University of Suffolk

DEFINITIVE COURSE RECORD

Course Title	**BA (Hons) Business Management**
Awarding Bodies	**University of Suffolk**
Level of Award[1]	**FHEQ Level 6**
Professional, Statutory and Regulatory Bodies Recognition	
Credit Structure[2]	**360 credits** **Level 4: 120 Credits** **Level 5: 120 Credits** **Level 6: 120 Credits**
Mode of Attendance	**Full-time**
Standard Length of Course[3]	**3 years full-time**
Intended Award	**BA (Hons) Business Management** **BA (Hons) Business Management (Digital Entrepreneurship)** **BA (Hons) Business Management (Digital Innovation)** **BA (Hons) Business Management (Digital Marketing)**
Named Exit Awards	**DipHE Business Management** **CertHE Business Management**
Entry Requirements[4]	**112 UCAS points (or the equivalent)** **Level 4 passes (C or above) in GCSE English and Maths (or the equivalent)**
Delivering Institution(s)	**University of Suffolk**
UCAS Code	**N100**

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 2024-25 academic year.

Course Summary

Our BA (Hons) Business Management course covers a broad range of management topics and is designed to give you an overview of how businesses work and managers can affect and improve business performance. Core modules on the course will ensure that you develop a good understanding of basic principles, important elements of management, leadership and strategy and develop skills that will support your employment after you graduate. At the same time, there are optional modules which give you the chance to specialise; choose subjects

[1] For an explanation of the levels of higher education study, see the QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014)
[2] All academic credit awarded as a result of study at the University adheres to the Higher education credit framework for England.
[3] 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.
[4] 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.

which you enjoy or that interest you; and to develop skills with a specific career or industry in mind. All students will enrol on the BA (Hons Business Management and may be able to transfer to a specialist pathway at the end of Level 4 depending on module choice, leading either to a BA (Hons) Business Management (Digital Entrepreneurship), BA (Hons) Business Management (Digital Innovation) or BA (Hons) Business Management (Digital Marketing).

The course has been designed to support your future career ambitions – each module will require you to learn and apply ideas and to develop skills that will be useful to you in your future work. Students that graduate from the Business Management course take with them a broad range of skills and knowledge that can support careers in multi-national companies, small business, family firms, the public sector, charities or help those who want to start their own company.

Course Aims

In providing this course, the University and the course team aim to:

1. Provide you with an understanding of the fundamentals and complexities of leading, managing and creating businesses in a world which is increasingly complex, constantly changing and digital in nature.
2. Encourage you to be a critical and creative thinker, ready to access and evaluate information and data, apply your learning to solve problems and communicate in a variety of ways to professional audiences.
3. Support you as you build your experience through work placements, engagement with employers and application of academic ideas to real-world business practice.
4. Think in a sustainable way, cognizant of the positive impact that well-run businesses can have on the planet and society.
5. Enable you to shape your student experience so that you are in control of your career journey as an entrepreneur or employee, ready to apply your current skills and confident in adapting to an uncertain world.

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)[5].

By the end of Level 6 you will be able to:

1. Evaluate business concepts and trends, including those that are complex and at the forefront of current research and debate.
2. Synthesize and critically examine information and data drawing on sources that you have found for yourself.

[5] As set out in the QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014)

3. Justify creative solutions to real-world scenarios using a range of concepts drawn from across disciplinary boundaries, information and data.
4. Discuss your university experience in terms of evidence of graduate attributes relating to your chosen graduate career.
5. Utilise an in-depth understanding of sustainability issues to design and make recommendations to improve business performance.
6. Formulate, justify and evaluate a project which demonstrates the value of well-designed research to business practice.

For students on a specialised pathway:

7. Formulate an understanding of current trends, issues and complexities, relating to your pathway, and how these affect businesses in a complex and digital world.

Course Design

The design of this course has been guided by the following QAA Benchmarks / Professional Standards / Competency Frameworks:

- QAA Subject Benchmark for Business and Management (published in March 2023)

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.

