

PROGRAMME SPECIFICATION

Programme Title: BSc (Hons) Business Management with E-commerce

Partner Institution: GSM London

Start Date: October 2015

First Date of Award: 2017

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PROGRAMME SPECIFICATION

This Programme Specification should contain no information referring to individual members of staff as it will be employed as a public document.

PS1. Programme Details

Awarding Institution:	Plymouth University
Teaching Institution:	GSM London
Accrediting Body:	N/A
Language of Study:	English
Mode of Study:	Standard (3 Years) / Accelerated (2 Years) Extended Standard (4 Years)/ Extended Accelerated (3 Years) Part-time Standard (4 Years)/ Part-time Extended (5 Years 1 Semester) (See Appendix: Programme Structure by Delivery Mode)
Final Award:	BSc (Hons)
Intermediate Award:	CertHE 120 credits; DipHE 240 credits; Ordinary degree 320 credits
Programme Title:	BSc (Hons) Business Management with E-commerce
UCAS Code:	2 Year – N111 3 Year – IN11 2 Year (Extended) - N111 3 Year (Extended) – NI16
JACS Code:	N200
Benchmarks:	QAA Framework for Higher Education Qualifications in England, Wales QAA Subject Benchmarks: General Business and Management (GBM) QAA Code of Practice for the assurance of academic quality and standards in Higher Education SEEC 2010
Date of Programme Approval:	15/01/2015

PS2. Brief Description of the Programme

The following is a description of the programme that clarifies both its position within the delivering institution and Plymouth University's portfolio. This material/ may be used for promotion of the programme and the text should be approximately 200-250 words.

The BSc (Hons) Business Management with E-commerce programme provides the theoretical knowledge and practical skills necessary to develop student competence within the field of business management and e-commerce. During the programme, students' knowledge and skills are evaluated through a range of innovative assessment methods, including interactive and practical applications of skills within the business management and e-commerce context. At stage one, students will focus on the principles and fundamentals of core management and the context of e-commerce. At stage two, students focus on using their knowledge of business management to build their skills capacity and to model the required behaviour of professional managers within e-commerce. At stage three, students critically analyse and evaluate the effectiveness of various models of management and e-commerce practice that contribute to driving organisational performance. Graduates of the programme will emerge with a well-rounded view of business management practice, with a particular focus on e-commerce which will enable them to confidently increase their employability within industry.

PS3. Details of Accreditation by a Professional/Statutory Body (if appropriate)

Full details of professional qualifications/accreditation by professional/statutory bodies are available at:

<http://www.gsm.org.uk/undergraduate/professional-qualifications>

PS4. Exceptions to Plymouth University Regulations

Plymouth University have approved an exemption to the regulations enabling GSM London to utilise a 15/30 credit structure.

PS5. Programme Aims

The programme will deliver:¹

A1. A critical understanding of the principles underpinning business management and e-commerce.

¹ Recommended: 5-7 "numbered points"

- A2. Critical analysis of management practice and its contribution in driving organisational performance.
- A3. Practical application of business management skills both general and specific and appreciation of their transferability across all sectors.
- A4. Development of individual confidence and competencies within business management and e-commerce and the fostering of professional approaches.
- A5. Higher education foundations for a range of careers.

PS6. Programme Intended Learning Outcomes (ILO)

By the end of this programme the student will be able to demonstrate:⁵

Knowledge and understanding:

- K1.0 Knowledge and understanding of the key aspects of business management and e-commerce.
- K1.1 A factual and conceptual knowledge-base related to such business areas as finance, people, their behaviour and their communications.
- K1.2 Critical understanding of the need to collect, manipulate and interpret relevant quantitative and qualitative data in relation to basic business issues.
- K1.3 Understanding of the environmental factors, including economics, that influence business and the implications of these.
- K1.4 Critical awareness of ethical issues in core business activities and the ability to discuss these in relation to personal beliefs and values.

Cognitive and Intellectual Skills:

- C2.0 Engagement in meaningful debate and analysis of topics related to the subject of business, management, and e-commerce
- C2.1 Competence in carrying out an analysis of the business environment with guidance to provide satisfactory responses to issues.
- C2.2 Application of the correct concepts and frameworks to clearly defined problems while beginning to appreciate the complexity of the decision-making involved in business activity.
- C2.3 Evaluation of the reliability of data using recognised and appropriate techniques.
- C2.4 Collection and synthesis of business ideas and information in a formal manner.

Transferable Skills:

- T3.0 Utilisation of the transferable skills necessary to work within areas of management and e-commerce across sectors and industries.
- T3.1 The ability to operate in predictable defined contexts using standard, recognised techniques.
- T3.2 Working with limited autonomy within agreed and defined parameters.
- T3.3 The development of responsibility for their own learning.
- T3.4 Effectiveness with others while meeting the required obligations involved.

Employment:

- E4.0 Skills required for graduate employment in the areas of business management and e-commerce including the use of initiative, complex decision making, and the ability to recognise the need for further professional development.
- E4.1 Identification of the career specialism that reflects their interests and abilities.
- E4.2 Understanding of careers' pathways and the professional expectations of the behaviour required to achieve these.

Practical:

- P5.0 The acquisition of GSM London's Graduate Attributes and facilitate the application of these attributes in both academic and vocational contexts.
- P5.1 An understanding of the issues involved when working with others and to be able to act appropriately to achieve successful outcomes.
- P5.2 Application of the relevant methods and frameworks to clearly defined business problems.
- P5.3 Undertaking of research tasks with minimum guidance to investigate and develop people performance issues.
- P5.4 Effective communication to explain business issues in a clear and concise manner.

