BA BUSINESS MANAGEMENT PROGRAMME SPECIFICATION

CORE INFORMATION
Programme Name: Business Management
Programme Length: 1YR Top-Up
Award Title: BA (Hons)
Level of award: 6
Awarding body: University of Sunderland
Which department is it in? Business
Programme Studies Board: Top-up Business
Programme Leader: Sharp Cooper
How and where can I study the programme?
At Sunderland: Full-time on campus
At London: Full-time on campus
At a partner college: Full-time/Part-Time in the UK; Full-time/Part-Time overseas; Distance Learning
How long does the programme take?

<table>
<thead>
<tr>
<th></th>
<th>Min number of years / months</th>
<th>Max number of years / months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time</td>
<td>9 months</td>
<td>3 years</td>
</tr>
<tr>
<td>Part-time</td>
<td>12 months</td>
<td>3 years</td>
</tr>
<tr>
<td>Sandwich</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Distance learning</td>
<td>9 months</td>
<td>3 years</td>
</tr>
<tr>
<td>Work-based learning</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For start-dates please see the current edition of the Prospectus or contact the relevant department at the University. For start-dates for programmes delivered in a partner college, please contact the college.
TEACHING AND LEARNING

What is the programme about? The programme aims are to:

• enable students to demonstrate relevant knowledge and understanding of organisations, the external environment in which they operate and how they are managed
• assist students to develop a range of subject specific and transferable skills which will prepare them for a career in a wide range of commercial and not-for-profit organisations
• develop and maintain an awareness and understanding of business in a regional, national and international context
• develop students' transferable skills of analysis, judgment, communication and independent learning

What will I know or be able to do at each Stage of the programme?
By the end of this Stage of the programme successful students should know, understand or be able to do the following:

Learning Outcomes Stage 3 – skills
S1 Integrate and critically evaluate a range of conflicting business arguments and evidence
S2 Demonstrate an understanding of relevant contemporary theories and concepts across a range of business areas
S3 Apply independent research skills to a range of business and management issues

Learning Outcomes Stage 3 – knowledge
K1 Critically evaluate a range of business models and concepts in business and apply them to specific business situations
K2 Appreciate the significance of the global environment on business at regional, national and international levels
K3 Understand how business skills are applied to a range of organisations from small business to large global enterprises

Learning Outcomes – Ordinary degree
If you are awarded an Ordinary degree you will have achieved the majority of the learning outcomes for the programme studied. However you will have gained fewer credits at Stage 3 than students awarded an Honours degree, your knowledge will typically be less broad and you will typically be less proficient in higher-level skills such as independent learning.

What will the programme consist of?
Each undergraduate programme consists of a number of Stages from a minimum of 1 to a maximum of 4, each of which is equivalent to a year's full-time study. The summary below describes briefly what is contained in each Stage. Most programmes have a mixture of core (ie compulsory) modules and optional ones, often with increasing choice as you move through the programme and gain in experience. In some programmes the choice of optional modules gives you particular 'routes’ through the programme.

Stage 3: The curriculum is designed to allow you to integrate your studies in business in relation to marketing and the wider strategic context of the business. You will be encouraged to evaluate the ways that module ideas can be used to improve your understanding of business and the role of the manager within it, and to generate integrative ways of looking at work problems. The two modules Managing Projects and Strategic Management will provide particular opportunities for this integration. The marketing modules provide a comprehensive look at strategic dimensions of the subject area covering conventional approaches as well as the expanding on-line aspects of marketing. The curriculum will allow you to evaluate a range of marketing communications techniques and methods to review the consumer perspective in terms of buyer behaviour. The modules will also offer a range of opportunities to consider your own personal development needs within the field of marketing. They will focus on management roles and current developments. For
the Managing Projects module you will be required to analyse recent projects and assess their operation against a number of key criteria, for example, risk, design, and control.

