

# PROGRAMME SPECIFICATION

**Programme Title:** BSc (Hons) Business Management

**Partner Institution:** GSM London

**Start Date:** October 2015

**First Date of Award:** 2017

**Date(s) of Revision(s) to this Document:** 06/07/2017

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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

<b>Awarding Institution:</b>	Plymouth University
<b>Teaching Institution:</b>	GSM London
<b>Accrediting Body:</b>	N/A
<b>Language of Study:</b>	English
<b>Mode of Study:</b>	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)
<b>Final Award:</b>	BSc (Hons)
<b>Intermediate Award:</b>	CertHE 120 credits; DipHE 240 credits; Ordinary degree 320 credits
<b>Programme Title:</b>	BSc (Hons) Business Management
<b>UCAS Code:</b>	2 Year – N200 3 Year – NNC2 2 Year (Extended) - NN12 3 Year (Extended) – NN1F
<b>JACS Code:</b>	N200
<b>Benchmarks:</b>	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
<b>Date of Programme Approval:</b>	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 programme provides the theoretical knowledge and practical skills necessary to develop students' competencies within the field of business management. 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 context. At stage one, students will focus on the principles and fundamentals of core management and be given the opportunity to define the role of managers within organisations. At stage two, students focus on using their knowledge of business management to build their skills capacity and to model the required behaviours of professional managers. At stage three, students critically analyse and evaluate the effectiveness of various models of management practice that contribute to driving organisational performance. Graduates of the programme will emerge with a well-rounded view of business management practice which enables 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 to utilise a 15/30 credit structure

## **PS5. Programme Aims**

The programme will deliver:<sup>1</sup>

- A1. A critical understanding of the principles underpinning business management.
- A2. A critical analysis of management practice and its contribution in driving organisational performance.

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<sup>1</sup> Recommended: 5-7 "numbered points"

- A3. A practical application of business management skills both general and specific and appreciation of their transferability across all sectors.
- A4. Development of an individual confidence and competence within business management and foster 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:<sup>5</sup>

### **Knowledge and understanding:**

- K1.0 Demonstrate a knowledge and understanding of the key aspects of business management.
- K1.1 Demonstrate /illustrate a factual and conceptual knowledge base related to such business areas as finance, people, their behaviour and their communications.
- K1.2 Critically understand of the need to collect, manipulate and interpret relevant quantitative and qualitative data in relation to basic business issues.
- K1.3 Analyse environmental factors, including economics that influence business and the implications of these.
- K1.4 Evaluate ethical issues in core business activities and discuss these in relation to personal beliefs and values.

### **Cognitive and Intellectual Skills:**

- C2.0 Engage in meaningful debate and analysis of topics related to the subject of business and management.
- C2.1 Carry out an analysis of the business environment with guidance to provide satisfactory responses to issues.
- C2.2 Apply 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 Evaluate the reliability of data using recognised and appropriate financial and quantitative techniques.
- C2.4 Collect and synthesise business ideas and information in a formal manner.

### **Transferrable Skills:**

- T3.0 Utilise the transferable skills necessary to work within areas of management across sectors and industries.
- T3.1 Operate in predictable, defined contexts using standard, recognised techniques.
- T3.2 Work with limited autonomy within agreed and defined parameters.
- T3.3 Develop responsibility for their own learning.
- T3.4 Work effectively with others while meeting the required obligations involved.

### **Employment:**

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

### **Practical:**

- P5.0 Demonstrate the acquisition of GSM London's Graduate Attributes and facilitate the application of these attributes in both academic and vocational contexts.
- P5.1 Demonstrate an understanding of the issues involved when working with others and to be able to act appropriately to achieve successful outcomes.
- P5.2 Apply relevant methods and frameworks to clearly-defined business problems.
- P5.3 Undertake research tasks with minimum guidance to investigate and develop performance issues.
- P5.4 Communicate effectively 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.<sup>2</sup>

- The Business Management degree provides students with the opportunity to gain knowledge across a wide spectrum of subject areas and business functions, as well as the ability to apply it across sectors and industries. 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

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<sup>2</sup> Recommended: "bullet points" to assist promotional use

functions within Business and Management, providing further learning within these specialist areas.

