

# Programme specification

## 1. Overview/ factual information

<b>Programme/award title(s)</b>	BA (Hons) Business Enterprise and Management
<b>Teaching Institution</b>	Leeds City College
<b>Awarding Institution</b>	The Open University (OU)
<b>Date of latest OU validation</b>	1 September 2017
<b>Next revalidation</b>	1 September 2022
<b>Credit points for the award</b>	120
<b>UCAS Code</b>	N1N2
<b>Programme start date</b>	September 2017
<b>Underpinning QAA subject benchmark(s)</b>	Business Enterprise and Management February 2015
<b>Other external and internal reference points used to inform programme outcomes</b>	National Occupational Standards for Management and Leadership (2008)
<b>Professional/statutory recognition</b>	
<b>Duration of the programme for each mode of study (P/T, FT,DL)</b>	Full Time (1 Year) and Part Time (18 months)
<b>Dual accreditation (if applicable)</b>	None
<b>Date of production/revision of this specification</b>	July 2015

### 2.1 Educational aims and objectives

The overall aims of the programme are to:

- Provide some business management curricula, informed by external reference points, which develop a range of technical, professional, vocational, employability transferable and key skills appropriate to the level of the award.
- Provide a broad and highly integrated study of organisations and their strategies, behaviour and management in the changing global environment in which they operate.
- Develop enterprise, innovation and entrepreneurial skills.
- Enhance the employability and career prospects of learners specifically for the business sector.
- Offer a robust and vocationally relevant degree in Business Enterprise and Management and related areas that will allow students to develop personally and professionally.
- Develop graduates who have the ability to reflect and learn from their workplace.
- Meet the needs of employers using a practical and case based approach to Business Management.
- Develop innovative practitioners.

## 2.2 Relationship to other programmes and awards

(Where the award is part of a hierarchy of awards/programmes, this section describes the articulation between them, opportunities for progression upon completion of the programme, and arrangements for bridging modules or induction)

None

### 3. Programme outcomes

Intended learning outcomes are listed below.

<b>3A. Knowledge and understanding</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<p>A1 Choose, apply and critically evaluate and synthesise relevant theories, conceptual models and techniques to the solution of Business Enterprise and Management problems.</p> <p>A2 Plan, undertake and critically evaluate a negotiated and self managed major Business Enterprise and Management project.</p> <p>A3 Critically evaluate the nature and organisational impact of the changing and future nature of the external environment.</p> <p>A4 Critically appraise the theories, concepts and principles of innovation and enterprise.</p>	<p><b>Learning &amp; Teaching Strategy Methods</b>            The learning and teaching strategy for BA (Hons) Business Enterprise and Management is explicitly designed to contribute to the achievement of intended learning outcomes which are clearly expressed at programme and module level. The general approach to the learning process for most modules is one which involves:            a lecture programme;            a “workshop” programme;            a reading programme; and,            independent study</p> <p>Research skills and methods will also be refined and advanced within the Research Methods module, with applied demonstration of these skills in the completion of the Dissertation / Research Project. Front loading the Research Methods module during Semester 1 is key in developing independent research skills and critical thinking at an early stage in the year which also benefits other modules. It will be further supported by 3 research methods refresher workshops scheduled throughout the Dissertation / Research Project period</p> <p>On-line activities will compliment formative assessment strategies and may include, for example, the upload of literature research carried out to a group wiki, google docs shared area.</p>

### 3A. Knowledge and understanding

Full-time students will be encouraged to be gain work experience within the chosen occupational sector, whilst part-time students will already be working or have previously worked in a chosen occupational sector and will have ready access to work-related opportunities based on past or current work experiences. Full-time students who do not have employment or work experience secured in their chosen occupational sector will be fully supported in gaining this through the College's commercial enterprises.

At Level 6, although formal lectures are used as a vehicle for learning, there will be a greater emphasis on independent learning especially for the part time student. Learning and teaching methods are orientated to a problem solving approach, requiring a progressive integration of learning from more than one module. To compliment strategies employed at Level 5 a variety of means such as seminars case study analysis, role play, presentation, and business simulations will be used. In essence, throughout the programme a variety of teaching and learning methods are used to simulate real life business experience for example;

- In the Enterprise module, students will focus on setting up and understanding the requirements for a successful SME.
- In the Understanding Strategic Management Landscapes module, students will consider the strategic direction of organisations and critically appraise the strategies adopted.
- In the International Business module, students will look at the various ways in which organisations have entered in to global markets and the problems they have encountered in doing so.

