BSC (HONS) BUSINESS MANAGEMENT (TOP-UP)

Institute of Business, Industry and Leadership

<table>
<tr><td>Academic Level:</td><td>6</td><td>Credits:</td><td>120</td></tr>
<tr><td>UCAS Code:</td><td colspan="3">N100</td></tr>
<tr><td>Awarding Body:</td><td colspan="3">University of Cumbria</td></tr>
<tr><td>Delivery Site:</td><td colspan="3">Lancaster Campus</td></tr>
<tr><td>Programme Length:</td><td colspan="3">The standard full time registration period is 1 years
The maximum registration period is 4 years</td></tr>
<tr><td>Mode of Delivery:</td><td colspan="3">Face-to-face; Blended</td></tr>
<tr><td rowspan="4">Pattern of Delivery:</td><td colspan="3">Full time, with multiple start dates (e.g. September and January).
This programme may also be made available on an infill part-time basis at the discretion of the academic programme leader. In such cases, you will study modules alongside the full-time cohort(s) that are running at the time.</td></tr>
<tr><td colspan="2">Total weeks of study:</td><td>24 weeks</td></tr>
<tr><td colspan="2">Delivery pattern:</td><td>2x 12-week semesters</td></tr>
<tr><td colspan="2">Standard semester dates:</td><td>Yes</td></tr>
<tr><td>Placement:</td><td colspan="3">n/a</td></tr>
<tr><td rowspan="2">PSRB:</td><td colspan="3">n/a</td></tr>
<tr><td colspan="2">Date of accreditation:</td><td>Accreditation period:</td></tr>
<tr><td>Programme Webpage:</td><td colspan="3">https://www.cumbria.ac.uk/study/courses/undergraduate/bsc-hons-business-management/</td></tr>
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Entry Criteria
The University's standard criteria for admissions apply. Please refer to the Applicant Information pages of the University website for more information. For APL, please refer to the University website. Detailed criteria for admission to this programme can be found on the programme webpage.

PROGRAMME AIMS AND OUTCOMES

Programme Aims

By the end of this programme learners will be able to demonstrate:

1. A broad, analytical, and integrated understanding of business and management in a range of contexts
2. Detailed knowledge and skill set associated with working in and managing business, people and teams in a range of sectors.
3. Knowledge, skills and behaviours associated with employability and career progression to management level.
4. An understanding of impact, ethical and sustainable business practices
5. A commitment to continual learning and development within a business environment
6. Confidence in dealing with the digital world and its impact on business, adapting to the opportunity's new digital tools and technologies offer, and managing threats or challenges digital may present.

Programme Outcomes – Knowledge and Understanding

The programme provides opportunities for you to develop and demonstrate the following:

After 360 credits of study (BSc Hons) you will be able to demonstrate:

K1. a critical understanding of inclusive, transformational leadership and people management approaches (people)

K2. an in-depth knowledge of how to develop and implement organisational strategy that responds to change and contributes to the success of organisations and the communities in which they are situated, including considerations of sustainability, the environment, and corporate social responsibility.

K3. an analytical understanding of the need for effective decision making and the application of thinking and problem-solving skills.

K4. a critical knowledge of successful and collaborative relationships both within and between organisations and communities

K5. an accomplished familiarity of research and data to understand challenges and develop and implement solutions.

K6. a critical understanding of theories and concepts in general business management

Programme Outcomes – Skills and other Attributes

The programme provides opportunities for you to develop and demonstrate the following:

After 360 credits of study (BSc Hons) you will be able to demonstrate skills in:

S1. leading people, teams, and organisations

S2. analysing challenges systematically and systemically, responding with creativity and innovation whilst recognising the importance of sustainability

S3. strategy setting and decision making.

S4. self-management and reflection

S5. global citizenship, social responsibility and awareness of the potential contribution of your work to the cultural and economic wellbeing of the community and its significance and impact in terms of sustainability and the environment

Programme Outcomes – Behaviours

The programme provides opportunities for you to develop and demonstrate the following:

After 120 credits of study (BSc Hons) you will be able to demonstrate:

B1. Takes responsibility, Drive to achieve in all aspects of work. Demonstrates resilience and determination when managing difficult situations. Seeks new opportunities underpinned by commercial acumen and sound judgement.