- The programme covers the core functions within businesses and other areas that are of increasing importance such as Management, Marketing and Communications, HRM, Finance and Economics, Logistics and Supply Chain Management, Digital Marketing, Project Management, and Strategic Management and Change. It enables students to make sound decisions as managers regarding these areas of business. 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 certain modules.
- Students are guided through choosing a project or placement within an organisation, based on their own aspirations and are given support in securing the positions 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 and will be recorded through a learning log. These learning logs will be used as materials for formative assessments
- 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.)
- 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 the 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 an 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 students to develop distinctive GSM 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 GSM London's 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 = 500

Approximate maximum student numbers per stage = No maximum provided at this point in 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:
<p><b>Level 2:</b></p> <p>-</p> <p>-</p>	<p>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: <b>Please see the Bachelors' Extended Degree Programme Specification for further details.</b></p>
<p><b>Level 3: at least one of the following:</b></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>            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"> <li>• 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</li> </ul> <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 <a href="mailto:admissions@gsm.org.uk">admissions@gsm.org.uk</a>)</i></p> <ul style="list-style-type: none"> <li>• 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.</li> </ul> <p>Other qualifications may be considered</p>



<ul style="list-style-type: none"> <li>-</li> <li>-</li> <li>-</li> <li>-</li> <li>-</li> <li>-</li> <li>-</li> </ul>	<p>(subject to approval by Plymouth University):</p> <ul style="list-style-type: none"> <li>• Advanced Level Diploma:</li> <li>• BTEC National Certificate/Diploma:</li> <li>• HNC/D:</li> <li>• VDA: AGNVQ, AVCE, AVS:</li> <li>• Access to HE or Year 0 provision:</li> <li>• International Baccalaureate:</li> <li>• Irish / Scottish Highers / Advanced Highers:</li> </ul>
<p><b>Work Experience:</b></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><b>Other non-standard awards or experiences:</b></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><b>APEL / APCL<sup>3</sup> possibilities:</b></p>	<p><u>Accreditation of prior learning</u></p> <p>Partial exemptions from an undergraduate programme may be obtained in accordance 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</p>

<sup>3</sup> Accredited Prior Experiential Learning and Accredited Prior Certificated Learning

	<p>University.</p> <p>Provision of an academic reference and/or personal statement may be required.</p> <p><b>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.</b></p>
<b>Interview / Portfolio requirements:</b>	Interview(s) may be required by the admissions tutor.
<b>Independent Safeguarding Agency (ISA) / Criminal Record Bureau (CRB) clearance required:</b>	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:

Logistics and Supply Chain Management	Creativity and Innovation	Employability Skills
Stakeholder and Community Engagement	Creative Thinking and Problem Solving	Project/Placement Design and Implementation
		Evaluation and

Strategic Management and Change		Reflection (work based/related learning)
Emerging Themes		Research methods Research and the Professional Project & Risk Management

**Additional stakeholders specific to this programme:<sup>4</sup>**

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 and 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

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<sup>4</sup> 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				
F/T Route Year <sup>5</sup>	P/T Route Year <sup>5</sup> <small>Error! Bookmark not defined.</small>	Core or Option Module <sup>6</sup>	Credits <sup>7</sup>	Module <sup>8</sup>
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	Introduction to Human Resource Management (IHRM4032)
1	1	Core	15	Professional Skills (PRSK4048-A)
1	2	Core	30	Financial and Economic Literacy for Managers (FELM4026)

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

<sup>6</sup> 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)"