PS7. Distinctive Features

The following provides a definitive and approved list of elements that may be used to both conceptualise and promote the market position of this programme:²

- The BSc Business Management with E-commerce programme provides students with the opportunity to gain and apply knowledge across a wide spectrum of subjects and business functions with a particular focus on e-commerce. This application of knowledge is gained through practical modules such as the level 5 and Capstone projects, as well as through live projects with employer links where possible. The level 5 and Capstone projects, as well as the Emerging Themes module, will be specific to the functions within Business, Management and Ecommerce providing further learning within these specialist areas.
- The programme covers the core functions within businesses and e-commerce, as well as other areas that are of increasing importance such as management, marketing and communications, e-commerce, finance and economics, consumer behaviour and customer insights, digital marketing, project management, managing an online portfolio and digital strategy. It enables students to make sound decisions as managers regarding these areas of business and e-commerce. For instance, students are taught to interpret financial data and accounts to enhance decision making rather than the technical knowhow of calculating it themselves. Equally, students are equipped with the Digital Marketing skills that many employers now require in managerial roles.
- There will be a **blend of assessment tools** that will be used within the necessary academic assessment framework, which directly link to developing the practical skills required for managers. Students are provided with elective modules so that they can choose the most appropriate route and are also given choices related to assessment in several modules.
- Students are guided through choosing projects or placements within an organisation based on their own aspirations and are given support in securing the position through various activities such as careers fairs.
- Shared modules such as Project Design and Implementation, Evaluation and Reflection, Emerging Themes, and the Capstone Project will be customised to reflect the programme of study that each student has chosen and will include specialist content from within those areas of business. There will also be a level of flexibility within some of these modules for students to choose projects that are of interest to them personally.
- Students will undertake a **reflective learning approach** which will involve in-class and guided independent study activities pre and post tutor-led activities in the form of learning logs. These learning logs will be used as materials for formative assessments.

² Recommended: “bullet points” to assist promotional use

- The programme will be flexibly delivered through the following distinct modes of study: Standard (3 Years); Accelerated (2 Years); Extended Standard (4 Years); Extended Accelerated (3 Years); Part-time Standard (4 Years); Part-time Extended (5 Years 1 Semester) (See Appendix: Programme Structure by Delivery Module.)
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- The accelerated mode allows students to enter the workplace more quickly and at a lower expense (they save the cost of a third year). This offers considerable added value to the GSM London experience.
- The three-year model attracts a younger student population which favours a programme with a longer break between academic years.
- The part-time format facilitates study alongside other commitments, and skills and knowledge can be developed simultaneously.
- In recognising that there should be a balance between 'technical' and 'general skills', this programme enhances students' employability by encouraging them to communicate confidently and openly, in a spirit of team work, towards achieving common and specific goals, developing their ability to take initiative, gather information, analyse facts and figures, and to contribute their ideas effectively through competent oral and written communication skills. This will assist in moulding them into competent managers. (See Appendix: Skills Modules)
- There is opportunity to engage with employers to contribute to the curriculum delivery.
- The curriculum will allow for a more dynamic and innovative approach to learning and teaching, combining classroom lectures with workshops, collaborative learning, e-learning through the combination of live webinars, audio and video recording of lectures, blended learning, and practical projects.
- Supporting our students to develop distinctive GSM London Graduate Attributes valued by employers (employability and professionalism, enterprise and innovation, critical thinking and scholarship, global citizenship and social responsibility) is an important feature of the student experience. These dimensions shape the design, content and delivery of our programmes and the extra-curricular portfolio on offer. Students are encouraged and supported to evidence and articulate their acquisition of these attributes.

PS8. Student Numbers

The following provides information that should act as a guide to assure the quality of the student experience, progression opportunities, and staff and resource planning:

Approximate minimum student numbers per stage = 15

Target student numbers per stage = 40

Approximate maximum student numbers per stage = No maximum provided at this point of time because additional numbers over target will be monitored over the recruitment cycle to ensure that student numbers can be managed.

PS9. Progression Route(s)

There are GSM London Masters level programmes which students can progress onto, please see the programme team for more details.

PS10. Admissions Criteria

Qualification(s) Required for Entry to this Programme:	Details:
Level 2: -	Level 2 qualifications are not suitable for entry onto the Bachelor degree programmes. However, applicants for entry onto the extended degree options are considered for entry with a qualification at Level 2: Please see the Bachelors' Extended Degree Programme Specification for further details.
Level 3: at least one of the following:	

<p>-</p> <p>-</p> <p>-</p> <p>-</p> <p>-</p> <p>-</p> <p>-</p>	<p><u>These requirements are for entry onto the Bachelor degrees only (excluding the extended degrees i.e. Year 0 entry)</u></p> <p>An applicant must normally be 18 years of age at the start of the programme and as a minimum must have obtained:</p> <ul style="list-style-type: none"> • 2 A Level passes (A-E/ minimum of 80 UCAS Tariff points) or successfully achieved 120 credits on the GSM London's Year 0 programme or equivalent <p><i>Overseas qualifications equivalent to those mentioned above will be accepted. For further information contact the local British Council office or GSM London's International Advisors (+44 [0]208 5167 800 admissions@gsm.org.uk)</i></p> <ul style="list-style-type: none"> • If English is not the applicant's first language, proof of fluency through IELTS (minimum score 6.0 for degree programmes) or another accepted system must be provided. <p>Other qualifications may be considered (subject to approval by Plymouth University):</p> <ul style="list-style-type: none"> • Advanced Level Diploma: • BTEC National Certificate/Diploma: • HNC/D: • VDA: AGNVQ, AVCE, AVS: • Access to HE or Year 0 provision: • International Baccalaureate: • Irish / Scottish Highers / Advanced Highers:
<p>Work Experience:</p>	<p>Applications from candidates who lack the normal programme entry requirements are positively encouraged. In such cases, the Admissions Tutors must be satisfied that the applicant has the necessary potential, knowledge or experience and motivation to follow the programme successfully. Candidates with non-standard qualifications will be invited to attend for interview.</p>
<p>Other non-standard awards or experiences:</p>	<p>Other non-standard awards or experiences are welcomed and these are assessed on an individual basis. Such awards could be other HE level awards. Where required, an interview may be necessary.</p>
<p>APEL / APCL³ possibilities:</p>	<p><u>Accreditation of prior learning</u></p> <p>Partial exemptions from an undergraduate programme may be obtained in accordance</p>

³ Accredited Prior Experiential Learning and Accredited Prior Certificated Learning

	<p>with the Academic Regulations dependent on the compatibility of previous study. Each case is considered on its own merit and will be subject to the approval by Plymouth University.</p> <p>Provision of academic references and/or personal statements may be required.</p> <p>We will not normally consider APL's older than 3 years unless the applicant has a recent experiential learning that is directly related to the APL.</p>
Interview / Portfolio requirements:	Interview(s) may be required by the admissions tutor.
Independent Safeguarding Agency (ISA) / Criminal Record Bureau (CRB) clearance required:	No

PS11. Academic Standards and Quality Enhancement

The programme will follow Plymouth University's current annual monitoring process for partnership programmes to complete evaluation of and planning for maintaining and improving quality and standards.

