

**DEFINITIVE COURSE RECORD**

Course Title	<b>BA (Hons) Business Management</b>
Awarding Bodies	<b>University of Suffolk</b>
Level of Award <sup>1</sup>	<b>FHEQ level 6</b>
Professional, Statutory and Regulatory Bodies Recognition	<b>None</b>
Credit Structure <sup>2</sup>	<b>360 credits Level 4: 120 credits Level 5: 120 credits Level 6: 120 credits</b>
Mode of Attendance	<b>Full-time</b>
Standard Length of Course <sup>3</sup>	<b>3 years full-time</b>
Intended Award	<b>BA (Hons) Business Management</b>
Named Exit Awards	<b>DipHE Business Management CertHE Business Management</b>
Entry Requirements <sup>4</sup>	<b>96 UCAS points (or above/equivalent); level 2 Maths and English (A-C grade/4-9 grade) or equivalent; applicants may be expected to attend an interview; IELTS 6.0 overall (5.5 in all categories) where English is not the applicant's first language.</b>
Delivering Institution(s)	<b>East Coast College (Great Yarmouth)</b>
UCAS Code	<b>N202</b>

This definitive record sets out the essential features and characteristics of the BA(Hons) Business Management course. The information provided is accurate for students entering level 4 in the 2023-24 academic year<sup>5</sup>.

**Course Summary**

The BA (Hons) Business Management brings together degree-level education alongside professional practice. Students that graduate from this programme will receive the BA (Hons) degree. It is designed to provide students with knowledge, skills and experience in the main functions of business operations, leadership and management. Students will study modules that cover these functions and will reflect on their own practice through contextualised assessments and practice-based modules. As students' progress through the course, the

<sup>1</sup> For an explanation of the levels of higher education study, see the [QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies \(2014\)](#)

<sup>2</sup> All academic credit awarded as a result of study at the University adheres to the [Higher education credit framework for England](#).

<sup>3</sup> Where the course is delivered both full-time and part-time, the standard length of course is provided for the full-time mode of attendance only. The length of the part-time course is variable and dependent upon the intensity of study. Further information about mode of study and maximum registration periods can be found in the [Framework and Regulations for Undergraduate Awards](#).

<sup>4</sup> Details of standard entry requirements can be found in the [Admissions Policy](#) and further details about Disclosure and Barring Checks (DBS) can be found on the [University's DBS webpage](#).

<sup>5</sup> The University reserves the right to make changes to course content, structure, teaching and assessment as outlined in the [Admissions Policy](#).

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focus of teaching and support will switch from introducing students to key concepts and the latest thinking in core management disciplines to the application of this knowledge in real business scenarios.

### **Course Aims**

- To provide you with a systematic understanding of key aspects of business management through a coherent and integrated programme of study.
- To develop conceptual understanding that enables you to devise and sustain arguments, use established techniques of analysis to solve problems and describe and comment on current research in business management.
- To prepare you for a career in business and/or management by developing personal and professional skills that will support communication, group interaction, information finding, analysis and problem-solving during your period of study consistent with the development of 'business-ready graduates'.
- To provide you with a valuable and positive learning experience in your academic studies.
- To develop the interpersonal and transferable skills essential for personal and career progression
- To provide the foundations for future learning, both professionally and academically

Within the framework of these main aims, it is expected that graduates will be able to demonstrate knowledge and understanding in the following areas:

- Markets - the development and operation of markets for resources, goods and services
- Customers - customer expectations, service and orientation
- Finance - the sources, uses and management of finance; the use of accounting and other information systems for managerial applications
- People - the management and development of people within organisations
- Operations - the management of resources and operations
- Project management – the design, implementation and delivery of targeted projects
- Management of transition, change and creativity
- Information systems - the development, management and exploitation of information systems and their impact upon organisations
- Communication and information technology - the comprehension and use of relevant communication and information technologies for application in business and management
- Business policy and strategy - the development of appropriate policies and strategies within a changing environment, to meet stakeholder interests
- Pervasive issues - sustainability, globalisation, corporate social responsibility, diversity, business innovation, creativity, enterprise development, knowledge management and risk.

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### Course Learning Outcomes

The following statements define what students graduating from the BA (Hons) Business Management course will have been judged to have demonstrated in order to achieve the award. These statements, known as learning outcomes, have been formally approved as aligned with the generic qualification descriptor for level 6 awards as set out by the UK Quality Assurance Agency (QAA)<sup>6</sup>.