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

<sup>8</sup> Enter: the module code and title

FHEQ Level: 5 For: Year 2 BSc (Hons) Business Management				
F/T Route Year <sup>9</sup>	P/T Route Year <sup>10</sup> <small>Error! Bookmark not defined.</small>	Core or Option Module <sup>10</sup>	Credits <sup>11</sup>	Module <sup>12</sup>
1	2	Core	15	Employability Skills (EMSK5012)
1	2	Core	15	Logistics and Supply Chain Management (LSCM5027)
1	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				
F/T Route Year <sup>13</sup>	P/T Route Year <sup>14</sup> <small>Error! Bookmark not defined.</small>	Core or Option Module <sup>14</sup>	Credits <sup>15</sup>	Module <sup>16</sup>
2	3	Core	15	Strategic Management and Change (SMCH6061)
2	3	Core	15	Project and Risk Management (PRMA6049)
2	4	Elective Option A	15	Research Methods (RMET6053)
2	4	Elective Option B	15	Research and the Professional (RPRO6050)
2	4	Core	15	Emerging Themes (EMTH6013)
2	4	Elective Option - Any Mix	15	Creativity and Innovation (CRIN6009)

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

<sup>10</sup> 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)"

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

<sup>12</sup> Enter: the module code and title

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

<sup>14</sup> 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)"

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

<sup>16</sup> Enter: the module code and title

2	4	Elective - Option Any Mix	15	Stakeholder and Community Engagement (SCEN6058)
2	4	Elective - Option Any Mix	15	Creative Thinking and Problem Solving (CTPS6008)
2	4	Elective - Option Any Mix	15	Starting an Online Enterprise (SOEN6059)
2	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 Modules</u>
<p><b>Knowledge / Understanding:</b></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<sup>17</sup> General business and management (2007)<sup>18</sup></p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>a knowledge of the underlying concepts, principles, and terminology related to management, organisations, and their external environment.</p>	<p>Primary: Lectures, tutorials, and guided independent study<sup>19</sup></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>	A1 <sup>20</sup>	K1.0 K1.1 K1.3	Reports, presentations, projects, and exams <sup>21</sup>	Management and Organisations, Marketing and Communications, Introduction to Human Resource Management, Financial and Economic Literacy for Managers <sup>22</sup>

<sup>17</sup> 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)"

<sup>18</sup> Insert benchmark(s) statement reference

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

<sup>20</sup> Refer to relevant numbered aim(s) or LO(s) [as appropriate]

<sup>21</sup> List the range of assessments most relevant to test these

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

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 and management, along with a focus on academic and professional skills.

<p><b>Cognitive and Intellectual Skills:</b></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 theories and concepts of business management.</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</p>	<p>Reports, presentations, projects, and exams</p>	<p>Academic Skills, Management and Organisations, Marketing and Communication, Introduction to Human Resource Management, Professional Skills, Financial and Economic Literacy for Managers</p>
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An exposition for embedding Cognitive and Intellectual Skills through Teaching & Learning and Assessment at this level of the programme:  
This level has a focus on various learning techniques, including the use of case studies and practical workshops to develop students' cognitive and intellectual skills.

<p><b>Key Transferable Skills:</b></p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 4 descriptor and the QAA Honours</p>					
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<p><b>Degree Subject Benchmark</b> 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 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>	<p>A3</p>	<p>T3.0 T3.1 T3.2 T3.3 T3.4</p>	<p>Reports, presentations, projects, and exams</p>	<p>Academic Skills, Management and Organisations, Marketing and Communication, Introduction to Human Resource Management, Professional Skills, Financial and Economic Literacy for Managers.</p>
<p>An exposition for embedding Key Transferable Skills through Teaching &amp; Learning and Assessment at this level of the programme: A focus on transferable skills throughout the modules, evident through the utilisation of a range of assessments, with an emphasis on academic and professional skills</p>					
<p><b>Employment Related Skills:</b></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>Primary: Lectures, tutorials, and guided independent study</p> <p>Secondary/Supplementary:</p>	<p>A3 A4 A5</p>	<p>E4.0 E4.2</p>	<p>Reports, presentations, projects, and exams</p>	<p>Academic Skills, Management and Organisations,</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 context.</p>	<p>Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>				<p>Marketing and Communications, Introduction to Human Resource Management, Professional Skills, Financial and Economic Literacy for Managers.</p>
<p>An exposition for embedding Employment Related Skills through Teaching &amp; Learning and Assessment at this level of the programme: This level features academic and professional skills. Students will attend employability seminars and workshop along with employer site visits. In addition, other modules provide relevant intellectual content designed to enhance students' employability skills.</p>					
<p><b>Practical Skills:</b></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>practical skills related to data analysis and the use of models of business</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>A4 A5</p>	<p>P5.0 P5.1 P5.2 P5.4</p>	<p>Reports, presentations, projects, and exams</p>	<p>Academic Skills, Management and Organisations, Marketing and Communication, Introduction to Human Resource Management,</p>

