KEY PROGRAMME INFORMATION

Originating institution(s)	Faculty responsible for the programme
Bournemouth University	Bournemouth University Business School

Final award(s), title(s) and credits
BA (Hons) Business and Management (*Top-Up*)* **The Award requires 120 credits (60 ECTS) achieved at Level 6** * The term 'Top-Up' is used for marketing and promotional purposes only. Students successfully completing this Programme will be awarded **BA (Hons) Business and Management**.

Intermediate award(s), title(s) and credits
N/A

UCAS Programme Codes	HECoS (Higher Education Classification of Subjects) Codes
• BA (Hons) Business and Management (*Top-Up*) NN12	• BA (Hons) Business and Management (*Top-Up*): 100078

External reference points

• The UK Quality Code for Higher Education including:
   o Qualifications Frameworks (incorporating the Framework for Higher Education Qualifications) (FHEQ);
   o Characteristics Statements (Foundations Degrees, Master's Degrees, Doctoral Degrees)
   o Credit Frameworks;
   o Subject Benchmark Statement: Business and Management (Feb 15).
• Professional, Statutory and Regulatory Body (PSRB) standards and guidelines (see below).
• Principles for Responsible Management Education (PRME)
• UN Sustainable Development Goals (UNSDG)
• British Chambers of Commerce
• Confederation of British Industry
• Department for International Trade
• Institute of Directors
• World Economic Forum

Professional, Statutory and Regulatory Body (PSRB) links
• The Association to Advance Collegiate Schools of Business (AACSB International)

Places of delivery
Bournemouth University

Mode(s) of delivery	Language of delivery
Full-Time	English

Typical duration
1 Year Level 6: 1 year

Date of first intake	Expected start dates
September 2022	September
Maximum student numbers	**Placements**
Not applicable	Not applicable
Partner(s)	**Partnership model**
Refer to Admissions and Progressions sections	Refer to Admissions and Progressions sections

Date of this Programme Specification August 2022	
Version number V1.2-0922	
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Author Mark Ridolfo	

PROGRAMME STRUCTURE

The Level 6 Direct Entry Business and Management (Top-Up) programme sits within the Business and Management suite of programmes, which has been developed according to the principles of 'deferred choice' and 'personalisation', to optimise opportunities for students to tailor their studies according to their previous studies, personal preferences, academic strengths and future career aspirations.

Students joining this programme will typically have studied a broad-based Foundation Degree, HND or equivalent, either in the UK or overseas, in a subject allied to business and/or management. Students are admitted on the basis of Recognition of Prior Learning (RPL), through a range of different admission or progression routes (please refer to later sections).

Depending on their prior studies, students may select from any of the specialist Level 6 Business and Management specialist 'Pathways', subject to being able to demonstrate that they have appropriate and sufficient academic underpinning in the desired subject area.

Programme Award and Title: BA (Hons) Business and Management

Year 1/Level 6

- Students are required to choose a specialist 'Pathway', comprising 3 core units and 2 optional units. 2 core units are taught and the other core unit is a 40-credit Project. 1 core unit and 2 options are normally studied in Semester 1. 1 core unit and the Project are normally studied in Semester 2.
- Pathway selection is subject to students being able to demonstrate that they have appropriate and sufficient academic underpinning in the desired subject area. All such decisions are made by the Programme Leader / Admissions Tutor.
- Students may only select approved option combinations. Details of which option combinations students are permitted to study are provided in Table 1, 'Permitted Option Combinations', below.
- Students may select from 5 Project types, depending on their Level 6 specialist Pathway:
  - Research Project
  - Reflective Practitioner Project
  - Consultancy Project
  - Entrepreneurship Project
  - Hacking for Sustainability
- Table 2, 'Project Requirements', below identifies the Project types that students may select from, depending upon their chosen specialisation.
- Irrespective of the Project type selected, the topic area of the Project <u>must</u> be within the specialist Pathway cognate area.

