Anglia Ruskin University

London School of Commerce

Programme Specifications

For the

BA (Honours) Business Studies

August 2015

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Programme Aims and Objectives

The principal aim of the programme is to produce students with the knowledge, skills and potential to embark on careers in management and the global business environment.

Educational aims

The principal aims are to:
- Develop a critical awareness and understanding of the main functional areas of business administration and the management process within a variety of institutional and organisational contexts.
- Produce a graduate with the necessary applied and intellectual skills and knowledge to make an effective contribution to an organisation as a junior/middle manager upon graduation.
- Develop in students a critical appreciation, comprehension and understanding of the roles managers undertake in the modern business world.
- Establish the foundation for future and continuing professional development.
- Provide students with the analytical and evaluative skills commensurate with degree level higher education. That is, to develop students' intellectual and imaginative powers, their understanding and judgement; their problem-solving skills; their ability to communicate; their ability to see relationships within what they have learned and to perceive their study of business in a broader perspective.

Programme Objectives:

The above aims will be met by students developing their:
- understanding of how they learn and their ability to formulate new ideas,
- knowledge of, and ability to use, appropriate information systems,
- skills in numeracy to enable them to understand and use finance and accounting processes,
- ability to undertake investigations and to analyse the data and information gathered,
- ability to implement new ideas and strategies for the benefit of organisations,
- Written and oral communication skills.

Intended learning outcomes	
Intended learning outcomes and the means by which they are achieved and demonstrated	
A. Knowledge and Understanding	
On successful completion of the pathway a student will be expected to be able to:	**Learning/teaching methods and strategies:**
Knowledge, Understanding and Skills **Knowledge and Understanding** A1 Understand and be able to evaluate the role of individual and group behaviour within organisations and demonstrate and articulate a critical awareness of contemporary business and management issues which is informed by research and practice in the field; A2 Demonstrate a broad and critical understanding of global business and organisational contexts including the main institutional frameworks and operational and strategic contexts A3 Understand and comprehend the roles and relationships between theory and practice and the functional areas of business and management and the forces shaping the wider business and organisational environment A4 Display an understanding of research in the area of business and management and its contribution to practice including qualitative and quantitative methods A5 The changing international context of business and the challenges this poses to organisations and management	Through a combination of: • A variety of teaching and learning strategies including: lecture, seminar, case study, business project development, dissertation and case study based projects • Guest lecturers from leading edge practitioners at senior level within a global context; • Directed private study, including reading quality texts and articles, and researching on the internet; • Personal and professional critical self-reflection including feedback from colleagues and superiors.
	Assessment methods and strategies:
	Via:

	• Assignments, Business Reports, Examinations, Dissertation and Case Study analysis. • Assessments focus on practice and applications which are grounded in an appreciation of theory and the relationship between theory and practice • Case studies which critically examine key strategic issues within contemporary business organisations; • Project work carried out and reported upon based on theory, case study, project work • Of particular importance will be the degree to which students are able to use theoretical perspectives to illuminate, analyse and evaluate business problems, and also their ability to relate their own experiences to the wider study of business.
B. Intellectual (thinking), practical, affective and transferable skills	
On successful completion of the pathway a student will be expected to be able to:	**Learning/teaching methods and strategies:**
Cognitive Skills	Through a combination of: • The creation of a learning environment which fosters individual development , encourages debate and critical discussion debate and constructive argument; • Modules which encourage students to critically assess theory and leading edge practice with a view to creating new concepts and practices for the future; • Practical projects which foster originality of thought and enterprise; • Exercises which develop critical analysis capabilities and skills of synthesis application and evaluation of financial statements.