**How will I be taught?**
- Scheduled teaching activities
- Independent study

The delivery of the top up degree modules on campus has been adapted to enhance the learning experience of the students who are largely made up of international students studying in the UK for the first time. A single lecture of one hour followed by a two hour seminar has been replaced by a two weekly one hour lectures, a weekly one hour seminar and fortnightly one hour surgery. This delivery schedule allows the tutor to approach the topic in more detail, providing greater levels of input. The two-lecture method also allows tutors to deliver theories, models and concepts in the first lecture then apply them in the second lecture so the students may more clearly understand what is required of them when they undertake seminar activities. The one-hour seminar becomes more focused on the activities as the students have a ready understanding of the tutor’s expectations. The surgery has a twofold purpose; firstly to allow those who still do not feel confident in the material to engage with the tutor to gain understanding. The surgery also allows higher-level understanding to be developed amongst those students who have read more deeply and have brought new ideas and concepts into the discussion. This delivery style is to be monitored for effectiveness over the academic year.

Students studying at Off Campus centres will study full time or part time and will attend for face-to-face tuition delivered by Partner academic staff to support and contextualise the University learning materials. The sessions should include group-based activities, individual tutorials, surgeries and assessment preparation workshops. The exact model of delivery will be agreed with the Centre as part of the approval and reflect the nature of the student body, size of intake and mode of delivery.

**How will I be assessed and given feedback?**
- Written examinations
- Coursework

The assessment strategy encompasses a blend of activities for formative and summative assessments designed to test the learning outcomes of the Programme. Each module contains formative assessment as part of the activity exercises within the module study pack and each will be assessed summative once during the course of the module. Study Centres will prepare you for assessment at induction and at each stage of module delivery. Case studies allow you to synthesise knowledge and ideas from a module and apply and evaluate these in a complex setting. For some modules, case studies or organisational-based research is an integrative part of the assessment and where used in assessment will be available in advance to enable students to investigate the industry and formulate views regarding management actions in a business context. The open book exam approach enables you to demonstrate criticality and evaluation of different approaches to management in a business context. Individual assignments are designed to emphasise research skills and allow you to develop applied management skills in resolving management decisions. For example, you might prepare a critical literature review of the current debates on corporate governance and assess the impact on a business sector/organisation of their choice and offer implications for managers in that sector in contemporary developments. In marketing, you will research an organisation’s marketing strategy, whilst in the Managing Projects module, you will be required to analyse recent projects and assess their operation against a number of key criteria, for example, risk, design, and control. The distinctive and emerging skills of the project manager as a generic skill will be covered in the assessment. It will require you to engage in a research exercise on a project and make recommendations.

The generic assessment criteria which we use can be found at [https://docushare.sunderland.ac.uk/docushare/dsweb/View/Collection-8035](https://docushare.sunderland.ac.uk/docushare/dsweb/View/Collection-8035)
The University regulations can be found at [https://docushare.sunderland.ac.uk/docushare/dsweb/View/Collection-2780](https://docushare.sunderland.ac.uk/docushare/dsweb/View/Collection-2780)
## Matrix of modes of teaching, learning and assessment

### Stage 3

<table>
<thead>
<tr>
<th>Module</th>
<th>Code</th>
<th>Core / optional</th>
<th>Modes of T&amp;L</th>
<th>Modes of Assessment</th>
<th>LO S1</th>
<th>LO K1</th>
<th>LO S2</th>
<th>LO K2</th>
<th>LO S3</th>
<th>LO K3</th>
</tr>
</thead>
<tbody>
<tr>
<td>STRATEGIC MANAGEMENT ACCOUNTING</td>
<td>APC309</td>
<td>Core</td>
<td>Student Guides; Self-Study Activities; Core Text; Directed Reading; Centre-based tutor support; Web-based workshop; Learning through Reflection Formative Assessment</td>
<td>Individual Examination</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>STRATEGIC MANAGEMENT OF HUMAN RESOURCES</td>
<td>HRM325</td>
<td>Core</td>
<td>Student Guides; Self-Study Activities; Core Text; Directed Reading; Centre-based tutor support; Web-based workshop; Learning through Reflection Formative Assessment</td>
<td>Integrative individual assignment</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>MARKETING STRATEGY</td>
<td>MKT306</td>
<td>Core</td>
<td>Student Guides; Self-Study Activities; Core Text; Directed Reading; Centre-based tutor support; Web-based workshop; Learning through Reflection Formative Assessment</td>
<td>Integrative individual assignment</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>MANAGING PROJECTS</td>
<td>SIM335</td>
<td>Core</td>
<td>Student Guides; Self-Study Activities; Core Text; Directed Reading; Centre-based tutor support; Web-based workshop; Learning through Reflection Formative Assessment</td>
<td>Integrative individual assignment</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>STRATEGIC MANAGEMENT</td>
<td>SIM336</td>
<td>Core</td>
<td>Student Guides; Self-Study Activities; Core Text; Directed Reading; Centre-based tutor support; Web-based workshop; Learning through Reflection Formative Assessment</td>
<td>Integrative individual assignment</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>CONTEMPORARY DEVELOPMENTS BUSINESS MANAGEMENT</td>
<td>SIM337</td>
<td>Core</td>
<td>Student Guides; Self-Study Activities; Core Text; Directed Reading; Centre-based tutor support; Web-based workshop; Learning through Reflection Formative Assessment</td>
<td>Integrative individual assignment</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
How does research influence the programme: n/a