	use of social media.				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
<p><b>Knowledge / Understanding:</b></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<sup>23</sup> General business and management (2007)<sup>24</sup></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<sup>25</sup></p>	A1 <sup>26</sup>	K1.0 <sup>20</sup> K1.2	Reports, presentations, projects, and	Employability Skills,

<sup>23</sup> 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)"

<sup>24</sup> Insert benchmark(s) statement reference

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

<sup>26</sup> Refer to relevant numbered aim(s) or LO(s) [as appropriate]

<p>a knowledge and critical understanding of major business and management principles and an awareness of a variety of ideas, contexts, and frameworks as they would apply within the work environment.</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>exams<sup>27</sup></p>	<p>Logistics and Supply Chain Management, Digital Marketing, Project/Placement Design and Implementation, Evaluation and Reflection<sup>28</sup></p>
<p>An exposition for embedding Knowledge and Understanding through Teaching &amp; Learning and Assessment at this level of the programme: Practical demonstration and application of knowledge and understanding are embedded well within modules at this level, as evidenced the wide range of assessment strategies.</p>					
<p><b>Cognitive and Intellectual Skills:</b></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. The use of a range of established techniques within the areas of business and management to analyse and synthesise information in order to inform and propose suitable business solutions to problems arising from that analysis.</p>	<p>Primary: 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.</p>	<p>A2</p>	<p>C2.0 C2.2 C2.4</p>	<p>Reports, presentations, projects, and exams</p>	<p>Employability Skills, Logistics and Supply Chain Management, Digital Marketing, Project/Placement Design and Implementation, Evaluation and Reflection.</p>

<sup>27</sup> List the range of assessments most relevant to test these

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

2. The ability to identify, organise, analyse, and evaluate business and management principles with the aim of presenting to management.					
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, as well as with other modules designed to develop and assess students' cognitive and intellectual skills.					
<p><b>Key Transferable Skills:</b></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 and management, as well as to non-specialist audiences, and the ability to effectively deploy key competencies that relate to business and management.</p> <p>2. Through reflection, the ability to identify and undertake further training in order to develop existing skills and acquire new competences that will enable them to assume significant management responsibilities.</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	Employability Skills, Logistics and Supply Chain Management, Digital Marketing, Project/Placeme nt Design and Implementation, Evaluation and Reflection,
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><b>Employment Related Skills:</b></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 and management, 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, Logistics and Supply Chain Management, Digital Marketing, Project/Placement Design and Implementation, Evaluation and Reflection</p>
<p>An exposition for embedding Employment Related Skills through Teaching &amp; 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 including access to employability seminars, guest speakers, and engagement with the industry.</p>					
<p><b>Practical Skills:</b></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>Practical evidence of key skills, such as team working, problem-solving, leadership, and interpersonal and communication skills with the ability to adapt to a range of situations, audiences, and degrees of complexities.</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>Employability Skills, Logistics and Supply Chain Management, Digital Marketing, Project/Placement Design and Implementation, Evaluation and Reflection.</p>
<p>An exposition for embedding Practical Skills through Teaching &amp; Learning and Assessment at this level of the programme: Practical skills are developed throughout the level through activities such as simulations, projects, analysis and evaluation, group and team working.</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><b>Knowledge / Understanding:</b></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<sup>29</sup> General business and management (2007)<sup>30</sup></p>					