B1 Critically analyse and draw reasoned conclusions concerning complex structures, and to a more limited extent, unstructured, problems	

B1   Critically analyse and draw reasoned conclusions concerning complex structures, and to a more limited extent, unstructured, problems

B2   Identify, extract and critically analyse and evaluate data from multiple sources for problem solving and decision making

B3   Present arguments and make judgements which are supported by appropriate evidence

B4   Demonstrate an ability to apply critical skills to the operation and practice of business and management within organisational contexts

B5   Display an ability to adopt a broad perspective and to engage in informed criticism of existing business and management practices

Practical and Professional Skills

C1   Manage own learning process

C2   Describe business and professional practices in relation to its social, political and environmental context

C3   Utilise their knowledge, understanding and skills to plan and successfully complete a business task

C4   Work effectively , individually or as a part of a team, within a real or simulated business situation

C5   Demonstrate an understanding of the ethical issues within the profession and also broader ethical issues facing the business community along with their implications

Transferable Skills D1 Take responsibility for their own learning and independently create and implement plans to achieve specific goals and objectives D2 Work in groups effectively by adopting appropriate roles and processes D3 Communicate effectively, orally and in writing, by selecting a format and style appropriate to the context D4 Select and apply quantitative and qualitative Analysis techniques appropriate to the task to analyse and evaluate problems D5 Demonstrate competence in the application of Standard business IT applications D6 Reflect on their learning actions and be culturally Sensitive and aware D7 Develop the skills of the reflective practitioner	
	Assessment methods and strategies:
	Formative assessment will include: • Exchange of work between individuals and groups; • Material presented in class, where clarity of argument, theoretical bases and evidence of depth of thought is supported with references to theory, and currency of thought;

	• Feedback in class situations on topics of current interest, and from textual material and research papers and articles; • Evidence of the breadth of research may include internet sources where appropriate to the curriculum topics covered. Summative assessment will include: • Assignments, reports, case study analysis, dissertation examinations which critically assess student abilities • An project which promotes critical thinking and requires he considered use of evidence and argument leading to recommendations and conclusions based on the careful consideration of evidence • A research proposal which allows students to evaluate and apply research philosophies and methodologies and is applied to either a Dissertation or a Business Proposal ; • Evidence of critical consideration in the undergraduate project Cognitive skills are accessed via a variety of written and oral assessments, both group and individual in nature. The wide ranging methodological analyses and extensive use of case study material/real life examples, throughout the programme provide many opportunities for students to develop and exercise deductive, inductive and other cognitive skills.

Mapping of Learning outcomes	Programme Learning outcomes																					
Module	**Knowledge understanding and skills**					**Intellectual (thinking), practical, affective and transferable skills**																
						Cognitive skills					**Practical and Professional Skills**					**Transferable skills**						
	A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6	D7
Semester 1																						
Marketing Management			☐	☐		☐	☐	☐	☐		☐	☐	☐		☐	☐		☐	☐		☐	
Managing Information and Technology		☐	☐		☐		☐	☐	☐	☐	☐	☐	☐			☐		☐		☐		
Quantitative Techniques in Business			☐				☐	☐	☐		☐		☐			☐		☐	☐	☐		
Semester 2																						
Business Accounting		☐			☐		☐	☐			☐		☐		☐	☐		☐	☐			
Managerial Economics		☐	☐		☐		☐	☐			☐	☐	☐			☐		☐	☐			
Organisational Behaviour	☐	☐	☐		☐	☐	☐	☐	☐	☐	☐	☐	☐		☐	☐		☐			☐	
Semester 3																						
Human Resource Management	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐		☐	☐		☐	
Project	☐	☐	☐		☐	☐	☐	☐	☐	☐	☐	☐	☐	☐		☐		☐	☐		☐	

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	A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6	D7
Management																						
Personal Managerial Effectiveness	□		□		□	□	□	□	□		□	□	□	□	□	□	□	□			□	□
Semester 4																						
Business Research Methodologies				□			□	□	□		□		□		□	□		□	□		□	
International Business	□	□	□		□	□	□	□	□	□	□	□	□	□	□	□		□	□		□	
Financial Management Analysis		□	□		□	□	□	□	□	□	□		□	□	□	□		□	□			
Semester 5																						
Strategic Management		□	□		□	□	□	□	□	□	□	□			□	□		□		□		□
Entrepreneurship	□	□	□	□		□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□
Semester 6																						
Business Project	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□		□	□
Dissertation Project	□	□	□	□	□	□	□	□	□	□	□		□			□		□	□	□		
Innovation and		□	□		□	□	□	□	□	□	□	□			□	□		□		□		