1. Demonstrate a systematic understanding of key aspects of Business Management, including acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of a discipline
2. Appreciate the uncertainty, ambiguity and limits of knowledge
3. Deploy accurately established techniques of analysis and enquiry within a discipline
4. Critically evaluate arguments, assumptions, abstract concepts and data, to make judgements, and to frame appropriate questions to achieve a solution, or to identify a range of solutions to a problem
5. Devise and sustain arguments and/or to solve problems using ideas and techniques, some of which are at the forefront of the discipline
6. Describe and comment upon particular aspects of current research in the discipline
7. Manage own learning, and make use of scholarly reviews and primary sources
8. Apply the methods and techniques acquired to review, consolidate, extend and apply knowledge and understanding, and to initiate and carry out projects
9. Effectively communicate information, ideas, problems and solutions to both specialist and non-specialist audiences
10. Demonstrate the possession of qualities and transferable skills necessary for employment requiring the exercise of initiative and personal responsibility; decision-making in complex and unpredictable contexts; the learning ability needed to undertake appropriate further training of a professional or equivalent nature

### Course Design

The programme has been designed in accordance with the QAA Frameworks for Higher Education Qualifications (2014) and informed by the QAA Subject Benchmark Statement for Business and Management (2015).

### Course Structure

The BA (Hons) Business Management comprises modules at levels 4, 5 and 6.

Module Specifications for each of these modules is included within the course handbook, available to students on-line at the beginning of each academic year.

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<sup>6</sup> As set out in the [QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies \(2014\)](#)

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	<b>Module</b>	<b>Credits</b>	<b>Module Type<sup>7</sup></b>
Level 4			
	Introduction to Management	20	M
	Finance and Data Analysis	20	R
	Managing and Delivering a Project	40	R
	Entrepreneurship	20	R
	Marketing Fundamentals	20	R
Level 5			
	Managing People	20	R
	Business Management in Professional Practice	40	R
	Intermediate Financial Accounting	20	R
	Managing for Innovation and Creativity	20	R
	Topics in Business Research	20	M
Level 6			
	Strategic Management	20	R
	Human Resource Strategy	20	R
	Dissertation	40	M
	Leading and Managing Change	20	R
	Strategic Marketing: Planning and Management	20	R

**Awards**

On successful completion of the course, students will be awarded a BA (Hons) Business Management. Students who leave the course early may be eligible for a DipHE Business Management on successful completion of 240 credits including all mandatory modules at levels 4 and 5, or a CertHE Business Management on successful completion of 120 credits including all mandatory modules at level 4.

**Course Delivery**

The course will be delivered over one day and evening, (plus separate session for arranged tutorials) located at East Coast College (Great Yarmouth campus); students should expect a minimum of 6-9 hours contact per week throughout the academic year. Contact hours will reduce as the expectation of increasing student autonomy increases through the levels. Contact hours will be a mixture of lecture, seminar, presentations and practical activity, plus discussion groups with peers and tutors. Students will be expected to contribute 20-25 hours of independent study in an average week, but be prepared for this to vary, depending on assignment deadlines and requirements of class activity. This will include use of Brightspace

<sup>7</sup> Modules are designated as either mandatory (M), requisite (R) or optional (O). For definitions, see the [Framework and Regulations for Undergraduate Awards](#)

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for module-related activities. Students should expect to make full use of provided online resources that are prescribed by the tutor.

### Course Assessment

A variety of assessments will be used on the course to enable students to experience and adapt to different assessment styles. Methods will be appropriate to each module's intended learning outcomes and is mostly coursework, consisting of essays, reports, presentations, group work, practical management and research projects, reflective journals. There are two examinations at level 4 and two at level 5.

### Course Team

The course team delivering this course are drawn from a team that includes teaching specialists and current practitioners and includes contributions from senior managers within the College.

### Course Costs

Students undertaking BA (Hons) Business Management will be charged tuition fees as detailed below.

Student Group	Tuition Fees
Full-time UK	£9,250 per year
Part-time UK	Not applicable
Full-time EU/International	£13,992 per year
Part-time EU/International	Not applicable

Payment of tuition fees is due at the time of enrolment and is managed in accordance with the Tuition Fee Policy.

Other than the usual stationery items there are no additional costs.

### Academic Framework and Regulations

This course is delivered according to the Framework and Regulations for Higher National Awards and other academic policies and procedures of the University and published on the [website](#).