Unit Name	Core / Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code
			Exam 1	Cwk 1	Cwk 2			
Research in Business and Management	Core	20	30	70		40	1.0	100962
Organisational Leadership	Core	20		100		40	1.0	100088
Research Project*	Core*	40		100		20	1.0	100962
Reflective Practitioner Project* / **	Core*	40		100		20	1.0	100962
Consultancy Project*	Core*	40		100		20	1.0	100962
Entrepreneurship Project*	Core*	40		100		20	1.0	100962

Hacking for Sustainability Project*	Core*	40		100		20	1.0	100962
International Economics	Option	20	60	40		40		100452
Investment Management	Option	20	100			40		100828
Advanced Accounting Theory and Practice	Option	20	60	40		40		100105
Advanced Management Accounting	Option	20	60	40		40		100836
Entrepreneurship and Business Ventures	Option	20		100		40	1.0	101221
Managing Innovation	Option	20		100		40	1.0	101221
Global Operations Strategy	Option	20	50	50		40	1.0	100093
Global Supply Chain Management	Option	20		100		40	1.0	100093
Contemporary Issues in HRM	Option	20		100		40	1.0	100085
SHRM in Context	Option	20		100		40	1.0	100085
International Management	Option	20		50	50	35	1.0	100085
Global Strategic Marketing	Option	20	40	60		40	1.0	100853
Digital Marketing	Option	20		70	30	40	1.0	100075
Buying and Merchandising	Option	20		100		40	1.0	100092
Fashion Business	Option	20		100		40	1.0	100054
Advanced Project Management	Option	20		100		30	1.0	100812
Public Finance and Policy	Option	20		50	50	35	1.0	100601

* Students must select <u>one</u> Project type
** Students wishing to undertake the Reflective Practitioner must be able to evidence that they have undertaken appropriate work experience that is equivalent to a Placement, i.e. a minimum of 30 weeks, full-time, in a position of meaningful responsibility.

Exit qualification: BA (Hons) Business and Management

Full-Time UG award: Requires 120 credits (60 ECTS) at Level 6

Table 1: Permitted Option Combinations (subject to evidenced academic underpinning)

Specialist Pathway	Permitted Option Combinations

Economics	✓ International Economics
	✓ *1 from:*
	    o Investment Management
	    o Public Finance and Policy

Entrepreneurship	✓ Entrepreneurship & Business Ventures ✓ Managing Innovation

Finance	✓ Advanced Accounting Theory and Practice
	✓ *1 from:*
	  o Investment Management
	  o Advanced Management Accounting
	  o Public Finance and Policy

Global Operations	✓ Global Operations Strategy ✓ Global Supply Chain Management

HRM	✓ *2 from:*
	  o Contemporary Issues in HRM
	  o SHRM in Context
	  o International Management

Marketing	✓ Global Strategic Marketing
	✓ *1 from:*
	  o Digital Marketing
	  o Buying & Merchandising
	  o Fashion Business

Project Management	✓ Advanced Project Management
	✓ *1 from:*
	  o Managing Innovation
	  o Global Supply Chain Management*

Retail Management	✓ Buying & Merchandising
	✓ *1 from:*
	  o Fashion Business
	  o Digital Marketing

International Business and Management	✓ International Management ✓ Global Strategic Marketing

Table 2: Project Requirements

Students must *normally* select their Project type according to the Table below. Students wishing to select an alternative Project type may request to do so, providing a rationale and proposal. The Programme Leader and relevant Project Coordinator will decide whether the request may be approved.

Students' Project topic / focus must be linked to their Level 6 specialist Pathway, i.e. in the same subject cognate area. For example, a student selecting the Marketing Pathway must undertake a Marketing Project.

Specialist Pathway	Hacking for Sustainability Project	Research Project	Reflective Practitioner Project	Consultancy Project	Entrepreneurship Project
Economics	✓	✓			
Entrepreneurship		✓			✓
Finance	✓	✓	✓		
Global Operations	✓	✓			
HRM	✓	✓	✓		
Marketing	✓	✓	✓	✓	
Project Management	✓	✓		✓	

Retail Management	✓	✓	✓	✓	
International Business and Management	✓	✓	✓		6

AIMS OF THE DOCUMENT

The aims of this document are to:

- define the structure of the programme;
- specify the programme award title;
- identify programme learning outcomes;
- articulate the regulations governing the awards defined within the document.