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	A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6	D7
Technology Management																						
Integrated Case Study	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐		☐	☐

Program Structure
Level 1 Details (FHEQ Level 4)

In order to complete this pathway a student must successfully complete all the following compulsory modules (totalling 120 credits):

Module Code	Module Title	Credit	Existing (E)/ New (N)
	Marketing Management	**20**	**N**
	Managing Information and Technology	**20**	**N**
	Quantitative Techniques in Business	**20**	**N**
	Business Accounting	**20**	**N**
	Managerial Economics	**20**	**N**
	Organisational Behaviour	**20**	**N**

Level 2 Details (FHEQ Level 5)

In order to complete this pathway a student must successfully complete all the following compulsory modules (totalling 120 credits):

Module Code	Module Title	Credit	Existing (E)/ New (N)
	Human Resource Management	**20**	**N**
	Project Management	**20**	**N**
	Personal managerial Effectiveness	**20**	**N**
	Business Research Methodologies	**20**	**N**
	International Business	**20**	**N**
	Financial Management Analysis	**20**	**N**

Level 3 Details (FHEQ Level 6)   NB the level must contain a Major Project of either 30, 45 or 60 credits for an honours degree

In order to complete this pathway a student must successfully complete all the following compulsory modules (totalling 80 credits):

Module Code	Module Title	Credit	Existing (E)/ New (N)
	Strategic Management	**20**	**N**
	Entrepreneurship	**20**	**N**
	Innovation and Technology Management	**20**	**N**
	Integrated Case Study	**20**	**N**

In order to complete this pathway a student must successfully complete at least 40 credits from the following list of designated modules:

Module Code	Module Title	Credit	Existing (E)/ New (N)
	Dissertation project	**40**	**N**
	Business project	**40**	**N**

Level 3 Details – Undergraduate Awards

In order to complete this pathway a student must successfully complete all of the following compulsory modules (totalling 320 credits):All modules are core modules

Module Code	Module Title	Credit	Existing (E)/ New (N)
	Marketing Management	20	N
	Managing Information and Technology	20	N
	Quantitative Techniques in Business	20	N
	Business Accounting	20	N
	Managerial Economics	20	N
	Organisational Behaviour	20	N
	Human Resource Management	20	N
	Project Management	20	N
	Personal Managerial Effectiveness	20	N
	Business Research Methodologies	20	N
	International Business	20	N
	Financial Management Analysis	20	N
	Strategic Management	20	N
	Entrepreneurship	20	N
	Innovation and Technology Management	20	N
	Integrated Case Study	20	N

In order to complete this pathway a student must successfully complete at least 40 credits from the following list of designated modules:

Module Code	Module Title	Credit	Existing (E)/ New (N)
	Dissertation Project	40	N
	Or Business Project	40	N

Assessment and Marking Criteria

During the completion of your course you will be assessed using a variety of assessment methods. It is likely, however, that your assessments will predominantly comprise of coursework and exams. In some modules other assessment methods will be used e.g. projects, presentations and peer assessments.

In the first instance your assessment will be marked by your module tutor. To ensure that all marking is fair, a sample is taken from the batch of work and marked by a second marker. If there are any discrepancies in marks awarded, it is likely that the work will be referred to a third party. An External Examiner also approves the marks.

At the end of each module, a mark will be proposed for the Examinations Board, which will, under normal circumstances, accept the grade awarded.

Forms of assessment

Assessment of knowledge and understanding is achieved using a range of in- class, in-module and end of module assessments which include:-

- assignments, reports, case studies, projects and reflective reports;
- the analysis and critical use of evidence, which may be drawn from a variety of sources;
- critical reviews and presentations,
- practical and applied assessment,
- presentations and discussions (individual and group – in class),
- case study analysis
- presentation of reports,
- business reports,
- project reports
- examinations

Details of the assessment method for each module can be found in the Module Descriptor on the portal.

Reassessments

Students who fail a module or component in a module may have to be reassessed. Full reassessment regulations can be found on the portal pages.