	Module	Credits	Module Type[6]
Level 4			
	Leadership and Organisational Behaviour	20	M
	Accounting for Business	20	R
	Principles of Digital Marketing	20	R
	Economics for Business	20	R
	Understanding the Entrepreneurial and Innovative Spirit	20	R
	Managing Business Data	20	R
Level 5			
All students must take the below modules			
	Business Ethics	20	M
	Career and Professional Development in Practice	20	R
	Consumer Behaviour	20	R

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

	Data and Decision Making	20	M
Students who do not wish to choose a specific pathway must take the below mandatory module			
	HRM Practice for Business	20	M
Students who do not wish to choose a specific pathway must choose one 20 credit module from any of the modules below			
	Exploring Digital Transformation	20	O
	Digital Marketing Performance	20	O
	Digital Product Design and Development	20	O
	Digital Business Models	20	O
	Globalisation, Capitalism and Growth	20	O
Pathway: BA (Hons) Business Management (Digital Marketing)			
	Digital Business Models	20	R
	Digital Marketing Performance	20	R
Pathway: BA (Hons) Business Management (Digital Entrepreneurship)			
	Digital Business Models	20	R
	Digital Product Design and Development	20	R
Pathway: BA (Hons) Business Management (Digital Innovation)			
	Digital Business Models	20	R
	Exploring Digital Transformation	20	R
Level 6			
All students must take the below modules			
	Extended Project OR The Enterprising Graduate	40	M (choice)
	Future of Business Technologies	20	R
	Brands and Branding	20	R
Students who do not wish to choose a specific pathway must take the below requisite module			
	Corporate Finance	20	R
Students who do not wish to choose a specific pathway must can choose one 20 credit module from any of the modules below:			
	Digital Entrepreneurial Strategy	20	O
	Digital Commerce Management	20	O
	Marketing Communication Strategies	20	O
	Strategic Digital Innovation	20	O
	Managing Strategic Change	20	O
Pathway: BA (Hons) Business Management (Digital Marketing)			
	Digital Commerce Management	20	R
	Marketing Communication Strategies	20	R
Pathway: BA (Hons) Business Management (Digital Entrepreneurship)			
	Digital Commerce Management	20	R
	Digital Entrepreneurial Strategy	20	R
Pathway: BA (Hons) Business Management (Digital Innovation)			

	Digital Commerce Management	20	R
	Strategic Digital Innovation	20	R

Awards

On successful completion of the course, depending on module selection, students will be awarded either a BA (Hons) Business Management, BA (Hons) Business Management (Digital Entrepreneurship), BA (Hons) Business Management (Digital Marketing) or BA (Hons) Business Management (Digital Innovation). Students should note that if they select all of the modules for a named specialist pathway, they will need to transfer from the BA (Hons) Management course to a specialist named pathway in either BA (Hons) Business Management (Digital Entrepreneurship), BA (Hons) Business Management (Digital Marketing) or BA (Hons) Business Management (Digital Innovation).

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 is delivered at Ipswich. Students studying full-time on BA (Hons) Business Management are likely to have approximately 216 contact hours for level 4, 216 contact hours for level 5 and 150 contact hours for level 6. The contact hours will be a mix of lecture, seminar, practical activity, and students will also be required to participate in 100 hours of placement. Students will be expected to find their own placement with the support of the university. Students will normally be expected to undertake 25-30 hours of independent study in an average week but should be prepared for this to vary based on assignment deadlines and class exercises.

Course Assessment

A variety of assessments will be used on the course to enable students to experience and adapt to different assessment styles. The assessment methods used will be appropriate to assess each module's intended learning outcomes. Assessment on the course overall will be made up almost completely of coursework (including reports, pitch, podcasts, Vlog, articles, reflective learning pieces, presentations, group work, proposals, business plan, and research projects).

Course Team

The academic staff delivering this course are drawn from a team that includes teaching specialists and current practitioners. All staff are qualified in their subjects with their own specialist knowledge to contribute.

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	£14,610 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.

Students may be given the opportunity to participate in voluntary trips or visits and there may be a small charge for some of these. The costs for any trips that constitute a mandatory part of the course will normally be covered by the university.

Academic Framework and Regulations

This course is delivered according to the Framework and Regulations for Undergraduate Awards and other academic policies and procedures of the University and published on the website.