AIMS OF THE PROGRAMME

The Business and Management (Top-Up) programme has been developed in accordance with the Subject Benchmark Statement for Business and Management (February 2015), which states that the purpose of business and management programmes is threefold:

- increasing understanding of organisations, their management, the economy and the business environment;
- preparation for and development of a career in business and management;
- enhancement of a wide range of skills and attributes which equip students to become effective global citizens.

The provision has been informed by a wide range of internal and external reference points, including:

- BU Business School Industry Advisory Board
- BU Business Studies Alumni LinkedIn group
- BU Business Studies Alumni Panel
- BU Centre for Excellence in Learning
- British Chambers of Commerce
- The Confederation of British Industry (CBI)
- The Department for International Trade (DIT)
- The Institute of Directors (IoD)
- Principles for Responsible Management Education (PRME)
- The UK Quality Code for Higher Education
- UN Sustainable Development Goals (UNSDG)
- The World Economic Forum

The design of the Programmes has also been informed by the expectations and requirements of the following Professional, Statutory and Regulatory Bodies:

- The Association to Advance Collegiate Schools of Business (AACSB International)
- The Association for Chartered Certified Accountants (ACCA)
- The Association for Project Management (APM)
- The Chartered Management Institute (CMI)
- The Chartered Institute of Management Accountants (CIMA)
- The Chartered Institute of Marketing (CIM)
- The Institute of Direct and Digital Marketing (IDM)
- The Institute of Chartered Accountants in England and Wales (ICAEW)

Accordingly, this Programme aims to develop critically informed, responsible, versatile, agile and resourceful graduates who:

- possess the knowledge, skills, values, behaviours and personal attributes to manage effectively in a range of dynamic organisational contexts;
- are critically aware of the wider impact of decisions on organisational stakeholders and society;
- have highly-developed team-working, communication, interpersonal, problem-solving and research skills;

- are able to independently manage their own learning, personal and professional development.

Graduates from these programmes will be able to operate professionally and effectively in a range of industrial, commercial and professional contexts, and improve an organisation's ability to perform, change and compete. Their subject-specific knowledge, combined with strong interpersonal, managerial and practical competencies will allow them to pursue management opportunities across a wide spectrum of roles, organisations and sectors, both at home and internationally.

Emphasis within all programmes is placed on the acquisition and informed application of knowledge and understanding, as well as the development of professional skills, values, behaviours, capabilities and personal qualities to act upon that knowledge. Throughout their studies, students are required to engage critically, by considering such issues as the social, ethical and political impact of decisions, managing diversity, being globally aware, and dealing with uncertainty and ambiguity. 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 themselves and others.

The development of personal and professional effectiveness, employability skills, global awareness and responsible citizenship features prominently throughout the programme, requiring students to critically reflect upon, and evidence, *inter alia*:

- ability to build and maintain relationships, and work collaboratively, both internally and with external stakeholders, with an awareness of mutual interdependence;
- ability to value diversity and work with people from a range of backgrounds and cultures;
- effective performance within a team environment, including leadership, followership, negotiation, team building, influencing and project management skills;
- effective communication and listening skills, including the ability to produce clear, structured communications in a variety of media and for a range of purposes;
- emotional intelligence and empathy;
- conceptual and critical thinking, analysis, synthesis and evaluation;
- a critical understanding of, and commitment to, ethical management, sustainability and responsible business practice;
- self-management, including a readiness to accept responsibility, become an independent learner, be resilient, proactive and appropriately assertive, and to plan, organise and manage time;
- self-awareness, self-reflection, and a commitment to personal and professional development.

Core content

All students joining the Programme at Level 6 are required to study the following core units, which enable students to develop advanced knowledge, understanding and skills in subject areas that are fundamental to business and management:

- ❖ Research in Business and Management
- ❖ Organisational Leadership
- ❖ Project

Subject-specific content

Depending on the Level 6 specialist Pathway selected, students will also develop the following subject-specific knowledge, understanding and skills:

Economics

This Pathway aims to enable students to develop knowledge, understanding and skills in the areas of domestic and international economic analysis, which will enable them to appreciate further the economic context of business and give them access to the economic, qualitative and quantitative techniques and ideas used in the analysis and solution of business problems in a global marketplace. Students will develop a critical appreciation of theories concerning the working of both

the micro-economy and the macro-economy, institutional and economic systems supporting the economy, and economic policy strategies domestically and internationally. Students will also develop important communication and analytical skills, which will enable them to analyse and discuss business problems and solutions, and enhance their employability.