In some instances, students may not be able to progress to their proceeding semesters until a satisfactory level of credits has been attained. This can also affect TIER 4 visa regulations. Please contact your Programme Administrators regarding any reassessment issues.

Module Descriptors

Code	**MOD003384**
Title	**Marketing Management**
Brief description	The Module aims to:- This module aims to introduce students to marketing concepts, the environmental and organisational factors that shape marketing decisions. It examines the role of marketing decisions in a variety of settings including manufacturing and service firms, consumer and Business markets, profit and non profit organisations, domestic and global companies and small and large businesses. Students will develop a solid understanding of the relationship between business strategy and the decision areas under marketing responsibility. They will apply tools and conceptual models for understanding customers, competition and relevant environmental issues. They will also develop insights into the creative selection of target markets and making marketing mix decisions to meet the needs of selected target markets. This module will also provide a foundation for cognate subjects on the diploma and advanced diploma leading to the degree. Module assessment includes the production of a specified assignment and a specified report on aspects of marketing.

Code	MOD003385
Title	**Managing Information and Technology**
Brief description	This module involves a comprehensive study of the use of information systems for management. The module focuses on the development and effective use of management information systems in today's companies' decision-making and examination of traditional Information systems development from the end-user's perspective. Emphasis will be on the understanding and practical application of information systems to enhance the organisation's effectiveness in achieving its goals. The aims of this module are to:- • Enable students to understand the use of applications software • Develop individual applications that solve business problems. • Investigate the opportunities and problems associated with computer-based management information system provide the background for determining the usefulness of computers to assist management in the planning and control of business operations.

Code	MOD003386
Title	**Quantitative Techniques in Business**
Brief description	The purpose of this module is to develop the student's ability to use mathematics and statistics to solve business problems. The module is designed to provide a firm foundation in statistics and commonly used quantitative methods, which will prove useful in helping students to understand and appreciate other modules in Business Studies programme. Students will be encouraged to use appropriate computer software to present and analyse statistical data in the context of quality production and business related problems.

Code	MOD003387
Title	**Business Accounting**
Brief description	This module is designed to introduce students to the nature, function, concepts, theory and method of financial accounting. It aims to develop students' ability to handle accounting data and to prepare financial statements. The module also examines the role of accounting theory and current debates on alternative approaches that challenge traditional concepts. It analyses the search for a conceptual framework and reviews the limitations of current accounting practices. Students will develop a broad understanding of corporate social reporting. In addition, the module focuses on the provision of accounting information for managerial control and decision-making, related to planning and budgeting, variance analysis and performance evaluation. Students will learn accounting control techniques relevant to the effective and efficient management of an organisation. The module also covers the role of accounting in evaluating divisional performance, in planning and controlling marketing campaigns and in the management of advanced production technology, together with the increased application of information technology to financial systems. Module assessment is composed of unseen written examinations. This may be composed of two examinations of three hours and one hour duration.

Code	MOD003388
Title	**Managerial Economics**
Brief description	The aims of this module are to:- • Ensure that students understand the working of the market systems, free markets and the causes of market failure. • Introduce the concepts of micro and macro economics and the way in which these concepts may be related to the analysis of social and economic contexts. • Explore the historical basis of economic thought and the methodology and techniques of economics. Through case analysis and examples, students will be encouraged to apply appropriate theoretical models to understand problems and to make predictions of effects of particular actions. The module also aims to enhance students' critical awareness of the limitations of microeconomics for analysing the behaviour of consumers, firms and markets. This module serves as a foundation for understanding the relationship between microeconomic analysis and the economic policies of governments. The module focuses on the application of microeconomic concepts to the analysis of the firm using the Structure-Conduct-Performance Paradigm. The module examines how areas of market structure, market conduct and market performance affects the firm in the competitive marketplace. The focus is on applying economic thinking to private firms, yet many of the analytical methods are applicable to the non-profit sector. The module also introduces students to broad macroeconomic issues as they relate to the collective roles of households, businesses and governments. It analyses the broad sectors of the economy and demonstrates how these interact to create the movements in output, employment, inflation and interest rates. The module also enables students to relate management concepts and principles within the broad contexts of economics as a discipline. The module explores economic theory as this applies to issues of demand, supply, production, costs, market structure, pricing and regulation. The module aims to introduce these underlying economic concepts while exploring the dynamics of situations and aiding students in their ability to make better management decisions.