B2. Inclusive, Open, approachable, authentic, and able to build trust with others. Seeks the views of others and values diversity internally and externally.

B3. Agile, Flexible to the needs of the organisation. Is creative, innovative, and enterprising when seeking solutions to business needs. Positive and adaptable, responding well to feedback and need for change. Open to new ways of working and new management theories.

B4. Professionalism sets an example, and is ethical, fair, consistent and impartial. Operates within organisational values and adheres to the requirements of relevant professional bodies.

PROGRAMME FEATURES

Programme Overview

Programme Framework

The organising principle for this programme is built from the QAA Benchmark statement (2023) and the idea that these requirements could potentially be grouped and distilled into the following groups which are then reflected in the modules for each year, progressing from: managing the self and teams, to leading teams and organisations, to influencing organisations and systems.

- Managing and leading self, others, teams, organisations, and systems
  - QAA benchmark knowledges – people, organisational behaviour, social responsibility, strategy
- The internal and external contexts
  - QAA benchmark knowledges - markets, finance, information systems and business intelligence, social responsibility, business policy, digital business
- Developing and delivering products and services
  - QAA benchmark knowledges – marketing, customers, operations, communications including digital, innovation and enterprise development.

Our Business Management programme will enable you to:

- Develop a critical understanding of organisations, cultures and structures, their management and wider economic, environmental and social contexts.
- Understand the potential of digital transformation and the benefits and challenges this presents to business, including the need for an agile digital mindset and solution focussed approach to digital tools and technology.
- Develop skillsets using digital technology and information tools to professionally present information in the workplace to drive productivity and progress solutions to the SDGS.
- Gain Digital Badges. Student digital badging is based around the Jisc Individual Digital Capabilities model for Students broken down into the three sections from this:
  - Digital Capabilities for moving into HE study
  - Moving through HE study
  - Leaving HE Study

During the course, you will learn the subject specific digital skills you need over the course of the modules, and you will be supported with any core functional skills with accompanying online guidance available from CDT. The Digital Badge for UoConnected Digital Graduate will be achieved in three parts, corresponding with the three sections as above, across the timeline of the degree and appropriate and relevant to your time on programme

- Understand and begin to develop your practice in responsible, ethical, and sustainable leadership.
- Critically assess the importance and meaning attached to digital Human Resource Management (HRM) in organizations and the HR profession today. Understand how the use of technology can improve employee experience and support the delivery of people practices.

- Prepare for and develop understanding of a wide range of careers in business management within the private, public and community sectors.
- Develop relevant skills and attributes which enhance employability and equip graduates to become impactful global and inclusive citizens as well as reflective independent and collegial lifelong learners.
- Engage meaningfully with, and respond to, the SDGs and climate challenges to embed sustainable climate solutions in all relevant business functions.
- Using reflective practice, develop your understanding of the principles of equality, diversity and inclusion in an increasingly diverse and global world, fostering an inclusive approach in their future contributions to organisations and society.
- Understand the principles of accessibility and why it is a legal requirement.
- Develop a critical understanding of entrepreneurship theory (including social enterprise) with multiple opportunities to develop the entrepreneurial capacity, behaviours and mindset to support new venture creation and innovation within more established organisations.

Programme Details

- At Level 6, your prior knowledge and skills will be built on through the modules you will study and the opportunities you will be given to apply your knowledge. We have a varied approach to learning and like to bring realistic contexts to learning through case studies, problem solving exercises, business simulations and games. The programme integrates theory and practice by providing inputs to the student learning from guest speakers, lectures, practicing managers and through supporting assessment. Students will have opportunities to give and receive peer review on formative assessment and will be guided throughout in developing their skills in this vocational aspect of their personal development.
- Primarily, delivery is face to face. However, good use is made of the University's VLE and other learning resources such as e-portfolio to support teaching and learning. The team uses a wide range of teaching methods including lectures, seminars, workshops, field work, work-based learning including placements, employer-based case studies, live projects, guided learning, simulations, discussion groups including virtual forums and other digital formats. You will also be asked to work in small groups which encourage collaborative learning.
- Embedded into the curriculum throughout are, employability, digital skills, research methods and academic skills.
- At level 6, students are supported into the employability cycle through such activities as application preparation and mock interviews. Research skills are developed at all levels culminating in students designing and undertaking their own research project in Level 6. The Level 6 project is not a traditional dissertation and is instead a Consultancy project which might be the foundation of a new start-up, a practical project with a partner organisation, or a transformative organisational development initiative.