The college employs a virtual learning environment where students can access lecture notes and engage with staff and, other Business Enterprise and Management students. Students will be encouraged to participate in on line discussion boards and share knowledge and experience throughout the programme.

### 3A. Knowledge and understanding

#### Assessment Strategy/Methods

The assessment process is an integral part of teaching and learning and, as such, supports and complements the learning strategy, in order to ensure that the required outcomes are achieved. The aim is to achieve learning through which knowledge is based on both understanding and application. Both the task and the assessment criteria are clearly explained to students within the module handbook. Assessment strategies used within the course include methods such as practice-based assignments, case studies, presentations, projects, problem-based scenarios, and negotiated learning contracts.

The Dissertation / Research Project is an independent research project which requires the student to submit a report which sets the context of learning from all modules into their own organisation or a pathway sector organisation of their choice or the pathway sector as whole. A key requirement is for the student to demonstrate key problem solving, numeracy, analytical skills, enterprise and entrepreneurial skills in conjunction with the application of theories, concepts and principles relevant to the Business Enterprise and Management sector environment.

Formative feedback is given throughout the course in response to embedded learning activities within class, thus informing learning development. This includes verbal and in some cases written feedback on class activities, short assessments and Q&A. Formative assessment will assess the students diagnostic skills and include speaking, writing and research.

<b>3B. Cognitive skills</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<p>B1 Create and critically evaluate solutions to given problems.</p> <p>B2 Demonstrate intellectual flexibility and openness to the values of global social responsibility.</p> <p>B3 Critically evaluate and synthesise a range of phenomena, arguments, abstract concepts, models, theories, principles and practices relevant to business and management in order to devise and sustain arguments and make independent judgements.</p>	As above

<b>3C. Practical and professional skills</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<p>C1 Participate effectively in a learning activity and function effectively as an independent learner.</p> <p>C2 Critically evaluate and discuss the application of a range of methods to solve complex and multi-faceted problems.</p> <p>C3 Critically evaluate and synthesise a range of phenomena, arguments, abstract concepts, models, theories, principles and practices relevant to business and management in order to devise and sustain arguments and make independent judgements.</p>	As above

<b>3D. Key/transferable skills</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
D1 Communicate clearly, fluently and effectively using a variety of means.	As above
D2 Select, apply and evaluate numerical and statistical skills in complex and open ended Business Enterprise and Management tasks.	
D3 Effectively function on an autonomous basis and as part of a team.	

#### 4. Programme Structure

<b>Compulsory modules</b>	<b>Credit points</b>	<b>Compensatable</b>
Dissertation/ Research Project	40	No
Research Methods	20	Yes
International Business	20	Yes
Understanding Strategic Business Landscapes	20	Yes
Managing New Enterprises	20	Yes

Exit Award: The following modules are required to obtain an Ordinary degree: Understanding Strategic Business Landscapes, Managing New Enterprises and International Business.

Delivery of the BA (Hons) Business Enterprise and Management will be on a full time and also part time basis, to enable students currently employed in the Business Enterprise and Management area to consolidate their practical skills with appropriate application of theory and management tools. To complete the course on a full time basis students will attend for one academic year, two semesters, 10 hours per week and for those who wish to study through the part time option will attend for one evening per week (4 hours) for 3 semesters.

**Overview of structure of the modules across the Academic Year Full Time.**

Semester 1 Wks 1-15	Research Methods Wks 1 to 8 20 Credits	Understanding Strategic Business Landscapes 20 Credits	International Business 20 Credits
Semester 2 Wks 16 to 30	Managing New Enterprises 20 Credits	Dissertation / Research Project Wks 9 to 30 40 Credits	

Research Methods will be the first module to be delivered and will introduce the student to Level 6 mode of study and create a foundation for the Dissertation / Research Project. Emphasis is placed on the acquisition of knowledge and understanding and the development of professional skills, capabilities and personal qualities to act on that knowledge. Throughout the programme, students are required to engage critically, by considering such issues as the social and political impact of business decisions, managing diversity and being globally aware. Students are encouraged to develop their full potential in a challenging, enterprising and stimulating learning environment, in which there is a strong emphasis on developing autonomy, resourcefulness and the abilities to manage self and others.