Entrepreneurship

This Pathway aims to enable students to develop the knowledge, understanding, skills and behavioural traits that will enable them to operate effectively as entrepreneurs, whether independently or as part of a team, and within a range of organisational contexts.   Students will develop a critical appreciation of issues related to intrapreneurial and entrepreneurial activity, including the role of innovation, critical factors in the survival of start-ups, and reasons for failure. Students will equip themselves with the tools necessary to analyse the different requirements of small businesses, and to start and/or manage their own business. Students will develop a critical understanding of the role of entrepreneurial businesses in the economy and will develop their team-working, interpersonal and project management capabilities.

Finance

This Pathway aims to enable students to develop knowledge, understanding and skills in the areas of finance and accounting within an organisational and industry context. Many decisions made within organisations have a financial dimension and use both financial and management accounting information, and it is important for students to understand and be able to contribute to such discussions in the workplace. Students will develop the skills to interpret and appraise financial data and prepare management information using a variety of tools and techniques. Financial, accounting and reporting skills are becoming increasingly valued in a wide variety of business and organisational contexts, and continue to be sought after by all types of commercial and non-commercial organisations.

Global Operations

This Pathway aims to enable students to develop knowledge, understanding and skills in the areas of operations management, operations strategy and supply chain management in a global context. Students will develop a critical appreciation of the roles and impact of operations and supply chain management on the success and growth of an organisation. Many companies serve multiple global markets with products sourced and produced across many continents.   In this increasingly interconnected and interdependent global economy, the process of delivering supplies and goods from one place to another is accomplished by means of technological innovation. Students will develop a strategic understanding of how global operations and supply chain, through planning, sourcing, making, delivering and returning products and services to global businesses and their customers, can achieve competitive advantages for the firm.

HRM

This Pathway aims to enable students to develop the core knowledge, understanding and skills to operate as effective human resource practitioners, both at a generalist and specialist level. The units are closely linked to CIPD standards, providing students with a broad grounding in the key aspects of people management, with a strong focus on contemporary issues facing organisations in a range of dynamic and international contexts. Students will develop a critical appreciation of the nature and character of modern Human Resource Management (HRM), exploring both operational and strategic issues, and proposing appropriate solutions. Students will develop a critical understanding of the increasingly important role that the HR function plays in engaging, supporting and developing employees, and will be able to critically evaluate the impact of this role on organisational effectiveness.

Marketing

This Pathway aims to enable students to develop knowledge, understanding and skills in marketing functions, principles and practice, enabling them to develop marketing approaches for a range of marketing scenarios. The programme equips students with the ability to understand the specificity of different industry structures and tailor solutions to an increasingly integrated, digitised and globalised context. Students will develop a critical understanding of marketing, from both an operational and

strategic perspective, including the ability to analyse complex marketing scenarios, and use market and other information to make informed decisions. Students will also develop a critical appreciation of the concepts, principles and activities of international marketing, through a critical review of the theoretical frameworks for both the analysis of international marketing environments and the development of international marketing programmes.

Project Management

This Pathway aims to enable students to take an overarching perspective of projects through the study of key processes, systems and practices that contribute to effective project management, including stakeholder engagement, individual and corporate behaviours, sustainable development, cultural and ethical dimensions, analysis and decision-making. Project management is the art and science of 'getting things done'. Project outcomes may be tangible and enduring – as is the case with buildings and introducing new technology - or more nuanced and ethereal, such as a pop-up performance art and organisational change. Responsible management is needed to ensure that projects deliver beneficial change. Students will develop the skills, knowledge and understandings required to manage projects effectively within a dynamic and global context.