Throughout your programme we aim to motivate you through your learning and engagement in the following ways:

- providing multiple opportunities to apply your learning to 'real life' examples and develop and practice the skills you will need in employment.
- supplementing the support you receive from our classroom teachers, with our personal tutoring system.
- providing you with a range of opportunities to engage with business leaders and professionals, though, for example, guest speaker, trips and conferences.
- balancing out the assessment calendar the best we can so that you (and your tutors) reduce the stress points created by the "bunching" of assignments in the calendar.
- Developing you through tutorials and seminars, we aim to engage you and encourage your ability to make informed judgements in relation to your own work.
- In our feedback to you we provide you with both feedback and feed forward i.e., looking ahead to the next assignment you do;
- We have procedures in place to ensure that you are not unfairly disadvantaged in any way, so if you have particular learning needs, we will work closely with you and student services to ensure you get the support you need.

The BSc (Hons) Business Management programme is aimed at providing students with a broad exposure to many areas of business.

This programme is ideal if you want to leave yourself open to many career choices within business. It provides you with an element of flexibility to study within various business disciplines whilst customizing a plan of study that works with your interests and career goals.

Learning and Teaching

The University of Cumbria's Learning, Teaching and Assessment Strategy sets out clear aspirations and commitments for and to our students. The students who graduate from this institution are enquiring and self-reliant, confident and capable, professionally ready, digitally skilled, responsible individuals that are ambitious and proud.

In line with this strategy the underpinning philosophy of our business programmes is to create a learning and teaching culture where you feel welcome, a valued and active member of your learning community, enjoy learning, applying and testing your knowledge and skills and are comfortable challenging, debating and engaging in the business discipline and with your tutors and peers. You will have many opportunities to learn by interacting with others in collegiate, facilitative, and dynamic learning environments and have many opportunities to bring together theory and practice and apply your learning to 'real-life' business issues. We will also seek to enhance your learning by providing inputs from guest speakers, practising managers, and offering you workplace opportunities. We will also support your learning needs by working closely with you and our support services to identify any support needs you might have and/or adjustments that need to be made to our teaching or assessment practices.

At the heart of our curriculum is our commitment to the values and ethics underpinning contemporary business organisations and practices, a recognition of diversity and difference, promotion of inclusivity, sustainability and social responsibility. These attributes are encouraged

and practiced at every year of study as we support you to become one of our graduates. We hope that through your time with us you will find your place in learning environments that will both support and challenge you, explore ideas in and around your discipline and enable you to grow and develop to become an adaptable, innovative, knowledgeable graduate.

This programme has adopted a 30-credit modular structure which has been designed to allow you to immerse yourself in greater depth of the subject areas. Some of the benefits of using this model include you gaining greater knowledge and understanding of the discipline, reduced assessment burden due to studying fewer modules and more opportunities for formative assessment which will help you to achieve.

Practice and Application

The core business and management programme is designed to provide students with a theoretical understanding and practical skills related to:

- managing and leading themselves and others
- using innovation and creativity to develop solutions for customers, organisations and communities.
- analysing, understanding and influencing the internal and external environments and systems within which they will work, live and volunteer.

Module Size and Structure

In level 6 there will be an opportunity for you to undertake an independent piece of work such as a research or client project or to develop the start-up plans for a business or other form of organisation business plan. This gives you the opportunity to focus on your chosen specialism and draw together the knowledge and skills you have gathered over the course of your degree. It will also be an excellent opportunity for you to demonstrate your independent study and research skills.

