of them.

² If you are taking the placement award you are only eligible for one semester abroad.

Progression and graduation requirements

The University's [general regulations](#) for undergraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section as non-compensatable.

The exit award of BA Ordinary is not available to students entering at Level 6

Internal and external reference points

This programme specification was formulated with reference to:

- [University mission and values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)
- [Chartered Management Institute: Level 5 Standards](#)

Date written / revised: June 2019

Programme originally approved: July 2019