Retail Management

This Pathway aims to enable students to develop the knowledge, understanding and skills required to meet the challenges presented by a career in a national or international retail environment. Students will develop a critical understanding of the principles and methods of working in the retail industry, with a focus on the cognitive abilities of critical evaluation, analysis and synthesis. Students will also develop the practical management skills that are required to operate effectively in the retail sector. Students will be expected to demonstrate the strong communication and team-working skills, as well as the self-reliance, self-discipline, resilience and creativity that are sought after within an increasingly interdisciplinary industry. The programme fosters an ethos founded upon academic curiosity and independence, so as to provide the appropriate foundations for further study and training.

International Business and Management

This Pathway aims to enable students to develop the knowledge, understanding, skills and behaviours that will enable them to conduct themselves professionally, credibly and responsibly in an international working environment. Students will develop cultural, ethical and linguistic sensitivity, as well as a critical appreciation of the challenges of working and managing internationally. The programme focuses on developing within students a critical understanding of how culturally distinct management styles impact on organisations, both operationally and strategically, across different sectors. The programme has a strong focus on developing students' understanding of responsible business practice, as well as their cross-cultural teamworking and communication skills. An emphasis on authentic learning and assessment, characterised by ambiguity and complexity, will equip students with the ability to interact effectively, appropriately and confidently in international work contexts.

ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

The Business and Management suite of Programmes is fully aligned with the BU 2025 Strategic Plan, BU's Fusion vision and outcomes, and its values of excellence, inclusivity, responsibility and creativity:

- All our programmes fuse relevant, inclusive and contemporary curricula with the expertise of the teaching team, as well as industry practitioners, both within and beyond the university's campus (A1-A3; B3; C1; C2; D1; D2);
- Learning, teaching and assessment are informed by the current research, education and professional practice interests of the teaching team and relevant external collaborators and partners (A1-A3; B1-B3; C1; D1; D2);
- Our programmes equip students with the intellectual, practical and transferable skills for future employment (A3; B1; C1; C2; D1; D2);

- Our students develop a critical understanding of ethical management, corporate governance and social responsibility, sustainability, and responsible business practice (C1-3; D1; D2);
- Our curricula enable students to develop cultural awareness and/or an appreciation of their subject within a global context through the study of units with an international focus, as well as through opportunities to study and/or work abroad (A1; A2; C2; D3).

Additionally, our programmes align with other key BU priorities, as follows:

- All programmes align with BU's *Common Academic Structure*;
- In accordance with BU's Academic Regulations, Policies and Procedures, all our programmes have entry and exit points at the beginning and end of each Level;
- In order to allow students to better personalise their studies, the programmes are structured according to the principle of deferred choice, enabling students to tailor their studies according to their personal preferences, academic strengths and future career aspirations;
- Our assessment strategy has been fully aligned with the *6C Principles of Assessment Design Policy,* except where PSRB requirements determine otherwise;
- Our programmes align with BU's internationalisation agenda in several ways:
  - o units are delivered by academics from all over the world;
  - o the international focus of our curricula ensures that our students understand their subject specialism in a global context;
  - o they provide opportunities for students to study and/or work abroad;
  - o direct entry onto Level 5 or Level 6 is permitted on the basis of Recognition of Prior Learning / Progression.
- Programme delivery makes full use of BU's virtual learning environment (VLE), Brightspace, through which students can remotely access programme-related materials and additional information / support, as well as submit assessment;
- Learning, teaching and assessment on these programmes are informed by BU's 'Centre for Excellence in Learning' (CEL), including the Technology Enhanced Learning (TEL) strategy. Accordingly, blended learning, flipped learning, co-creation, feedback / feed-forward, patchwork assessment, phased assessment, and other dynamic and innovative pedagogical approaches are embedded within the programmes;
- In line with BU's commitments to responsibility and sustainability, the Business and Management curriculum is delivered in accordance with the Principles for Responsible Management Education (PRME), as well as with the UN Sustainability Development Goals (UNSDG);
- The programmes have been designed in accordance with the requirements of the AACSB International, in respect of Assurance of Learning (AoL), as well as to ensure that innovation, engagement and impact are emphasised throughout the curriculum.

LEARNING HOURS AND ASSESSMENT

Bournemouth University's taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The credit value of all Business and Management units, with the exception of the Level 6 Project, is 20 credits. The credit value of the Project is 40 credits.