Learning and Teaching

We use a variety of approaches to learning and teaching to make sure you develop an appropriate level of understanding of concepts, knowledge, theories and practices, alongside academic and work-related skills. On your programme you can expect to participate in all the following: lectures, group projects, problem-solving exercises, practical workshops and masterclasses, seminars, one-to-one tutorials:

- **Lectures** are used by both practice and theory tutors using a variety of media as support. You will be expected to take notes, ask questions and contribute to any group discussions that ensue. Typically, you will be recommended reading to prepare you for lectures and extend what has been delivered.
- **Seminars** will explore issues in greater depth with both tutor and student-led formats. These will require you to engage in research and background reading and will consider the relation of theory to practice and help develop wide ranging transferable skills.
- **Tutorials** provide individually tailored feedback to you. They can range from one-to-one to small group situations. They will be scheduled into timetabled sessions and as the course progresses you will be encouraged to request tutorials with specialist tutors for more involved feedback reflecting the advanced level at which you are working.

- **Practical Workshop Sessions** will provide the opportunity for you to develop and apply skills and knowledge. They normally take the form of tutor-led session, designed to allow you to focus on, experiment with, develop and personalise specialised skills, techniques and concepts.
- **Problem based learning** is a key element of your learning as 'problem solving' is an important skill for those working in business. Either as an independent trader, a small or large business employer or leader or as a member of a large multi-national organisation, you are likely to be faced with a range of business problems to 'solve'. There will never be only one answer or response to a problem and professionals need to resolve the demands of the situation within the resources and knowledge available to them, but also needs to work out the most effective way to respond to a brief and communicate efficiently with an audience. Over the course you will be given a number of 'business problems' to solve, either independently or as a team, and these will require thorough research, synthesising the information you have discovered and developing and presenting an appropriate response.
- **Simulations** are a great opportunity for you to apply their knowledge and skills to a 'real-life' scenario. For example, you might be asked to draw up a business plan for a new business or develop a digital marketing strategy for a struggling high street business. In the simulation you may be given a briefing by members of the company and be asked to report back.
- **Group work** is very important in business, as teamwork, getting input from different voices, the demands of different bodies and situations require that you develop skills in working with others, communication, trust, responsibility, flexibility and reliability. Many of the projects and tasks that you will be given will allow you to experience, consider and develop your team-working skills.
- **Research** throughout your programme you will be asked to read and research various topics, both independently and with your peers (this is often called *secondary research* as you are identifying and reading material which already exists in books and papers). However, whilst on the programme you will also develop skills to enable you to carry out your own research and data collection. For example, in setting up a website you might want to find out what sort of images 'attract' people and set up a focus groups to get people's thoughts and ideas.
- **Independent Learning** forms a natural and expected extension of the formal aspects of the course. Your ultimate success will be dependent on your willingness to develop, experiment with and extend the concepts and approaches introduced by project briefs. It is only with continued application that lasting and valuable progress can be made.
- **E-learning and Blackboard** is the portal to access to project briefs, timetables and lecture notes, to submit module assessments and receive summative feedback. Learning packages which can be completed at your own pace are also a feature in some modules.

Assessment

On the programme we use a variety of assessments to test both knowledge and skills. Where possible, across the programme we have designed ***authentic*** and ***applied*** assessments. This means that we have designed assignments to reflect the demands of "business2 and the workplace and which will require you to apply your learning to 'real life' business problems and scenarios. Examples of the types of assessments you are likely to encounter include:

- **Written work** is central to a degree course and many of the learning approaches and emphasis is put upon clarity of style and argument as well as presentation. Different forms of written language will be explored to ensure appropriate critical skills and creative authorship are examined. Written work can be either formatively or *summatively* assessed and this is always made clear in the assessment brief.
- **Digital Portfolios** are a method of presenting a collection of your work. For example, you might be asked to develop a 'professional development' portfolio whilst you are on programme. In the portfolio you might be encouraged to record examples of academic and professional training and development courses you have completed, application forms and an up-to-date C.V.
- **Mock Interviews** give you a real-world experience where we bring in careers specialists who will conduct interviews with you. You will have a chance to practice interview skills and prepare before the interview. This process aims to take away a lot of the stress of being interviewed and allows you the chance to reflect on how you could improve before applying for a job.
- **Presentations** provide an alternative way of conveying research and offer an opportunity for all learning types to develop their verbal communication skills. Confidence in being able to speak about your work is absolutely necessary in the workplace. Practicing these skills will contribute to your confidence and personal development.
- **Posters** are one method to share your ideas with a wider audience. In each year of your degree you will be invited to produce a poster.
- **Self-Assessment** is an important method of assessment. You will be given an opportunity to assess your work against the assessment criteria and rubric before the module tutor assesses your work. This process allows for a useful feedback tutorial about your sense of success and how well you are achieving your aspirations. Your involvement in the process means that you have the opportunity to devise, with your tutor, a bespoke achievement route to follow.
- **Assessment Criteria and Rubrics** are connected to each individual module and respond to the learning outcomes. As part of a group, you will work with a module tutor to moderate an assessment rubric where you can see what is being assessed, what you need to achieve for each grade band and the weighting attached to each criterion. This process gives you a clearer picture of how your work will be marked and you will gain a sense of involvement in the assessment process.
- **Anonymous Marking** is employed where possible, usually in contextual modules against written assignments. Your work is submitted anonymously so that first and second markers can assess your work without influence or bias.

As well as testing what you know and can do through a range of formal assessments where your mark will contribute towards your degree (*Summative Assessment*) you will get regular advice, guidance, and feedback while your work is in progress (*Formative Feedback*) through one-to-one, peer-to-peer and group tutorials. It is important that you recognise these more 'informal' feedback opportunities to discuss and develop strategies to develop your work and achieve the best possible results. In planning our assessments, we will review and scrutinise individual module assessment criteria to enhance clarity and objectivity. We will also ensure that assessment criteria reviewed

with you early in the module delivery, as part of individual and group assessment tutorials, and at a follow-up, in-class session prior to final submissions.

Transferable skills

The range of learning, teaching and assessment methods used in your programme also enables different aspects of your learning to be developed and tested. These include study skills, research methods, critical and analytical abilities, and your ability to manage your time and plan your work, work in a team, communicate through a range of mediums. Our learning and teaching methods allow you to develop both social and independent learning techniques.

Teaching Staff

Programme Team: Teaching/Research Interests/Areas of Expertise:

We are a diverse and research active team with a wide range of expertise and interests. These include:

Transformative Leadership

Leadership in Education

Entrepreneurship

Operations and Management

Intercultural Business Communication;

Global and Sustainability Issues;

Economics

Strategy

Digital Marketing,

Consumer Behaviour,

Sustainable Marketing,

Retailers' Strategies.

Experiential Marketing,

Branding

Career Development

Human Resource Management

Organisational Behaviour

Financial Markets/Capital Asset Pricing

Crypto Currency

Islamic Finance

Data Analytics

Taxation

Auditing

Corporate Reporting

Sustainable Business Models in the Digital Platform Economy,

Stakeholder involvement in social enterprise

Critical Practices of Leadership and Leadership Development

Coaching and Mentoring

Supply Chain and Logistics

Sustainability & Collaborative Leadership.

Assessment

Year 1

- 'Investor Pitch' presentation
- 'Business Plan' report
- Poster and Presentation
- Research/Business Planning Presentation
- Dissertation **or** Start-Up Business Plan **or** Business Marketing Campaign

Feedback

You will receive Formative feedback in each module as you develop and practice new skills such as academic writing, presentations, reflection, and digital media development. You will be supported in practicing and improving these skills ahead of using them as part of your Summative (marked) assessments. For your summative assessments you will receive Feedback on the assessment and your performance and Feedforward on how you can continue to improve and develop your skills and behaviours. Feedback will be focussed and concise, but there will also be opportunities for ongoing feedback and dialogue with your module tutors and personal tutor.

Graduate Prospects

A business management degree prepares you for a variety of careers in organisations and management. Whether working for a large, multi-national company or small, independent business in sectors as diverse as digital business, defence, utilities, fashion, health, marketing, I.T., education – all require well equipped managers with a clear understanding of systems, efficiency and operational issues and skills in leadership, teamwork and communication. Opportunities for business graduates are numerous and exist both in the private, public and voluntary sectors. The skills you will gain from a business degree will allow you to contribute to your chosen organisation quickly and effectively. Some examples of our past graduates' employment include:

- Managers in health care organisations
- Marketing officers and managers
- HR managers
- FandB Managers
- Teaching (secondary schools and colleges)
- Accountants
- Financial Analysts
- Financial Advisors
- Entrepreneurs
- Bank managers

- CEOs

Graduates may also progress to further study on a variety of Masters programmes (including the MBA and specialist business degrees e.g. in Marketing, Project Management and HRM) and or research degrees including MPhil, PhD, DBA or DProf.