Elements of this process include engaging with stakeholders. For this definitive document it is important to define:

Subject External Examiner(s):

The programme will have an external examiner who will provide a strategic overview of both the academic, practical and research elements of the programme. In addition, specialist external examiners will provide an oversight of specific modules. However, modules which fall under the management of another programme will be externally examined by examiners appointed to that programme and therefore will appear in the relevant programme specification. A full list of modules and department owners is available in the Operational Specification. Modules are grouped as below but are subject to change:

Managing an Online Portfolio	Consumer Behaviour and Customer Insight	Digital Strategy	Employability Skills
Emerging Themes	Creative Thinking and Problem Solving		Project/Placement Design and Implementation
			Evaluation and Reflection (Work Based/Related Learning)

Additional stakeholders specific to this programme:⁴

The following additional stakeholders are vital to the successful delivery of this programme:

Students: Engagement through programme committee meetings, student liaison meetings, module evaluation questionnaires, students' perception questionnaires, and discussion forums.

Employers: Engagement through dialogue and consultation to facilitate a curriculum focused on employability, also through participation in employability events.

Graduates: Engagement through the Alumni community.

Academic communities: Engagement through academic partnerships, collaborative research, projects.

Professional bodies: Engagement through mapping of modules to meet professional body requirements, facilitate students' progression routes, and access to professional certification within the programme.

Accrediting bodies: Engagement through quality assurance of the programme, appointment of external examiners, subject assessment panels and award boards, module evaluation questionnaires, students' perception questionnaires, programme monitoring and review, and peer review.

⁴ i.e. students, graduates, employers, academic communities etc

PS12. Programme Structure

The following provides the current structure diagram for this programme. It enables both full time and part time routes to be compared within a single diagram as well as any optional modules to be clearly indicated.

FHEQ Level: 4 For: Year 1 BSc (Hons) Business Management with E-commerce				
F/T Route Year ⁵	P/T Route Year ⁶ <small>Error! Bookmark not defined.</small>	Core or Option Module ⁶	Credits ⁷	Module ⁸
1	1	Core	15	Academic Skills (ACSK4001-A)
1	1	Core	15	Management and Organisations (MORG4038)
1	1	Core	30	Marketing and Communications (MCOM4040)
1	1	Core	15	E-commerce in Context (ECCO4018)
1	1	Core	15	Professional Skills (PRSK4048-A)
1	2	Core	30	Financial and Economic Literacy for Managers (FELM4026)

⁵ Enter: "1, 2, 3, 4 or No F/T (or P/T) Route"

⁶ Enter: "Core, Option Any Mix, Option Choice A, Option Choice B, Option Choice C, Option Choice D or Option Choice E (please ensure options are identified in a linked fashion)"

⁷ Enter: "10 Autumn, 10 Spring, 20, 30 or 40 (10 credit modules are an exception to Plymouth University regulations)"

⁸ Enter: the module code and title

FHEQ Level: 5 For: Year 2 BSc (Hons) Business Management with E-commerce				
F/T Route Year ⁹	P/T Route Year ¹⁰ <small>Error! Bookmark not defined.</small>	Core or Option Module ¹⁰	Credits ¹¹	Module ¹²
2	2	Core	15	Employability Skills (EMSK5012)
2	2	Core	15	Consumer Behaviour and Customer Insights (CBCI5002)
2	2	Core	30	Digital Marketing (DMKT5008)
2	3	Core	30	Project/Placement Design and Implementation (PPDI5039)
2	3	Core	30	Evaluation and Reflection (Work Based/Related Learning) (EVRE5017)

FHEQ Level: 6 For: Year 3 BSc (Hons) Business Management with E-commerce				
F/T Route Year ¹³	P/T Route Year ¹⁴ <small>Error! Bookmark not defined.</small>	Core or Option Module ¹⁴	Credits ¹⁵	Module ¹⁶
3	3	Core	15	Managing an Online Portfolio (MOPO6040)
3	3	Core	15	Digital Strategy (DIST6011)
3	4	Elective Option A	15	Research Methods (RMET6053-A)
3	4	Elective Option B	15	Research and the Professional (RPRO6050)
3	4	Core	15	Emerging Themes (EMTH6013)
3	4	Elective Option - Any Mix	15	Strategic Marketing and Planning (SMPL6062)

⁹ Enter: "1, 2, 3, 4 or No F/T (or P/T) Route"

¹⁰ Enter: "Core, Option Any Mix, Option Choice A, Option Choice B, Option Choice C, Option Choice D or Option Choice E (please ensure options are identified in a linked fashion)"

¹¹ Enter: "10 Autumn, 10 Spring, 20, 30 or 40 (10 credit modules are an exception to Plymouth University regulations)"

¹² Enter: the module code and title

¹³ Enter: "1, 2, 3, 4 or No F/T (or P/T) Route"

¹⁴ Enter: "Core, Option Any Mix, Option Choice A, Option Choice B, Option Choice C, Option Choice D or Option Choice E (please ensure options are identified in a linked fashion)"

¹⁵ Enter: "10 Autumn, 10 Spring, 20, 30 or 40 (10 credit modules are an exception to Plymouth University regulations)"

¹⁶ Enter: the module code and title

3	4	Elective - Option Any Mix	15	Creative Thinking and Problem Solving (CTPS6008)
3	4	Elective - Option Any Mix	15	Social Enterprise (SENT6057)
3	4	Elective - Option Any Mix	15	Starting an Online Enterprise (SOEN6059)
3	4	Core	30	Capstone Project (Dissertation/Consultancy Project/Work Based learning) (CAPP6004-A)

**See Appendix: Programme Map for run semesters*

PS13. Exposition and Mapping of Learning Outcomes, Teaching & Learning and Assessment

Developing graduate attributes and skills, at any level of HE, is dependent on the clarity of strategies and methods for identifying the attributes and skills relevant to the programme and the where and how these are operationalized. The interrelated factors of Teaching, Learning and Assessment and how these are inclusive in nature are fundamentally significant to these strategies and methods, as are where and how these are specifically distributed within the programme.