<sup>29</sup> 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)"

<sup>30</sup> Insert benchmark(s) statement reference

<p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>1. A systematic understanding of the key aspects of management, organisations, and their external environment, 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</p> <p>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 and management.</p> <p>3. The ability to describe and comment upon particular aspects of current research within business and management, as well as other cognate areas.</p>	<p>Primary: Lectures, tutorials, and guided independent study<sup>31</sup></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>A1<sup>32</sup></p>	<p>K1.0<sup>20</sup> K1.2 K1.4</p>	<p>Reports, presentations, projects, and exams<sup>33</sup></p>	<p>Strategic Management and Change, Project &amp; Risk Management , Emerging Themes</p>
<p>An exposition for embedding Knowledge and Understanding through Teaching &amp; Learning and Assessment at this level of the programme: Application of knowledge and understanding are well embedded within modules at this level through the range of assessment strategies utilised.</p>					
<p><b>Cognitive and Intellectual Skills:</b></p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 6 descriptor and the QAA Honours</p>					

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

<sup>32</sup> Refer to relevant numbered aim(s) or LO(s) [as appropriate]

<sup>33</sup> 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.</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>Strategic Management and Change, Project &amp; Risk Management, Emerging Themes</p>
<p>An exposition for embedding Cognitive and Intellectual Skills through Teaching &amp; Learning and Assessment at this level of the programme: Demonstration through practical projects such as the Capstone project including work placements, along with other modules designed to develop and assess students' cognitive and intellectual skills.</p>					
<p><b>Key Transferable Skills:</b></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 and management.</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>Strategic Management and Change, Project &amp; Risk Management, Emerging Themes,</p>

<p>2. The critical evaluation of 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 business and management audiences.</p>	<p>use of social media.</p>				
<p>An exposition for embedding Key Transferable Skills through Teaching &amp; 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><b>Employment Related Skills:</b></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 and management which requires 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>Strategic Management and Change , Project &amp; Risk Management , Emerging Themes ,</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, project management, 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.

**Practical Skills:**

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)

By the end of this level of this programme the students will be able to demonstrate for:  
A threshold pass:

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.
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.

Primary:  
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.

A4  
A5

P5.0  
P5.1  
P5.2  
P5.3  
P5.4

Reports, presentations, projects, and exams

Strategic Management and Change, Project and Risk Management, Emerging Themes

An exposition for embedding Practical Skills through Teaching & Learning and Assessment at this level of the programme:  
Practical skills are developed throughout the level through activities such as simulations, projects, analysis and evaluation, group and team working.

## 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 visit	Some activities will take place on campus while others may take place at other locations. Activities outside of GMS 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.	Academic Skills, Management and Organisations, Marketing and Communications, Introduction to Human Resource Management, Professional Skills, Financial and Economic Literacy for Managers,
Guest talks		A1, A2, A3, A4, A5 <sup>34</sup>	K1.0, K1.1, K1.2, C2.0, T3.0, E4.2, P5.5		
<p>An exposition to explain this map:</p> <p>Students at this level will be involved in a number of activities through the delivery of modules aimed at exposing them to the workplace. These 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 <sup>35</sup>	K1.0, K1.1, K1.2,	Design and Implementation of	Employability Skills, Logistics and Supply

<sup>34</sup> Refer to relevant numbered aim(s) or LO(s) [as appropriate]

<sup>35</sup> Refer to relevant numbered aim(s) or LO(s) [as appropriate]

Employer site visit Work-based learning Guest talks	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.	Chain Management, Digital Marketing, Project/Placement Design and Implementation, Evaluation and Reflection.
<p>An exposition to explain this map: Students at this level will be involved in a number of activities through the delivery of modules aimed at exposing them to the workplace. These will be delivered through simulations via presentations, employer site visits and varying assessment tools.</p>					

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.	Strategic Management and Change, Project & Risk Management, Research Methods, Research and the Professional, Emerging Themes, Capstone Project
<p>An exposition to explain this map: Students at this level could be involved in the Capstone project (which focuses on dissertation / consultancy project / work-based learning). This is intended to provide students with the maximum exposure to work-based learning.</p>					

