**University of Suffolk**

# DEFINITIVE COURSE RECORD

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|---|---|
| Course Title | **BA (Hons) Business Management [with Professional Placement]** |
| Awarding Bodies | **University of Suffolk** |
| Level of Award[1] | **FHEQ Level 6** |
| Professional, Statutory and Regulatory Bodies Recognition | **None** |
| Credit Structure[2] | **480 Credits**<br>**Level 4: 120 Credits**<br>**Level 5: 120 Credits plus 120 Placement Credits***<br>**Level 6: 120 Credits**<br><br>***For an award 'with Professional Placement', 120 Placement Credits are required.** |
| Mode of Attendance | **Full-time** |
| Standard Length of Course[3] | **4 years full-time** |
| Intended Award | **BA (Hons) Business Management [with Professional Placement]**<br>**BA (Hons) Business Management (Digital Entrepreneurship) [with Professional Placement]**<br>**BA (Hons) Business Management (Digital Innovation) [with Professional Placement]**<br>**BA (Hons) Business Management (Digital Marketing) [with Professional Placement]** |
| Named Exit Awards | **DipHE Business Management**<br>**CertHE Business Management** |
| Entry Requirements[4] | **112 UCAS points (or the equivalent)**<br><br>**Level 4 passes (C or above) in GCSE English and Maths (or the equivalent)**<br><br>**To continue to the sandwich year placement you must secure 240 credits from Levels 4 and 5, including an average of more than 50% in Level 4 modules.** |
| Delivering Institution(s) | **University of Suffolk** |
| UCAS Code | **[INSERT UCAS CODE]** |

[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.

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This definitive record sets out the essential features and characteristics of the BA (Hons) Business Management [with Professional Placement] course. The information provided is accurate for students entering level 4 in the 2024-25 academic year[5].

## 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 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 [with Professional Placement] 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) [with Professional Placement], BA (Hons) Business Management (Digital Innovation) [with Professional Placement] or BA (Hons) Business Management (Digital Marketing) [with Professional Placement].

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

[5] 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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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)[6].

By the end of Level 6 or successful completion of this course 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.
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 [with Professional Placement] 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[7] |
|---|---|---|---|
| **Level 4** | | | |
| | Leadership and Organisational Behaviour | 20 | M |
| | Accounting for Business | 20 | R |
| | Principles of Digital Marketing | 20 | R |

[6] As set out in the QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014)
[7] 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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| | 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 |
| | 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 5 sandwich year with professional placement (leading to professional placement credit) | | | |
| | Professional Practice | 120 | M |
| **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 |
| | Managing Strategic Change | 20 | O |

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|---|---|---|---|
| | Digital Commerce Management | 20 | O |
| | Marketing Communication Strategies | 20 | O |
| | Strategic Digital Innovation | 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 |

Typically, all the optional modules run every year. Exceptionally it might not be possible to run particular options, in these circumstances the programme leader will communicate with the affected students as early as possible and will work with them to find a suitable alternative route.

**Awards**

On successful completion of the course, students will be awarded either a BA (Hons) Business Management [with Professional Placement], BA (Hons) Business Management (Digital Entrepreneurship) [with Professional Placement], BA (Hons) Business Management (Digital Marketing) [with Professional Placement] or BA (Hons) Business Management (Digital Innovation) [with Professional Placement]. 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 [with Professional Placement] to a specialist named pathway in either BA (Hons) Business Management (Digital Entrepreneurship) [with Professional Placement], BA (Hons) Business Management (Digital Marketing) [with Professional Placement] or BA (Hons) Business Management (Digital Innovation) [with Professional Placement].

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. Full-time 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.

Students are responsible for finding and agreeing their own placement host. The University will provide support with this and will advise and agree suitable placements.

For a full year of professional practice, students are expected to engage in 1090 hours of professional practice (including 30 weeks of supervised and relevant work experience), 10 hours of tutorials and online support and 100 hours of independent study.

**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 [with Professional Placement] will be charged tuition fees as detailed below.

| Student Group | Tuition Fees |
|---|---|
| Full-time UK | £9,250 per year (excluding sandwich year, for which the fee will be £1,850 for the year). |
| Part-time UK | Not applicable |
| Full-time EU/International | £14,610 per year (excluding sandwich year, for which the fee will be £2,875). |
| 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.