Ordered by graduate attributes and skills, the following table provides a map of the above plus an exposition to describe and explain the ideas and strategy of each. Therefore, subsequent to the initial completion for approval, maintenance of this table as and when programme structure changes occur is also important:

Level: 4					
Definitions of Graduate Attributes and Skills Relevant to this Programme	Teaching and Learning Strategy / Methods	Prog Aims	Prog intended Learning Outcomes	Range of Assessments	Related <u>Core</u> Modules
<p>Knowledge / Understanding:</p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 4 descriptor and the QAA Honours Degree Subject Benchmark¹⁷ General business and management (2007)¹⁸</p> <p>By the end of this level of this programme the students will be able to demonstrate for:</p>	<p>Primary: Lectures, tutorials, and</p>	<p>A1²⁰</p>	<p>K1.0 K1.1</p>	<p>Reports, presentations,</p>	<p>Management and</p>

¹⁷ Enter: "For this sub-bachelor level programme the following has been informed by the Foundation Degree Qualification Benchmark (FDQB), as well as QAA Subject Benchmark(s)" or "For this bachelor level programme the following has been guided by the QAA Honours Degree Subject Benchmark(s)" or "For this post-graduate taught level programme the following is guided by the QAA Master's Degree Level Subject Benchmark(s)"

¹⁸ Insert benchmark(s) statement reference

<p>A threshold pass:</p> <p>knowledge of the underlying concepts, principles, and terminology related to management, organisations, their external environment, and e-commerce.</p>	<p>guided independent study¹⁹</p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>		K1.3	<p>projects, and exams²¹</p>	<p>Organisations, Marketing and Communications, E-commerce in Context, Professional Skills, Financial and Economic Literacy for Managers,²²</p>
<p>An exposition for embedding Knowledge and Understanding through Teaching & Learning and Assessment at this level of the programme: The key elements of Level 4 are the context of business, management, and e-commerce, along with a focus on academic and professional skills</p>					
<p>Cognitive and Intellectual Skills:</p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 4 descriptor and the QAA Honours Degree Subject Benchmark General business and management (2007)</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>an ability to present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic</p>	<p>Primary: Lectures, tutorials, and guided independent study</p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live</p>	A2	C2.0 C2.1 C2.2	<p>Reports, presentations, projects, and exams.</p>	<p>Management and Organisations, Marketing and Communications, E-commerce in Context,</p>

²⁰ Refer to relevant numbered aim(s) or LO(s) [as appropriate]

¹⁹ List strategy/methods (i.e. lecs, tuts, guided ind study etc)

²¹ List the range of assessments most relevant to test these

²² Insert the module code(s) that relate to these attributes/skills

theories and concepts of business management and e-commerce.	webinars, recorded audio and video lectures, and the use of social media.				Professional Skills, Financial and Economic Literacy for Managers.
An exposition for embedding Cognitive and Intellectual Skills through Teaching & Learning and Assessment at this level of the programme: A focus on various learning techniques, including the use of case studies, practical workshops to develop students' cognitive and intellectual skills.					
<p>Key Transferable Skills:</p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 4 descriptor and the QAA Honours Degree Subject Benchmark General business and management (2007)</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>the ability to evaluate and interpret concepts and principles within business and e-commerce and exercise some personal responsibility.</p>	<p>Primary: Lectures, tutorials, and guided independent study</p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	A3	T3.0 T3.1 T3.2 T3.3 T3.4	Reports, presentations, projects, and exams.	Management and Organisations, Marketing and Communication, E-commerce in Context, Professional Skills, Financial and Economic Literacy for Managers.
An exposition for embedding Key Transferable Skills through Teaching & Learning and Assessment at this level of the programme: A focus on transferable skills throughout the module, evident through the utilisation of a range of assessments, alongside a focus on academic and professional skills					

<p>Employment Related Skills:</p> <p>For this bachelor level programme the following has been guided by the QAA Honours Degree Subject Benchmark General business and management (2007)</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>the use of interpersonal and communication skills such as effective listening, negotiating, persuasion, and presentation to clarify tasks and rectify issues within a business and e-commerce context.</p>	<p>Primary: Lectures, tutorials, and guided independent study</p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	<p>A3 A4 A5</p>	<p>E4.0 E4.2</p>	<p>Reports, presentations, projects, and exams.</p>	<p>Management and Organisations, Marketing and Communications, E-commerce in Context, Professional Skills, Financial and Economic Literacy for Managers.</p>
<p>An exposition for embedding Employment Related Skills through Teaching & Learning and Assessment at this level of the programme: This level features academic and professional skills. Students will attend employability seminars and workshops, along with employer site visits, in addition to other modules which provide relevant intellectual content designed to enhance students' employability skills.</p>					
<p>Practical Skills:</p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 4 descriptor and the QAA Honours Degree Subject Benchmark General business and management (2007)</p> <p>By the end of this level of this programme the</p>	<p>Primary:</p>	<p>A4</p>	<p>P5.0</p>	<p>Reports,</p>	<p>Management</p>

students will be able to demonstrate for: A threshold pass: practical skills related to data analysis and the use of models of business and e-commerce	Lectures, tutorials, and guided independent study Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.	A5	P5.1 P5.2 P5.4	presentations, projects, and exams.	and Organisations, Marketing and Communications E-commerce in Context, Professional Skills, Financial and Economic Literacy for Managers.
An exposition for embedding Practical Skills through Teaching & Learning and Assessment at this level of the programme: Development of practical skills through the range of assessment being utilised such as presentations and group work.					