20 credits equates to 200 study hours required of the student, including lectures, seminars, assessment and independent study. 20 Bournemouth University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

Contact hours may take the form of timetabled / scheduled sessions, such as lectures, seminars, demonstrations, lab sessions, one-to-one tutorials, assessment feedback sessions and so on, but may also take the form of virtual contact, e.g. via email, Brightspace (VLE) and other forms of technology.

The number of contact hours for most taught Business and Management units is normally equivalent to 40 hours. However, on units with a particularly strong focus on independent learning and/or group-based assessment, and which seek to simulate real life scenarios, the number of contact hours may be fewer. For example, the following units will typically include 30/35 hours of contact:

- Advanced Project Management
- International Management

The Level 6 Project is based on 20 hours of contact, primarily composed of individual supervision tutorials, Project Forums (Lectures) and virtual support, e.g. via email, Brightspace and other forms of technology.

The assessment workload for a unit takes into account the total time devoted to study, including the assessment workload (i.e. formative and summative assessment) and the taught elements and independent study workload (i.e. lectures, seminars, preparatory work, practical activities, reading, critical reflection).

Assessment per 20-credit unit normally consists of 3,000 words or equivalent, except where PSRB requirements determine that the assessment load must be greater. Where this is the case, the Unit Specification will specify the assessment load and associated PSRB.

Level 6 Projects are distinct from other assessment types, in that the word count for these assignments is 5,000 words per 20 credits, recognising that undertaking an in-depth piece of original research as the capstone to a degree is pedagogically sound.

STAFF DELIVERING THE PROGRAMME

Students will usually be taught by a combination of senior academic staff and others who have relevant expertise, including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians and research students.

Since our Business and Management programmes focus significantly on the needs and expectations of employers, as well as organisational contexts and challenges, some assessments, e.g. presentations, simulations, practical exercises, may also be evaluated formatively by qualified professional practitioners, who will typically provide informal feedback at the time of the assessment.

INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

PROGRAMME INTENDED PROGRAMME OUTCOMES

This Programme presents students with a dynamic, challenging and intensive learning experience, and the opportunity to specialise in a specific area of business and management. In addition to the three Core units of 'Research in Business and Management', 'Organisational Leadership' and the 'Project', students undertake two specialist, complementary Options, providing them with the opportunity to explore a range of concepts and themes, which they might then explore further within their Project. In order to prepare students for the Project, and enable them to develop a Proposal, the 'Research in Business and Management' unit provides students with the fundamental knowledge, understanding, theories, practices, tools and techniques required to undertake research activities. At Level 6, students are expected to take responsibility for their learning experience and show themselves to be near-autonomous learners. Level 6 students are also expected to demonstrate high levels of resilience, as well as the ability to manage information gaps, complexity, uncertainty and ambiguity.

A: Subject knowledge and understanding	The following learning and teaching and assessment strategies and methods enable students to achieve and to

This Programme / Level 6 provides opportunities for students to develop and demonstrate knowledge and understanding of:	demonstrate the Programme / Level 6 learning outcomes:
A1 organisations and the complex, diverse and dynamic contexts and environments in which they operate; **A2** business, management, organisational and leadership theories, models, frameworks, functions and processes; **A3** the scope and limitations of current knowledge, understanding and practices; **A4** pervasive, contemporary and emerging issues; **A5** tools, techniques and methods for undertaking research; **A6** the further and specific application of the above to the selected specialist Pathway**:** - Economics - Entrepreneurship - Finance - Global Operations - HRM - International - Marketing - Project Management - Retail Management	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): - lectures (A1–A6); - seminars (A1–A6); - guided study (A1-A6); - use of the VLE (A1-A6); - independent study (A1-A6); - collaborative learning (A1-A6). Assessment strategies and methods (referring to numbered Intended Learning Outcomes): - essays / reports (A1-A6); - collaborative assessment (A1-A6); - examinations (A1-A6); - digital artefacts (A1-A6); - presentations (A1-A6); - simulations / role plays (A1-A6); - project (A1-A6).
B: Intellectual skills This Programme / Level 6 provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the Programme / Level 6 learning outcomes:
B1 critically evaluate and apply concepts, theories and models to analyse complex and dynamic situations; **B2** collate and integrate evidence from a range of sources to support findings and generate proposed solutions and hypotheses; **B3** analyse and synthesise information, identifying implicit values, detecting false logic or reasoning, and ensuring that conclusions are supported by evidence; **B4** apply appropriate knowledge and skills, in familiar and unfamiliar contexts, to identify, define and resolve complex problems.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): - lectures (B1–B4); - seminars (B1–B4); - guided study (B1-B4); - use of the VLE (B1-B4); - independent study (B1-B4); - collaborative learning (B1-B4). Assessment strategies and methods (referring to numbered Intended Learning Outcomes): - essays / reports (B1-B4); - collaborative assessment (B1-B4); - examinations (B1-B4); - digital artefacts (B1-B4); - presentations (B1-B4); - simulations / role plays (B1-B4);