The Research Methods module is designed to develop research and evaluative skills and knowledge and will provide an introduction to different research methods. You will be encouraged to consider how different research methods can apply to your own area of research for your dissertation/research project module. You will consider how to formulate dissertation/research project questions and show how you will carry out the relevant research. At the end of this module you will have a dissertation/research project proposal accepted which will be used for completion of the dissertation/research project. The Research Methods module leads to the dissertation/research project module. A dissertation is an extended piece of writing based on extended reading and independent research. You will choose a topic that interests you and define your research question, which will become your dissertation title. The focus of a dissertation allows you to select any topic and does not need to directly relate to your work place. A research project is based upon a work place issue that you have identified and is an opportunity for you to study an area of interest in depth whilst developing the research skills you will need in further study or work. In the research project you will analyse what happened and provide a solution to the issue identified.

Students will utilise the proposal generated within the Research Methods module where possible as the vehicle for the completion of this dissertation/research project.

Students will receive tutorials during this time to help focus them on Dissertation/Research Project and be guided in areas of focus for their literature and theory review by a Dissertation/Research Project supervisor.

### **Overview of structure of the modules across the Academic Year Part Time**

Students will be required to attend for 4 hours per week.

As with the full time structure, the first module to be delivered will be Research Methods to introduce the student to Level 6 mode of study and create a foundation for the Dissertation / Research Project. Again emphasis is placed on the acquisition of knowledge and understanding and the development of professional skills, capabilities and personal qualities to act on that knowledge.

For the Dissertation / Research Project module, students will be supported through tutorials and draft submissions and will have access to their Project Supervisor, who will have been allocated during year 1.

Year 1 Semester 1	Research Methods Weeks 1 to 9 20 Credits	Understanding Strategic Business Landscapes Weeks 9 to 18 20 Credits
Year 1 Semester 2	Managing New Enterprises Weeks 19 to 27 20 Credits	International Business Weeks 28 to 36 20 Credits
Year 2 Semester 1	Dissertation / Research Project Weeks 37 to 45 40 Credits	

## 5. Distinctive features of the programme structure

- Where applicable, this section provides details on distinctive features such as:
  - where in the structure above a professional/placement year fits in and how it may affect progression
  - any restrictions regarding the availability of elective modules
- where in the programme structure students must make a choice of pathway/route

The emphasis on enterprise and innovation throughout the programme will allow those students who want to start their own businesses to be effective in an ever changing environment. This programme not only gives general business theories and concepts, but provides students with a toolbox to operate effectively in business, making a contribution to the wider business environment, local and national economies and society at large.

## 6. Support for students and their learning

The award adopts the approach to student learning support as previously identified in the Key Learning & Teaching Strategy Methods in Section 17 above.

In addition:

- Tailored induction support begins before students arrive with the admissions team, and is reinforced at the college HE induction programme with support from Student Services and then a course specific induction by the Award Leader.
- A robust communications system functions to give students access to lecturers and management; this includes e-mail, the VLE and course notice board.
- All necessary information about the programme is provided by means of the student handbook, module handbooks and the VLE.
- For part-time students and modules adopting a blended learning methodology, a robust support system will be in place to provide students with seminar recordings / notes, tutorial information, on-line activities, blogs and forums. This will involve the use of the VLE and Adobe Connect.
- Each student is allocated a personal tutor for regular tutorials and personal development planning. In addition, each module will include subject specific tutorials to ensure support with learning and assessment.
- Tutors on the part-time programme support the students by email, phone and on-line forums as well as in timetabled tutorials as it is appreciated that students can't just drop in when they need help due to their working hours.
- Study buddies and student forums are encouraged for both full-time and part-time programmes so that they can get help and support from fellow students if the Tutor is not available at a specific time to answer a query.
- Dissertation / Research Project support - The student takes the main responsibility for originating and managing their own learning programme but support from the workplace and from the College will still be important. Specifically, the College will provide a Dissertation / Research Project Supervisor/subject specialist who has a dual role, both to offer advice and support on the Dissertation / Research Project and to monitor the student's progress. It is essential therefore, that the student maintains regular contact with the Supervisor and builds a good and trusted relationship.
- There is an extensive range of learning resources in the library, supported by the specialist business librarian who can support effective research by students and also bespoke study skills sessions for students.
- The Library is open until 8pm Monday-Thursday to allow full-time and evening students to access resources out of normal working hours
- The Library has a good set of on-line resources including databases such as Emerald, Keynote and Research Monitor, journals and e-books

- The College provides an extensive range of services for students, including support for those with special and additional learning needs or in receipt of Disability Support Allowance (DSA)
- There are a range of student services such as welfare, counselling, financial and careers advice.
- Refectories are available at all main campuses with vending machines and fresh water fountains in every building.