Level: 5					
Definitions of Graduate Attributes and Skills Relevant to this Programme	Teaching and Learning Strategy / Methods	Prog Aims	Prog intended Learning Outcomes	Range of Assessments	Related <u>Core</u> Modules
Knowledge / Understanding: For this bachelor level programme the following has been guided by the FHEQ Level 5 descriptor and the QAA Honours Degree Subject Benchmark ²³					

²³ Enter: "For this sub-bachelor level programme the following has been informed by the Foundation Degree Qualification Benchmark (FDQB), as well as QAA Subject Benchmark(s)" or "For this bachelor level programme the following has been guided by the QAA Honours Degree Subject Benchmark(s)" or "For this post-graduate taught level programme the following is guided by the QAA Master's Degree Level Subject Benchmark(s)"

<p>General business and management (2007)²⁴</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>knowledge and critical understanding of major business, management and e-commerce principles and an awareness of a variety of ideas, contexts and frameworks as they would apply within the work environment.</p>	<p>Primary: Lectures, tutorials, and guided independent study²⁵</p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	<p>A1²⁶</p>	<p>K1.0²⁰ K1.2</p>	<p>Reports, presentations, projects, and exams²⁷</p>	<p>Employability Skills, Consumer Behaviour and Customer Insights, Digital Marketing, Project/Placement Design and Implementation Project Evaluation²⁸</p>
<p>An exposition for embedding Knowledge and Understanding through Teaching & Learning and Assessment at this level of the programme: Practical demonstration and application of knowledge and understanding are well embedded within modules at this level, as evidenced the wide range of assessment strategies.</p>					
<p>Cognitive and Intellectual Skills:</p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 5 descriptor and the QAA Honours Degree Subject Benchmark General business and management (2007)</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p>	<p>Primary: Lectures, tutorials, and guided independent study</p>	<p>A2</p>	<p>C2.0 C2.2 C2.4</p>	<p>Reports, presentations,</p>	<p>Employability Skills,</p>

²⁴ Insert benchmark(s) statement reference

²⁵ List strategy/methods (i.e. lecs, tuts, guided ind study etc)

²⁶ Refer to relevant numbered aim(s) or LO(s) [as appropriate]

²⁷ List the range of assessments most relevant to test these

²⁸ Insert the module code(s) that relate to these attributes/skills

<p>1. The use of a range of established techniques within the areas of business, management, and e-commerce to analyse and synthesise information in order to inform and propose suitable business solutions to problems arising from that analysis.</p> <p>2. The ability to identify, organise, analyse, and evaluate business, management, and e-commerce principles with the aim of presenting to management.</p>	<p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>			<p>projects, and exams</p>	<p>Consumer Behaviour and Customer Insights, Digital Marketing, Project/Placement Design and Implementation Project Evaluation.</p>
<p>An exposition for embedding Cognitive and Intellectual Skills through Teaching & Learning and Assessment at this level of the programme: Demonstration through practical projects including work placements, alongside other modules designed to develop and assess students' cognitive and intellectual skills.</p>					
<p>Key Transferable Skills:</p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 5 descriptor and the QAA Honours Degree Subject Benchmark General business and management (2007)</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>1. Effective communication of information, arguments and analysis in a variety of forms to specialists within business, management, and e-commerce, as well as to non-specialist audiences, and the ability</p>	<p>Primary: Lectures, tutorials, and guided independent study</p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio</p>	<p>A3</p>	<p>T3.0 T3.1 T3.2 T3.3 T3.4</p>	<p>Reports, presentations, projects, and exams</p>	<p>Employability Skills, Consumer Behaviour and Customer Insights, Digital Marketing, Project/Placement Design and</p>

<p>to effectively deploy key competencies that relate to business and management.</p> <p>2. Through reflection, the identification and undertaking of further training in order to develop existing skills and acquire new competences that will enable them to assume significant management responsibilities.</p>	<p>and video lectures, and the use of social media.</p>				<p>Implementation Project Evaluation.</p>
<p>An exposition for embedding Key Transferable Skills through Teaching & Learning and Assessment at this level of the programme: The development of management and other skills relevant to several industries and multiple sectors, critical analysis and evaluation, and problem-solving.</p>					
<p>Employment Related Skills:</p> <p>For this bachelor level programme the following has been guided by the QAA Honours Degree Subject Benchmark General business and management (2007)</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>Qualities and transferable skills necessary for employment within business, management, and e-commerce, including the awareness of personal responsibility and professional codes of conduct.</p>	<p>Primary: Lectures, tutorials, and guided independent study</p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	<p>A3 A4 A5</p>	<p>E4.0 E4.1 E4.2</p>	<p>Reports, presentations, projects, and exams.</p>	<p>Employability Skills, Consumer Behaviour and Customer Insights, Digital Marketing , Project/Placement Design and Implementation Project Evaluation.</p>

<p>An exposition for embedding Employment Related Skills through Teaching & Learning and Assessment at this level of the programme: The embedding of employment related skills through the level 5 project modules, employability skills modules, and practical activities across the level include access to employability seminars, guest speakers, and engagement with the industry.</p>					
<p>Practical Skills:</p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 5 descriptor and the QAA Honours Degree Subject Benchmark General business and management (2007)</p>					

Level: 6					
Definitions of Graduate Attributes and Skills Relevant to this Programme	Teaching and Learning Strategy / Methods	Prog Aims	Prog intended Learning Outcomes	Range of Assessments	Related <u>Core</u> Modules
<p>Knowledge / Understanding:</p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 6 descriptor and the QAA Honours Degree Subject Benchmark²⁹ General business and management (2007)³⁰</p> <p>By the end of this level of this programme the</p>	<p>Primary:</p>	<p>A1³²</p>	<p>K1.0²⁰</p>	<p>Reports,</p>	<p>Managing an</p>

²⁹ Enter: "For this sub-bachelor level programme the following has been informed by the Foundation Degree Qualification Benchmark (FDQB), as well as QAA Subject Benchmark(s)" or "For this bachelor level programme the following has been guided by the QAA Honours Degree Subject Benchmark(s)" or "For this post-graduate taught level programme the following is guided by the QAA Master's Degree Level Subject Benchmark(s)"

³⁰ Insert benchmark(s) statement reference

<p>students will be able to demonstrate for: A threshold pass:</p> <ol style="list-style-type: none"> 1. A systematic understanding of the key aspects of management, organisations, their external environment, and e-commerce, including acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of business management and e-commerce. 2. Conceptual understanding in order to devise and sustain arguments and/or to solve problems, using ideas and techniques which are at the forefront of business, management and e-commerce. 3. The ability to describe and comment upon particular aspects of current research within business, management and e-commerce, as well as other cognate areas. 	<p>Lectures, tutorials, and guided independent study³¹</p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>		<p>K1.2 K1.4</p>	<p>presentations, projects, and exams³³</p>	<p>Online Portfolio, Emerging Themes, Digital Strategy, Starting an Online Enterprise , Enterprise Development, Capstone Project.</p>
<p>An exposition for embedding Knowledge and Understanding through Teaching & Learning and Assessment at this level of the programme: Application of knowledge and understanding are well embedded well within modules at this level through the range of assessment strategies utilised.</p>					
<p>Cognitive and Intellectual Skills:</p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 6 descriptor and the QAA Honours</p>					