MODULES

Year 1			
Code	**Title**	**Credits**	**Status**
UCBP6114	Innovation and Sustainable Enterprise	30	Compulsory
UCBP6115	Managing and Leading Change in Organisations	30	Compulsory
UCBP6116	Business Research Project	60	Compulsory
Students exiting at this point with a minimum 300 credits would receive a BSc Business Management **Students exiting at this point with 360 credits would receive a BSc (Hons) Business Management**			

Key to Module Statuses	
Core modules	Must be taken and must be successfully passed.
Compulsory modules	Must be taken although it may possible to compensate as a marginal fail (within the limits set out in the Academic Regulations and provided that all core or pass/fail elements of module assessment have been passed).
Optional modules	Are a set of modules from which you will be required to choose a set number to study. Once chosen, it may possible to compensate as a marginal fail (within the limits set out in the Academic Regulations and provided that all core or pass/fail elements of module assessment have been passed).
Optional modules may be subject to availability and viability. If we have insufficient numbers of students interested in an optional module in any given academic year, this may not be offered. If an optional module will not be running, we will advise you as soon as possible and help you choose an alternative module. Optional modules are normally selected 3 - 5 months in advance.	

Timetables
Timetables are normally available *here.* Please note that while we make every effort to ensure timetables are as student-friendly as possible, scheduled learning can take place on any day of the week.

ADDITIONAL INFORMATION

Student Support

The Student Enquiry Point is a simple way to contact Student Services. Using the Student Enquiry Point tile on the Student Hub you can submit an enquiry to any of the Student Services teams, which includes:

- Careers and Employability
- Chaplaincy for faith and spiritual wellbeing
- Mental Health and Wellbeing
- Digital Skills
- Disability and Specific Learning Difficulty (SpLD)
- International Student Support
- Library
- Money Matters
- Safeguarding
- Skills@Cumbria
- Sports and Fitness Facilities
- University Student Accommodation

As a student at the University of Cumbria you automatically become a member of the Students' Union. The Students' Union represents the views and interests of students within the University. The Students' Union is led by a group of Student Representatives who are elected by students in annual elections. They also support approximately 400 Student Academic Reps within each cohort across the entire University. The Students' Union represent the views of their cohort and work with academic staff to continuously develop and improve the experience for all University of Cumbria students. You can find out more about who represents you at www.ucsu.me. You can email at any time on studentvoice@cumbria.ac.uk.

Course Costs

Tuition Fees: Course fees can be found https://www.cumbria.ac.uk/study/courses/undergraduate/bsc-hons-business-management/

Exceptions to the Academic Regulations

This programme operates in accordance with the University's Academic Regulations and Academic Procedures and Processes, **but the following formally approved Programme Specific variations apply**:

- You are entitled to have one 30-credit module compensated in each academic level (4, 5 and 6)

- You must have successfully completed a minimum of 90 credits at Level 4, before progressing to Level 5
- You must have successfully completed a minimum of 90 credits at Level 5, before progressing to Level 6

External and Internal Benchmarks

- QAA Subject Benchmark Statements: Business and Management (2023)
- CIM https://www.cim.co.uk/qualifications/cim-accredited-degree/
- CIPD https://www.cipd.co.uk/#gref

Other internal reference includes:

- UoC Learning, Teaching and Assessment Strategy
- UoC Academic Regulations and Academic Procedures and Processes

Disclaimer

This programme has been approved (validated) by the University of Cumbria as suitable for a range of delivery modes, delivery patterns, and delivery sites. This level of potential flexibility does not reflect a commitment on behalf of the University to offer the programme by all modes/patterns and at all locations in every academic cycle. The details of the programme offered for a particular intake year will be as detailed on the programme webpage: https://www.cumbria.ac.uk/study/courses/undergraduate/bsc-hons-business-management/