	• project (B1-B4).
C: Practical skills This Programme / Level 6 provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the Programme / Level 6 learning outcomes:
C1 demonstrate high levels of confidence, competence and professionalism in the use of information and digital technologies, including working effectively in an online environment; **C2** locate, extract and interpret data from multiple sources, acknowledging and referencing sources in accordance with prescribed referencing and ethical requirements; **C3** communicate professionally in a range of different contexts and scenarios, using a variety of media / channels; **C4** prepare and present data in a range of appropriate formats.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (C1-C4); • seminars (C1-C4); • guided study (C1-C4); • use of the VLE (C1-C4); • independent study (C1-C4); • collaborative learning (C1-C4). Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • essays / reports (C1-C4); • collaborative assessment (C1-C4); • examinations (C1-C4); • digital artefacts (C1-C4); • presentations (C1-C4); • simulations / role plays (C1-C4); • project (C1-C4).
D: Transferable skills This Programme / Level 6 provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the Programme / Level 6 learning outcomes:
D1 perform professionally and sensitively when working in collaboration with others; **D2** deploy a range of high-level interpersonal skills, including effective listening, negotiating, conflict resolution, persuasion and presentation; **D3** demonstrate openness and sensitivity to diversity in terms of other people, cultures and practices; **D4** manage their own motivation, tasks and behaviour in enterprising, creative, innovative and professionally appropriate ways; **D5** evidence the ability to reflect, upon self and others, in order to improve learning and performance; **D6** demonstrate high levels of resilience, as well as the ability to manage information gaps, complexity, uncertainty and ambiguity.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (D1-D6); • seminars (D1-D6); • guided study (D1-D6); • use of the VLE (D1-D6); • independent study (D1-D6); • collaborative learning (D1-D6). Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • essays / reports (D1-D6); • collaborative assessment (D1-D6); • examinations (D1-D6); • digital artefacts (D1-D6); • presentations (D1-D6);

	- simulations / role plays (D1-D6); - project (D1-D6)

ADMISSION REGULATIONS

Please refer to the course website for further information regarding admission regulations for this programme: BA (Hons) Business Management Top Up - Online | Bournemouth University

PROGRESSION ROUTES

Recognition arrangements provide formally approved entry or progression routes, through which students are eligible to apply for a place on a programme leading to a BU award. Recognition does not guarantee entry onto the BU receiving programme only eligibility to apply. In some cases, additional entry criteria such as a Merit classification from the feeder programme may also apply. Please see the Recognition Register for a full list of approved Recognition arrangements and agreed entry criteria: https://docs.bournemouth.ac.uk/sites/as/academicquality/partners/Partner%20Register/Partner%20Register.xlsx?Web=1

In order to take advantage of exciting new approaches to learning and teaching, as well as developments in industry, the current, approved Articulation/Recognition/Progression route(s) for this programme may be subject to change. Where this happens students will be informed and supported by the Faculty as early as possible.

ASSESSMENT REGULATIONS

The regulations for this programme are the University's Standard Undergraduate Assessment Regulations: https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-undergraduate.pdf

WORK BASED LEARNING (WBL) ELEMENTS

Since this is a Level 6 Direct Entry programme, there are no formal WBL elements. However, students undertaking this route are encouraged to secure shorter-term and/or part-time work experience through opportunities promoted via MyCareerHub.