³² Refer to relevant numbered aim(s) or LO(s) [as appropriate]

³¹ List strategy/methods (i.e. lecs, tuts, guided ind study etc)

³³ List the range of assessments most relevant to test these

<p>Degree Subject Benchmark General business and management (2007)</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>an ability to think critically and deploy accurately established techniques of analysis and enquiry within business management and e-commerce</p>	<p>Primary: Lectures, tutorials, and guided independent study</p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	<p>A2</p>	<p>C2.0 C2.1 C2.2 C2.3 C2.4</p>	<p>Reports, presentations, projects, and exams</p>	<p>Managing an Online Portfolio, Emerging Themes, Digital Strategy, Starting an Online Enterprise, Enterprise Development, Capstone Project.</p>
<p>An exposition for embedding Cognitive and Intellectual Skills through Teaching & Learning and Assessment at this level of the programme: Demonstration through practical projects such as the Capstone project including work placement, along with other modules designed to develop and assess students' cognitive and intellectual skills.</p>					
<p>Key Transferable Skills:</p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 6 descriptor and the QAA Honours Degree Subject Benchmark General business and management (2007)</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>1. The application of the methods and techniques learned to review, consolidate, extend and apply knowledge and understanding to initiate and carry out projects relevant to business, management and e-commerce.</p>	<p>Primary: Lectures, tutorials, and guided independent study</p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the</p>	<p>A3</p>	<p>T3.0 T3.1 T3.2 T3.3 T3.4</p>	<p>Reports, presentations, projects, and exams.</p>	<p>Managing an Online Portfolio, Emerging Themes, Digital Strategy, Starting an Online Enterprise, Enterprise Development , Capstone Project.</p>

<p>2. Critical evaluation of arguments, assumptions, and abstract concepts and data to make judgements and to frame appropriate questions to achieve a solution or range of solutions.</p> <p>3. Communication of information, ideas, problems and solutions to those inside and outside the areas of business, management, e-commerce.</p>	<p>use of social media.</p>				
<p>An exposition for embedding Key Transferable Skills through Teaching & Learning and Assessment at this level of the programme: The development and application of management and other skills relevant to several industries and multiple sectors through projects, critical analysis and evaluation, and problem-solving.</p>					
<p>Employment Related Skills:</p> <p>For this bachelor level programme the following has been guided by the QAA Honours Degree Subject Benchmark General business and management (2007)</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>Qualities and transferable skills necessary for employment within business, management, and e-commerce, which require the exercise of initiative and personal responsibility, decision making in complex and unpredictable contexts, and the learning ability needed to undertake appropriate further training of a professional or equivalent nature.</p>	<p>Primary: Lectures, tutorials, and guided independent study</p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	<p>A3 A4 A5</p>	<p>E4.0 E4.1 E4.2</p>	<p>Reports, presentations, projects, and exams.</p>	<p>Managing an Online Portfolio, Emerging Themes, Digital Strategy, Starting an Online Enterprise, Enterprise Development, Capstone Project.</p>

<p>An exposition for embedding Employment Related Skills through Teaching & Learning and Assessment at this level of the programme: The embedding of employment related skills through the Capstone project module, project management module, and a higher level development and assessment of students' readiness for the workplace. These are supported by practical activities across the level including access to employability seminars, guest speakers, and engagement with the industry.</p>					
<p>Practical Skills:</p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 6 descriptor and the QAA Honours Degree Subject Benchmark General business and management (2007)</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>1. The ability to locate their role within a poorly defined and/or flexible context requiring a level of autonomy, appliance of new techniques and processes to their own performance, and identification of how these might be evaluated.</p> <p>2. Key skills such as team-working, problem solving, and leadership; set criteria for, and be effective in, professional and interpersonal communication in a wide range of situations.</p>	<p>Primary: Lectures, tutorials, and guided independent study</p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	<p>A4 A5</p>	<p>P5.0 P5.1 P5.2 P5.3 P5.4</p>	<p>Reports, presentations, projects, and exams.</p>	<p>Managing an Online Portfolio, Emerging Themes, Digital Strategy, Starting an Online Enterprise, Enterprise Development, Capstone Project.</p>
<p>An exposition for embedding Practical Skills through Teaching & Learning and Assessment at this level of the programme: Practical skills are developed throughout the level with activities such as simulations, projects, analysis and evaluation, group and team working.</p>					

PS14. Work Based/Related Learning

WBL is an essential element of Foundation Degrees and therefore needs to be detailed here. However, there should be an employability focus for all HE programmes, through at least Work Related Learning. Therefore, the following section is applicable to all programmes:

Level: 4					
WBL/WRL Activity:	Logistics	Prog Aim	Prog Intended LO	Range of Assessments	Related Core Module(s)
Employer site visits	Some activities will take place on campus while others may take place at other locations. Activities outside of GSM London's sites will be appropriately planned to ensure that students have the opportunity to attend and that all appropriate safety recommendations are fully adhered to.	A1, A2, A3, A4, A5	K1.0, K1.1, K1.2, C2.0, E4.2, P5.2. <small>Error! Bookmark not defined.</small>	Design and Implementation of projects, evaluation, reflection, multiple choice tests, longer tests, exams, essays, presentations and seminar performances.	Management and Organisations, Marketing and Communications, E-commerce in Context, Professional Skills, Financial and Economic Literacy for Managers.
Guest talks		A1, A2, A3, A4, A5 ³⁴	K1.0, K1.1, K1.2, C2.0, T3.0, E4.2, P5.5		
<p>An exposition to explain this map: Students at this level will be involved in a number of activities through the delivery of the modules, aimed at exposing them to the workplace. This will be delivered through simulations via presentations, employer site visits, and varying assessment tools.</p>					

Level: 5					
WBL/WRL Activity:	Logistics	Prog Aim	Prog Intended LO	Range of Assessments	Related Core Module(s)
Project	Some activities will take place on campus while	A1, A2, A3, A4, A5 ³⁵	K1.0, K1.1, K1.2,	Design and Implementation of	Employability Skills, Consumer Behaviour

³⁴ Refer to relevant numbered aim(s) or LO(s) [as appropriate]

³⁵ Refer to relevant numbered aim(s) or LO(s) [as appropriate]

Employer site visits	others may take place at other locations. Activities outside of GSM London's sites will be appropriately planned to ensure that students have the opportunity to attend and that all appropriate safety recommendations are fully adhered to.		K1.3, C2.0, C2.1, C2.2, C2.3, C2.4, T3.0, T3.1, T3.2, T3.3, T3.4, E4.0, E4.1, P5.0, P5.1	projects, evaluation, reflection, multiple choice tests, longer tests, exams, essays, presentations and seminars.	and Customer Insights, Digital Marketing, Project/Placement Design and Implementation, Evaluation and Reflection (work based/related learning,
Work-based learning					
Guest talks					

An exposition to explain this map:
 Students at this level will be involved in a number of activities through the delivery of the modules aimed at exposing them to the workplace. This will be delivered through simulations via presentations, employer site visit; and varying assessment tools.