Code	MOD003389
Title	**Organisational Behaviour**
Brief description	This module examines fundamental management theories and traditional managerial responsibilities in formal and informal organisational structures. Planning, organising, directing, controlling and staffing are explored.
	The module presents a thorough and systematic coverage of management theory and practice. It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for the effective and efficient achievement of goals. Special attention is given to social responsibility, managerial ethics, and the importance of multi-national organisations.
	This module also aims to introduce students to the history of reflections on ethics in the Western business world. It also focuses on providing students with a workable model of ethical decision making, helping them to practice as a professional or businessperson in an ethically responsible manner.

Code	**MOD003390**
Title	**Human Resources Management**
Brief description	This module is designed to provide students with an in-depth knowledge and understanding of the conceptual frameworks of, and challenges which are faced by, human resource management and the management of people within the workplace.
	The module explores the concepts, theories and premises which underlie Human Resource Management theory and practice. From this perspective students are supported in developing their understanding of academic and practical concepts through a review of appropriate academic and practitioner perspectives, theories and practical examples. Case study examples are derived from HRM theory and from practical and contemporary references derived from a number of case study sources, including professional journal references, business school case studies, HRM practice examples.
	The module provides a full introduction to models of HRM, concepts of personnel management/people management / workforce management and other cultural examples drawn from a number of differing cultural perspectives. The module aims develop an appreciation of the strategic, personnel, cultural and structural issues related to the development of human resource management and to the devising of effective strategies related to HRM.. Students will draw on their knowledge from cognate modules to develop their understanding of the practical aspects of human resources issues confronting managers in contemporary cultures and organisations.

Code	MOD003391
Title	**Project Management**
Brief description	This module is designed to give students an opportunity to be an individual contributor, working on a project team to define, plan and manage a project. Particular focus is given to hands-on practice of the processes, developing a project plan, and using project management software to build and then present the project team results in class with a debrief of key points. This module introduces Project Management and identifies the tools and techniques to resolve problems associated with bringing projects in on time and within an established budget. Discussion will include topics such as project scheduling, PERT/CPM, resource levelling, team dynamics and cost estimates. The student will learn how to develop project proposals and project reports The student will learn the primary elements of Project Management to such an extent that he/she is able to develop a detailed project plan for a small or large- scale project. Additionally, the student will become familiar with negotiation, team building and quantitative estimation skills.

Code	MOD003392
Title	**Personal Managerial Effectiveness**
Brief description	This module deals with theories and practices relevant to personal and managerial competencies, including how managers learn, individual learning styles, developing specific managerial competencies, learning to learn, self management, integrating managerial competencies with management development and facilitating a learning environment. It also provides students with an opportunity to create a plan for developing the abilities associated with effective managerial performance. The module also provides an orientation to the self-directed and reflective skills needed by the individual student as they progress through the programme and explores contemporary ideas on effective leadership and management. Team exercises, case studies and assessment tools provide the framework for learning. The module also provides insights from psychology into managing people in a variety of settings, including small enterprises, public and not-for-profit organisations and large corporations.

Code	**MOD003393**
Title	**Business Research Methodology**
Brief description	The module aims to introduce and develop the skills needed to conceptualise a problem, make use of available literature, design a research strategy, evaluate, organise, and integrate relevant data (both existing and new), derive useful solutions based on knowledge, and communicate those solutions to clients and colleagues. The module aims to:- • prepare students to continue their own professional education, • contribute to the development of their profession as a whole, and • maintain their service to clients at a standard commensurate with the current level of knowledge in the subject. The module surveys the basic processes of research methodology as practiced in the social sciences and business. Underlying principles of science and logic are emphasised and special attention is directed toward the recognition of common sources of error and bias in the implementation and interpretation of research studies as they affect the outcomes of research utilisation.