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

## Appendix: Matching of modules to the relevant SEEC Level Descriptors

<b><u>MODULES / SEEC DESCRIPTORS</u></b>	A	B	C	D	E	F	G	H	I	J	K	L	M
<b>STAGE 1 – HE LEVEL 1</b>													
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
Introduction to Human Resource Management	X		X						X			X	
Professional Skills	X	X	X						X	X		X	X
Finance and Economic Literacy for Managers	X	X	X	X					X				
<b>STAGE 2 – HE LEVEL 2</b>													
Employability Skills	X	X	X	X				X	X	X		X	X
Logistics and Supply Chain Management	X	X	X	X	X	X	X	X	X	X			
Digital Marketing	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
<b>STAGE 3 – HE LEVEL 3</b>													
Emerging Themes			X	X	X	X	X	X	X				
Strategic Management and Change	X	X	X	X	X	X	X	X	X	X	X		



Research and the Professional or Research Methods	X	X	X	X	X	X	X	X	X				
Project & Risk Management	X	X	X	X	X	X	X	X	X	X	X		
Creativity and Innovation		X	X		X	X	X	X		X			
Stakeholders and Community Engagement	X	X	X	X	X	X	X	X	X	X			
Creative Thinking and Problem Solving	X	X	X	X	X	X	X	X	X	X	X		
Starting an Online Enterprise			X	X		X		X					X
Capstone Project	X	X	X	X	X	X	X	X	X	X	X	X	X

<b><u>Setting</u></b>	<b><u>Knowledge and Understanding</u></b>	<b><u>Cognitive skills</u></b>	<b><u>Performance and practice</u></b>	<b><u>Personal and enabling skills</u></b>
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

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)**

<b>Examples of Skills Based Element</b>	<b>Examples of Subject Based Element</b>
Research Skills	Use of e-resources and Management journals, eg. <i>“Journal of Management”</i>
Critical Thinking skills	Critical analysis of management practice and its contribution in driving organisational performance
Computer Literacy	Critical understanding of the need to collect, manipulate and interpret relevant quantitative and qualitative data in relation to basic business issues.
Referencing & Plagiarism	Harvard Style of referencing
Academic reflection	Self-reflection, development

### **Professional Skills (Level 4)**

<b>Examples of Skills Based Element</b>	<b>Examples of Subject Based Element</b>
Business Awareness skills	A regular contribution to online and offline management related forums
Team Building	Engage in meaningful debate and analysis of topics related to the subject of business and management
Presentation and sales pitch skills	Demonstrate knowledge and understanding of the key aspects of business management in a presentation form
Social Networking skills	Management discussion forums
Marketing Concepts	Incorporation of marketing in the process of management