Level: 6					
WBL/WRL Activity:	Logistics	Prog Aim	Prog Intended LO	Range of Assessments	Related Core Module(s)
Project Employer site visit Work-based learning Guest talks	Some activities will take place on campus while others may take place at other locations. Activities outside of GSM London's sites will be appropriately planned to ensure that students have the opportunity to attend and that all appropriate safety recommendations are fully adhered to.	A1, A2, A3, A4, A5	K1.0, K1.1, K1.2, K1.3, C2.0, C2.1, C2.2, C2.3, C2.4, T3.0, T3.1, T3.2, T3.3, T3.4, E4.0, E4.1, P5.0, P5.1	Design and Implementation of projects, evaluation, reflection, multiple choice tests, longer tests, exams, essays, presentations and seminars.	Managing an Online Portfolio, Emerging Themes, Digital Strategy, Starting an Online Enterprise, Enterprise Development, Capstone Project

An exposition to explain this map:
 Students at this level could be involved in the Capstone project module (which focuses on dissertation/consultancy project/work-based learning). This is intended to provide students with the maximum exposure to work-based learning.

Appendix: Programme Structure by Delivery Mode

Full Time modes

Academic Year	Semester	Extended Standard (4 Years)		Standard (3 Years)		Extended Accelerated (3 Years)		Accelerated (2 Years)	
		Level	Module Credits	Level	Module Credits	Level	Module Credits	Level	Module Credits
Year 1	1	Year 0	60	Level 4	60	Year 0	60	Level 4	60
	2		60		60		60		
	3								
Year 2	4	Level 4	60	Level 5	60	Level 4	60	Level 5	60
	5		60		60		60		
	6								
Year 3	7	Level 5	60	Level 6	60	Level 6	60		
	8		60		60		60		
	9								
Year 4	10	Level 6	60						
	11		60						
	12								

Part Time modes

Academic Year	Semester	Extended (5 Years)		Standard (4 Years)		Academic Year
		Level	Module Credits	Level	Module Credits	

Year 1	1	Year 0	30	Level 4	30	Year 1
	2		30		30	
	3		30		30	
Year 2	4	Level 4	30	Level 5	30	Year 2
	5		30		30	
	6		30		30	
Year 3	7	Level 5	30	Level 6	30	Year 3
	8		30		30	
	9		30		30	
Year 4	10	Level 6	30		30	Year 4
	11		30		30	
	12		30		30	
Year 5	13	Level 6	30			Year 5
	14		30			
	15		30			
Year 6	16		30			Year 6
	17					
	18					

Appendix: Matching of modules to the relevant SEEC Level Descriptors

<u>MODULES / SEEC DESCRIPTORS</u>	A	B	C	D	E	F	G	H	I	J	K	L	M
STAGE 1 – HE LEVEL 1													
Academic Skills	X		X						X			X	X
Management and Organisations	X	X	X					X	X	X	X		
Marketing and Communications			X						X	X	X		X
E-commerce in Context	X	X	X	X	X	X	X		X	X	X	X	
Professional Skills	X	X	X						X	X		X	X
Finance and Economic Literacy for Managers	X	X	X	X					X				
STAGE 2 – HE LEVEL 2													
Employability Skills	X	X	X	X				X	X	X		X	X
Digital Marketing	X	X	X	X	X		X	X	X	X			
Consumer Behaviour and Customer Insights	X	X	X	X	X		X	X	X	X	X	X	
Project/Placement Design and Implementation or Work Placement Portfolio	X	X	X	X	X	X	X	X	X	X	X	X	X
Project Evaluation or Work Placement Evaluation and Career Planning	X	X	X	X	X	X	X	X	X		X	X	
STAGE 3 – HE LEVEL 3													
Emerging Themes			X	X	X	X	X	X	X				
Managing an Online Portfolio	X	X	X	X	X	X	X	X	X	X	X		
Research Methods and the Professional	X	X	X	X	X	X	X	X	X				

or Research Methods													
Digital Strategy		X	X		X	X	X	X		X			
Strategic Marketing and Planning	X	X	X		X	X	X		X	X	X	X	
Starting an Online Enterprise	X	X	X	X	X	X	X	X	X	X	X	X	X
Social Enterprise	X		X		X	X		X					X
Creative Thinking and Problem Solving	X	X	X	X	X	X	X	X	X	X	X		
Capstone Project	X	X	X	X	X	X	X	X	X	X	X	X	X

<u>Setting</u>	<u>Knowledge and Understanding</u>	<u>Cognitive skills</u>	<u>Performance and practice</u>	<u>Personal and enabling skills</u>
A. Operational context	C. Knowledge and Understanding	D. Conceptualisation and Critical Thinking	H. Adaptation to Context	L. Personal evaluation and development
B. Autonomy and responsibility for actions		E. Problem Solving, Research & Enquiry	I. Performance	M. Interpersonal and communication skills
		F. Synthesis and Creativity	J. Team and organisational working	
		G. Analysis and evaluation	K. Ethical awareness & application	

Appendix: Skills Modules

BSc (Hons) Business Management with E-commerce

The skills modules will include a combination of skills based elements and subject based elements. The Learning and Skills Department are working alongside subject specialists to ensure students receive a balance of generic skills with skills relevant to their chosen discipline. Indicative examples of skills are outlined below. More detailed schemes of work are available for each student within the individual module handbooks each semester.