EMPLOYABILITY
How will the programme prepare me for employment?
The programme gives you the opportunity to develop skills which you can use in the future. Some skills are more specific than others to the subject area, or to a particular type of activity, but all skills can be applied in a range of employment situations, sometimes in quite unexpected ways. The skills which this programme is designed to develop are listed below

Professional statutory or regulatory body (PSRB) accreditation: PSRB accreditation is not relevant to this programme

PROGRAMME STRUCTURE AND REGULATIONS
Interim or Exit Awards
The following awards are available to students who complete part of the programme. The university regulations explain in detail the requirements for such awards.
Ordinary degree, Level 6
Name: BA Business Management
Bachelors degree with Honours, Level 6
Name: BA (Hons) Business Management

Programme Regulations
Name of programme: Business Management
Award title: BA (Hons)
Level of award: 6
Interim or Exit Awards: BA Business Management / BA (Hons) Business Management
Professional statutory or regulatory body (PSRB) accreditation: None
These programme regulations should be read in conjunction with the university regulations to be found at https://docushare.sunderland.ac.uk/docushare/dsweb/View/Collection-2780

Students take the following compulsory modules:
- APC309 Strategic Management Accounting – 20 credits
- HRM325 Strategic Management of Human Resources – 20 credits
- MKT306 Marketing Strategy – 20 credits
- SIM335 Managing Projects – 20 credits
- SIM336 Strategic Management – 20 credits
- SIM337 Contemporary Developments in Business Management – 20 credits

Programme-specific regulations
Programme specific regulations for collaborative provision with IBS Germany only
1. Students may progress to the Stage 3 (top-up) Sunderland award either at Sunderland or in Germany while still registered for the IBS diploma subject to the following provisions. Students must study separate materials for each programme. This is not a joint or dual award.
2. Students must have completed semesters 1-3 of the IBS award successfully at IBS before starting the Sunderland programme. This provides students with the skills and knowledge equivalent to the learning outcomes for Stages 1 and 2 of the Sunderland award and therefore entitles them to advanced standing to the value of 240 credits.
3. Dual registration may not last for more than two semesters of the IBS Diploma. Dual Registration may last for one further semester, should students take an approved internship or approved study abroad within the IBS Diploma elsewhere.
4. Successful completion of the remaining IBS modules is not a requirement for the award of the Sunderland degree nor may any further credits gained within the IBS Diploma be used as credit towards Stage 3 of the Sunderland award.
5. Withdrawal from or failure in the Sunderland award does not affect progress in the IBS Diploma, however such progress could not then be continued at Sunderland.
6. A student who is registered for and studying both programmes may intercalate one semester of study or placement elsewhere in furtherance of the IBS Diploma. This will not contribute to the
Sunderland award and may not last more than one semester. Such intercalation may not take place part-way through a Sunderland semester and must be approved in advance. Failure to return at the agreed point will result in the student being withdrawn from the programme.

7. Where a Sunderland assessment board requires a student to defer or be referred in the assessment for a module and the student wishes to intercalate as above, the student must take the deferred or referred assessment at the first occasion available after his/her return.

8. Students who study at Sunderland for one semester only as the study abroad element of the IBS Diploma are not registered for a Sunderland award but will receive credits. The Sunderland modules cannot be counted for both the IBS Diploma and a Sunderland award.