## 7. Criteria for admission

This programme is predominately offered to those students who wish to continue their studies after successful completion of an HND in Business, FdA in Business / Business Management or other relevant discipline. The standard entry requirement is a Merit grade profile at HND level or an average grade of 50% or more at FdA level from a UK Institution. Students not achieving this requirement will be considered on an individual basis with consideration of tutor references. For those not in employment discussions will take place before being accepted on to the course to determine the relevance of previous work experience. International qualifications will be assessed against these criteria. Speakers of other languages will need to possess an IELTS band score of 6.0 (with no-less than 5.5 in any one element) or a recognised English Language Level 2 qualification.

## 8. Language of study

English

## 9. Information about assessment regulations

Dissertation/ Research Project – non-compensable

## 10. Methods for evaluating and improving the quality and standards of teaching and learning.

In addition to the Annual Programme Monitoring process the following mechanisms are in operation:

- Peer Review
- Annual Planning
- Peer Observation
- Student module reviews
- Tutor module reviews
- Enrolment and induction reviews
- Course Committee meetings
- Pathway Committee meetings
- Student Pathway meetings

Annexe 1: Curriculum map

Annexe 2: Map of Teaching and Learning Methods

Annexe 3: Assessment Methods Chart

## Annexe 1 - Curriculum map

This table indicates which study units assume responsibility for delivering (shaded) and assessing (✓) particular programme learning outcomes.

Level	Study module/unit	Programme outcomes																															
		A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	B5	B6	B7	B8	C1	C2	C3	C4	C5	C6	C7	C8	D1	D2	D3	D4	D5	D6	D7	
6	Dissertation/ Research Project	✓	✓		✓					✓								✓	✓							✓	✓						
	Research Methods	✓	✓								✓							✓								✓							
	International Business			✓	✓					✓										✓						✓							
	Managing New Enterprises	✓		✓							✓								✓								✓						
	Understanding Strategic Business Landscapes	✓		✓						✓																		✓					

## Annexe 2 - TEACHING AND LEARNING METHODS GRID 2016/2017

Level:6

Year: 1

Module Titles	Lectures	Seminars	Tutorials	Demonstrations	Practicals	Group activities	Guest speakers	Independent/E-learning/ Online forums
Dissertation / Research Project	✓		✓	✓		✓	✓	
Research Methods	✓		✓				✓	
International Business	✓	✓	✓			✓	✓	✓
Managing New Enterprises	✓	✓	✓	✓	✓	✓	✓	✓
Understanding Strategic Business Landscapes	✓	✓	✓			✓	✓	✓

### Annexe 3 - ASSESSMENT METHODS GRIDS 2016/2017

Level: 6 Full Time

Year: 1

Module Title	Project proposal	Dissertation / Research Project	Report	Reflective learning statement	Case study	Presentation
Dissertation / Research Project		10% 10,000 words Week 28				
Research Methods	70% 3,000 words Week 8					30% 15 mins Week 6
International Business			40% 2,000 words Week 15		60% 3,000 words Week 11	
Managing New Enterprises			50% 2,500 words Week 26		50% 2,500 words Week 30	
Understanding Strategic Business Landscapes					60% 3000 words Week 10	40% 20 mins Week 14

**Level 6 Part time**

**Year 2 : 2016/17**

	Project proposal	Dissertation / Research Project	Report	Case study	Presentation
Dissertation / Research Project		100% 10,000 words Week 43			
Research Methods					100% 20 mins Week 8
International Business			40% 2,000 words Week 30	60% 3,000 words Week 28	
Managing New Enterprises			50% 2,500 words Week 20	50% 2,500 words Week 22	
Understanding Strategic Business Landscapes				60% 3000 words Week 13	40% 20 mins Week 15