Academic Skills (Level 4)

Examples of Skills Based Element	Examples of Subject Based Element
Research Skills	Using e-resources with the recognition of e-commerce journals eg. <i>"Ecommerce Journal"</i> , <i>"Journal of Theoretical and Applied Electronic Commerce"</i>
Critical Thinking skills	Engage in meaningful debate and analysis of topics related to the subject of business, management, and e-commerce
Computer Literacy	Evaluate the reliability of data using recognised and appropriate techniques.
Referencing & Plagiarism	Harvard Style of referencing
Academic reflection	Self-reflection, development of your own learning pattern

Professional Skills (Level 4)

Examples of Skills Based Element	Examples of Subject Based Element
Business Awareness skills	Knowledge and understanding of the key aspects of business management and e-commerce
Team Building	Work effectively with others while meeting the required obligations involved.
Presentation and sales pitch skills	Communicate effectively to explain ecommerce issues in a clear and concise manner.
Social Networking skills	Ecommerce discussion forums
Marketing Concepts	Ecommerce as a part of future marketing

	plans
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Employability Skills (Level 5)

Examples of Skills Based Element	Examples of Subject Based Element
Interview Skills	Revising own skills valuable for Ecommerce, One-to-one interview training
Digital Skills	Research into most valued digital skills in the ecommerce sector
CV Building	Revising the required employability elements in ecommerce sector, One-to-one CV consultation
Exploring and Evaluating Career Paths/ Opportunities	Attending industry guest speakers' lecturers, attending career events and fair
Employment Action Plan	Regular awareness of the ecommerce advertised jobs, active application process for the chosen positions, analysing potential errors and areas for improvement.

Appendix: Programme Map

BSc (Hons) Business Management with E-commerce

Level 4: Certificate of Higher Education (120 Credits)

KEY
Orange - Semester 1
Blue - Semester 2
Bold line - Shared module
Thin line - Unique module

Academic Skills

(15 Credits) Semester 1
Core

Management and Organisations

(15 Credits) Semester 1
Core

E-commerce in Context

(15 Credits) Semester 2
Core

Professional Skills

(15 Credits) Semester 2
Core

Marketing and Communications

(30 Credits) Semester 1
Core

Financial and Economic Literacy for Managers

(30 Credits) Semester 2
Core

Level 5: Diploma of Higher Education (120 Credits)

Employability Skills

(15 Credits) Semester 1
Core

Consumer Behaviour and Customer Insights

(15 Credits) Semester 1
Core

Digital Marketing

(30 Credits) Semester 1
Core

Project/Placement Design and Implementation

(30 Credits) Semester 2
Core

Evaluation and Reflection (Work Based/Related Learning)

(30 Credits) Semester 2
Core

BSc (Hons) Business Management with E-commerce

Level 6 (120 Credits)

KEY
Orange - Semester 1
Blue - Semester 2
Bold line - Shared module
Thin line - Unique module

Emerging Themes
(15 Credits) Semester 1
Core

Research Methods
(15 Credits) Semester 1
Elective

or

Research and the Professional
(15 Credits) Semester 1
Elective

Managing an Online Portfolio
(15 Credits) Semester 1
Core

Digital Strategy
(15 Credits) Semester
Core

Plus two electives:

Strategic Marketing and Planning
(15 Credits) Semester 2
Elective

Starting an Online Enterprise
(15 Credits) Semester 2
Elective

Social Enterprise
(15 Credits) Semester 2
Elective

Creative Thinking and Problem Solving
(15 Credits) Semester 2
Elective

Capstone Project
(Dissertation / Consultancy Project / Work Based Learning)
(30 Credits)
Semester 2
Core

Appendix: Summary of Programme Assessments (Including Indicative Content)
BSc (Hons) Business Management with E-commerce

Module	Credits	Level	Semester	Core/Elective	Exam	Coursework	Practical
Academic Skills	15	4	1	Core		100% Indicative Content: Portfolio	
Management and Organisations	15	4	1	Core		100% Indicative Content: Written assignment 2000 words	
Marketing and Communications	30	4	1	Core		100% Indicative Content: Report and Written assignment - (50%) Marketing report 2,000 words (50%) Communication campaign 2,000 words	
Professional Skills	15	4	2	Core		100% Indicative Content: Portfolio	
E-commerce in Context	15	4	2	Core		100% Indicative Content: Report 3,000 words	
Financial and Economic Literacy for Managers	30	4	2	Core		100% Indicative Content: Written assignment - Coursework 2,500 words	
Employability Skills	15	5	1	Core		100% Indicative Content: Written assignment- 30% journal entries 3x 200 words each (70%) critical reflection 900 words	
Consumer Behaviour and Customer Insights	15	5	1	Core		100% Indicative Content: Report 3,000 words	
Digital Marketing	30	5	1	Core		100% Indicative Content: Report 4,000 words	
Project/Placement Design and Implementation	30	5	2	Core		100% Indicative Content: Portfolio	
Evaluation and Reflection Work based/related learning	30	5	2	Core		100% Indicative Content: Portfolio: Evaluation, reflective report. 4,000 words	

Emerging Themes	15	6	1	Core		100% Indicative Content: Written assignment - 50% Article Analysis 1000 words 50% Seen case analysis 3000 words	
Managing an Online Portfolio	15	6	1	Core		100% Indicative Content: Report - Coursework 4000 words	
Research and the Professional	15	6	1	Elective		100% Indicative Content: Written assignment - Research Proposal 4,000 words	
Research Methods	15	6	1	Elective		100% Indicative Content: Written assignment - Research Proposal 4,000 words	
Digital Strategy	15	6	1	Core		100% Indicative Content: Portfolio	
Strategic Marketing and Planning	15	6	2	Elective		100% Indicative Content: Written assignment - (25%) pre-seen case study 1,000 words (75%) marketing plan 2,000 words	
Social Enterprise	15	6	2	Elective		100% Indicative Content: Report- Coursework 2,000 words	
Starting an Online Enterprise	15	6	2	Elective		100% Indicative Content: 70% Written assignment - Coursework 500 words 30% Indicative Content: Portfolio	
Creative Thinking and Problem Solving	15	6	2	Elective		50% Indicative Content: Portfolio 200 words each week	50% Indicative Content: Oral and assessment and presentation - Weekly participation in Simulation and develop a portfolio of evidence

Capstone Project	30	6	2	Core		100% Indicative Content: Dissertation/Written assignment- Project	
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