ADMISSIONS, LEARNING ENVIRONMENT AND SUPPORT

What are the admissions requirements?
The University’s standard admissions requirements can be found in the university regulations https://docushare.sunderland.ac.uk/docushare/dsweb/View/Collection-2780

Programme-specific requirements which are in addition to those regulations are given below.

To qualify for entry to the top-up programmes:
- BTEC Higher National Diploma (Business-Related) Pass
- Any other Business related qualification deemed to be equivalent by the Programme Studies Board
- Require 3 passes at GCSE grade C or above which must include mathematics and English Language or a minimum of Level 2 Key skills in Communication and Application of Numerical skills.
- IELTS Score of 6.0

The University of Sunderland is an advocate of lifelong learning and widening participation and recognizes the value of both academic and vocational qualifications. Factors such as work experience or vocational training will be taken into account when considering an application. The admissions tutor for the programme will have discretionary power to assess each case on individual merit. The Programme Leader will consider non-standard applications.

In assessing those candidates who wish to pursue the possibility of accreditation of prior learning (APL) the Programme Leader will apply the University’s regulations and procedures in this regard. These candidates will be required to produce a full transcript of their prior learning, together with full details of syllabus and curriculum content of each of the modules studied.

Can students enter with advanced standing? No

The University has a process by which applicants whose experience to date already covers one or more modules of the programme they are applying for may seek Accreditation of Prior Learning (APL). Full details can be found here https://docushare.sunderland.ac.uk/docushare/dsweb/View/Collection-2786 but if you think that this may be relevant to you, please contact the department which offers the programme you are interested in.

What kind of support and help will there be?

1. Students at Sunderland have access to three Full-time Student Academic Advisors. The Student Academic Advisors provide a programme of study skills workshops using interactive and reflective approaches to develop key academic skills, embedded where possible within the business, tourism and law environments. In addition one to one support and guidance, building on from the workshops is made available. At London Campus students have access to study skills materials provided by the Student Academic Advisors. There is also a provision made available to all students to attend weekly workshops which aim to develop key academic skills.

2. In the University as a whole: The University provides a range of professional support services including health and well-being (https://my.sunderland.ac.uk/pages/viewpage.action?pageId=11141323), counselling (https://my.sunderland.ac.uk/display/supportservices/Counselling), disability support (https://my.sunderland.ac.uk/display/supportservices/Disability+Support), and a Chaplaincy
What resources will I have access to?
The Faculty of Business and Law is located at St Peter's Riverside, where students also have
access to out of hours IT provision in the Prospect building, and to Library/Information Services
(24/7 in term time). Within the Reg Vardy Centre, there are a total of 30 teaching rooms, varying in
capacity. Each room is equipped with whiteboard, screen, OHP, video and data projection and
Internet connection. Other equipment, such as video cameras and slide projectors, is bookable via
the technical help desk. In the past year, some of the accommodation for postgraduate learners
has been upgraded and now includes more comfortable seating. The Prospect Building houses
two 200 seat lecture theatres and one state-of-the-art 400-seat lecture theatre. The largest - the Sir
Tom Cowie Lecture Theatre - contains a full range of state of the art audiovisual, video projection
and presentation facilities including full video conferencing facilities. There are three computer
laboratories, including the atrium, within the Reg Vardy Centre, one of which is for open access,
and two prioritised for teaching but available for open access when not in use for that purpose. All
PCs have Internet access, student email and Sunspace access, as well as standard word
processing, spreadsheet and presentational software. The technical helpdesk provides computing
support to students from 0830 until 1700 (out of hours Telephone support 1700pm-8.30am), and
24-hour access is available in the adjacent St Peter's Library and the Murray Library in term time.
The IT provision within the Faculty is being continually upgraded. There are currently 63 student
PC's based in 3 locations, all of which have a standard desktop currently running Windows XP and
Vista as the operating system and Microsoft Office 2007, SPSS, Minitab and any other additional
specialist software required by the students. You can also gain access to computing facilities within
the David Goldman Centre adjacent to the Faculty and to St. Peter’s Library during term time. These facilities provide 24/7 access to all University students. St. Peter’s Campus has a wireless
network for cable free laptop access to the internet. Anti-virus software and USB wireless adaptors
are loaned free of charge by the libraries in order to facilitate student use of the wireless network.
PC, mono and colour laser printing, scanning and photocopying facilities are provided in St. Peter’s
Library and the Campus Learning Resource Centre.
The London Campus is located at Canary Wharf. Situated within one building, the Campus offers a
number of recently renovated areas as well as upgraded IT facilities. There are 17 teaching rooms
varying in capacity, all of which are equipped with Smartboards, video and data projection and
internet connection. WiFi is available throughout the building and there are a number of student
locations where there is access to computers. Colour, black and white printing, scanning and
photocopying facilities are provided in the Library and floor 1, both of which can be accessed wirelessly from your phone or laptop. The library has a large number of physical and e-resources
available to students.