### **Employability Skills (Level 5)**

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

## Appendix: Programme Map

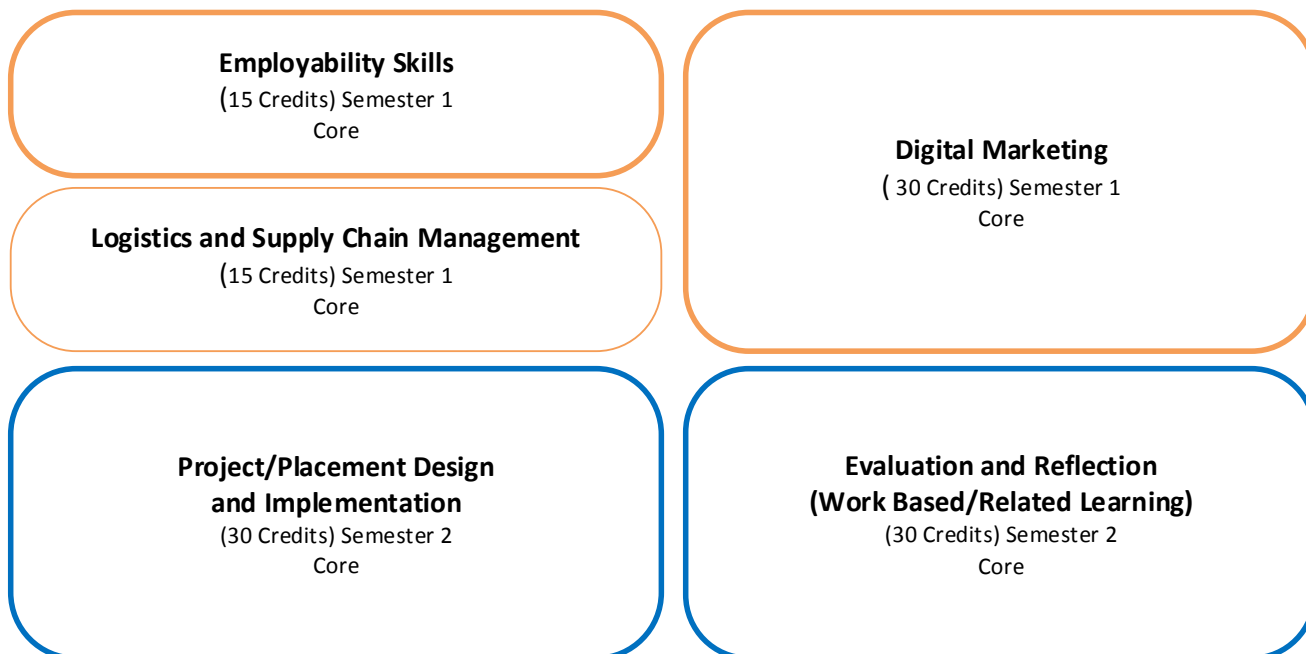
### BSc (Hons) Business Management

#### Level 4: Certificate of Higher Education (120 Credits)

KEY	
Orange	- Semester 1
Blue	- Semester 2
<b>Bold line</b>	- Shared module
<b>Thin line</b>	- Unique module



#### Level 5: Diploma of Higher Education (120 Credits)



# BSc (Hons) Business Management

Level 6 (120 Credits)

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

**Strategic Management and Change**  
(15 Credits) Semester 1  
Core

**Emerging Themes**  
(15 Credits) Semester 1  
Core

**Research Methods**  
(15 Credits) Semester 1  
Elective

or

**Research and the Professional**  
(15 Credits) Semester 1  
Elective

**Project and Risk Management**  
(15 Credits) Semester 1  
Elective

Plus two electives:

**Creativity and Innovation**  
(15 Credits) Semester 2  
Elective

**Stakeholder and Community Engagement**  
(15 Credits) Semester 2  
Elective

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

**Starting an Online Enterprise**  
(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**

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 Coursework 2,000 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	
Introduction to Human Resource Management	15	4	2	Core		100% Indicative Content: Report- two assignment 1500 words together	
Financial and Economic Literacy for Managers	30	4	2	Core		100% Indicative Content: Report- 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	
Logistics and Supply Chain Management	15	5	1	Core		100% Indicative Content: Report 2,000 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 Word based/related learning	30	5	2	Core		100% Indicative Content: Portfolio: Evaluation, reflective report. 4,000 words	
Strategic Management and Change	15	6	1	Core		100% Indicative Content: Written assignment - Group Coursework 2,500 words	
Emerging Themes	15	6	1	Core		100% Indicative Content: Written assignment 1000 words- 50% Article Analysis 3000 words 50% Seen case analysis	
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	
Project and Risk Management	15	6	1	Core		70% Indicative Content: Written Assignment- Group work 2,500 words	30% Indicative Content: Oral assessment and presentation- Group Presentation 10 minutes
Stakeholder and Community Engagement	15	6	2	Elective		100% Indicative Content: Report 4,000 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
Creativity and Innovation	15	6	2	Elective		100% Indicative Content: Report 3,500 words	
Capstone Project	30	6	2	Core		100% Indicative Content: Dissertation/Written assignment- Project	