Programme Skills Matrix

	Units	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6
	Research in Business and Management	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Organisational Leadership	*	*	*	*	*		*	*	*	*	*	*	*	*				*		*
	Research Project	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Reflective Practitioner Project	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Consultancy Project	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Entrepreneurship Project	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Hacking for Sustainability Project	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	International Economics	*	*	*	*	*	*	*	*	*	*	*	*	*	*				*		*
	Investment Management	*	*	*	*	*	*	*	*	*	*	*	*	*	*				*		*
	Advanced Accounting Theory and Practice	*	*	*	*	*	*	*	*	*	*	*	*	*	*				*		*
L	Advanced Management Accounting	*	*	*	*	*	*	*	*	*	*	*	*	*	*				*		*
	Public Finance and Policy	*	*	*	*	*	*	*	*	*	*		*	*	*		*	*	*	*	*
6	Entrepreneurship and Business Ventures	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Managing Innovation	*	*	*	*	*	*	*	*	*	*	*	*	*	*				*		*
	Global Operations Strategy	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Global Supply Chain Management	*	*	*	*	*	*	*	*	*	*	*	*	*	*				*		*
	Contemporary Issues in HRM	*	*	*	*	*	*	*	*	*	*	*	*	*	*				*		*
	SHRM in Context	*	*	*	*	*	*	*	*	*	*	*	*	*	*				*		*
	International Management	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Global Strategic Marketing	*	*	*	*	*	*	*	*	*	*	*	*	*	*				*		*
	Digital Marketing	*	*	*	*	*	*	*	*	*	*	*	*	*	*				*		*
	Buying and Merchandising	*	*	*	*	*	*	*	*	*	*	*	*	*	*				*		*
	Fashion Business	*	*	*	*	*	*	*	*	*	*	*	*	*	*				*		*
	Advanced Project Management	*	*	*	*	*	*	*	*	*	*	*	*	*	*				*		*

Header: Programme Intended Learning Outcomes (refer to Table below)

A – Subject Knowledge and Understanding	C – Practical Skills
This programme provides opportunities for students to develop and demonstrate knowledge and understanding of: 1. organisations and the complex, diverse and dynamic contexts and environments in which they operate; 2. business, management, organisational and leadership theories, models, frameworks, functions and processes; 3. the scope and limitations of current knowledge, understanding and practices; 4. pervasive, contemporary and emerging issues; 5. tools, techniques and methods for undertaking research; 6. the further and specific application of the above to a specific subject discipline, depending on selected Level 6 specialisation.	This programme provides opportunities for students to: 1. demonstrate high levels of confidence, competence and professionalism in the use of information and digital technologies, including working effectively in an online environment; 2. locate, extract and interpret data from multiple sources, acknowledging and referencing sources in accordance with prescribed referencing and ethical requirements; 3. communicate professionally in a range of different contexts and scenarios, using a variety of media / channels; 4. prepare and present data in a range of appropriate formats.
B – Intellectual Skills	D – Transferable Skills
This programme provides opportunities for students to: 1. critically evaluate and apply concepts, theories and models to analyse complex and dynamic situations; 2. collate and integrate evidence from a range of sources to support findings and generate proposed solutions and hypotheses; 3. analyse and synthesise information, identifying implicit values, detecting false logic or reasoning, and ensuring that conclusions are supported by evidence; 4. apply appropriate knowledge and skills, in familiar and unfamiliar contexts, to identify, define and resolve complex problems.	This programme provides opportunities for students to: 1. perform professionally and sensitively when working in collaboration with others; 2. deploy a range of high-level interpersonal skills, including effective listening, negotiating, conflict resolution, persuasion and presentation; 3. demonstrate openness and sensitivity to diversity in terms of other people, cultures and practices; 4. manage their own motivation, tasks and behaviour in enterprising, creative, innovative and professionally appropriate ways; 5. evidence the ability to reflect, upon self and others, in order to improve learning and performance; 6. demonstrate high levels of resilience, as well as the ability to manage information gaps, complexity, uncertainty and ambiguity.