Code	MOD003394
Title	**International Business**
Brief description	This module aims to provide a comprehensive approach to international business issues and their relationship to domestic practice. The module explores the definitions of international business and the way in which globalisation and the tensions which exist within international trade and commerce as a result of changes in the business environment have impacted upon businesses and organisations worldwide.

Code	**MOD003395**
Title	**Financial Management Analysis**
Brief description	This module provides a comprehensive coverage of financial management from a corporate perspective, together with a comprehensive coverage of elementary financial mathematics. It includes the core objectives of corporate financial management, and the application of a range of analytical techniques and technologies, including financial mathematics, computer spreadsheet models and electronic calculator routines, to investment, financing and dividend decisions. The module also covers the impact of different income tax systems on investment evaluation from both a corporate and shareholder perspective.

Code	MOD003396
Title	**Entrepreneurship**
Brief description	The module aims to consider and evaluate the business concepts, personal development, and process skills needed to be successful in an entrepreneurship/small business venture. The module also seeks to encourage and consolidate in each student abilities and capabilities which upon completion of the module will provide them with a foundation of skills and knowledge that will enable them to effectively evaluate new venture opportunities and increase their odds of successfully starting a business. The central focus of the module is the critical role of opportunity creation and recognition, and the entrepreneur, as the principal success factors in starting and growing a new venture. This is especially relevant for aspiring entrepreneurs bent on launching and growing profitable businesses.

Code	**MOD003397**
Title	**Strategic Management**
Brief description	This module is the major integrative element in the final phase of business studies courses. It builds on the knowledge and skills acquired in earlier modules to enhance critical awareness of senior management decision-making. It addresses strategic management as a complex agenda of fundamental questions and problems that concern organisations and their future development. In order to address this complexity and generate a richer picture of organisations, the module also considers the context or environment in which an organisation performs and the individuals whose actions help shape organisational performance.

Code	**MOD003398**
Title	**Innovation and Technology Management**
Brief description	This integrative module aims to develop critical awareness of contemporary issues in international business. It aims to provide students with an understanding of the ways in which technology is brought to market. It does this by focusing on key technology management topics from the standpoint of an established business as well as new entrepreneurial ventures. Strong emphasis is placed on frameworks and methods that are both theoretically sound and practically useful. It will provide students with both an understanding of the issues and the practical means of dealing with them in a business context.
	In this module students will discover and consider how to identify, discuss, evaluate and avoid the common pitfalls in managing innovation. It examines how large and small organisations have to fundamentally reorganise in order to innovate speedily and successfully. It assesses in what ways and to what extent globalisation has affected production, governance, societies and human knowledge and exposes students to developments in innovation management. Against the contemporary issues of the day, it encourages students to consider alternative measures and evaluate the technical and political challenges of their implementation

Code	MOD003399
Title	**Integrated Case Study**
Brief description	This module exclusively focuses on enabling students to review practical business problems and proposing solutions to these problems. Students will be required to solve cases and justify the solutions that have been put forward from an available pool of different solutions. Students will focus on decision making and ensuring that developing the viability of their responses becomes a key element of their skill sets.

Code	MOD003400
Title	**Dissertation Project**
Brief description	The dissertation is deemed valuable for the development of higher cognitive skills and is intended to provide students with the opportunity to work independently in an area of specific interest. Thus students take a more active role in the learning process. It is seen as a major integrating force and an academic challenge for the student as is reflected by its prominence in the final year. The module is intended to enable the students to improve their abilities of independent working, skills of original and critical thinking and methods of research design, data collection, analysis and presentation.

Code	MOD003401
Title	**Business Development Project**
Brief description	• To enable the student to integrate the knowledge acquired in the taught modules at Levels 1, 2 and 3, of the programme; • To develop the ability to apply that knowledge to the analysis and solution of the kinds of business and management problems that are encountered in the development of a viable and persuasive business proposal • To develop the skills to communicate proposed solutions and the rationale behind them to an audience of potential investors; • To present a plan of action on the basis of the research and speak persuasively with respect to the feasibility of the action and the likelihood of it leading to business success