Are there any additional costs on top of the fees?
No, but all students buy some study materials such as books and provide their own basic study
materials.

How are student views represented?
All taught programmes in the University have student representatives for each Stage (year-group)
of each programme who meet in a Student-Staff Liaison Committee (SSLC) where they can raise
students’ views and concerns. The Students’ Union and the faculties together provide training for
student representatives. SSLCs and focus groups are also used to obtain student feedback on
plans for developing existing programmes and designing new ones. Feedback on your programme
is obtained every year through module questionnaires and informs the annual review of your
programme. Student representatives are also invited to attend Programme and Module Studies Boards which manage the delivery and development of programmes and modules. Various Faculty committees, particularly Faculty Academic Experience Committee, Academic Development Committee and Quality Management Sub-Committee also have student representation. This allows students to be involved in higher-level plans for teaching and learning. There is a parallel structure at university level on which students are represented by sabbatical officers who are the elected leaders of the Students’ Union. The University’s student representation and feedback policy can be found here https://docushare.sunderland.ac.uk/docushare/dsweb/Get/Document-3060/AQH-A6%20Student%20%20Representation%20and%20Feedback%20Policy.pdf

Final-year students are also invited to complete a National Student Survey (NSS) which asks a standard set of questions across the whole country. The results of this are discussed at Programme Studies Boards and at Faculty Academic Experience Committee to identify good practice which can be shared and problems which need to be addressed. We rely heavily on student input to interpret the results of the NSS and ensure that we make the most appropriate changes.

QUALITY MANAGEMENT

National subject benchmarks
The Quality Assurance Agency for Higher Education publishes benchmark statements which give guidance as to the skills and knowledge which graduates in various subjects and in certain types of degree are expected to have. These can be found at… http://www.qaa.ac.uk/academicinfrastructure/benchmark/statements/GeneralBusinessManagement.asp

The QAA also publishes a Framework for Higher Education Qualifications (FHEQ) which defines the generic skills and abilities expected of students who have achieved awards at a given level and with which our programmes align. The FHEQ can be found here – http://www.qaa.ac.uk/Publications/InformationAndGuidance/Documents/FHEQ08.pdf

How are the quality and standards of the programme assured?
The programme is managed and quality assured through the University’s standard processes. Programmes are overseen by Module and Programme Studies Boards which include student representatives. Each year each module leader provides a brief report on the delivery of the module, identifying strengths and areas for development, and the programme team reviews the programme as a whole. The purpose of this is to ensure that the programme is coherent and up-to-date, with suitable progression from one Stage to another, and a good fit (alignment) between what is taught and how students learn and are assessed - the learning outcomes, content and types of teaching, learning and assessment. Student achievement, including progress between Stages of the programme and degree classification, is kept under review. The programme review report is sent to the Faculty Quality Management Sub-Committee which in turn reports issues to the University’s Quality Management Sub-Committee (QMSC) and Academic Experience Committee (AEC).

External examiners are appointed to oversee and advise on the assessment of the programme. They ensure that the standards of the programme are comparable with those of similar programmes elsewhere in the UK and are also involved in the assessment process to make sure that it is fair. They are invited to comment on proposed developments to the programme. Their reports are sent to the Deputy Vice-Chancellor (Academic) as well as to the Faculty so that issues of concern can be addressed.

All programmes are reviewed by the University on a six-yearly cycle to identify good practice and areas for enhancement. Programmes are revalidated through this review process. These reviews include at least one academic specialist in the subject area concerned from another UK university. The University is subject to external review by the Quality Assurance Agency for Higher Education on a six-year cycle.