

Hertfordshire Business School

Title of Programme: BA/BSc Honours Business

Including:

BA (Hons) Business Studies,

BA (Hons) Business and Accounting, BA (Hons) Business and Economics,

BA (Hons) Business and Event Management, BA (Hons) Business and Finance,

BA (Hons) Business and Human Resources, BSc (Hons) Business and Information Systems, BA (Hons) Business and Marketing,

BA (Hons) Business and Tourism,

BA (Hons) Business with Language

Programme Code: BSBS

## Programme Specification

This programme specification is relevant to students entering:  
01 September 2018

Associate Dean of School (Academic Quality Assurance):  
Denise Ball



A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

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### Summary of amendments to the programme:

Section	Amendment
Business & Accounting	Enhancing Employability replaced with Professional Development at Level 5
Business and Event Management	Destination and Visitor Attraction Management replaced with Contemporary Research Themes in Event Management at Level 6

If you have any queries regarding the changes please email [AQO@herts.ac.uk](mailto:AQO@herts.ac.uk)

# Programme Specification Business

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

## Section 1

<b>Awarding Institution/Body</b>	University of Hertfordshire
<b>Teaching Institution</b>	University of Hertfordshire
<b>University/partner campuses</b>	De Havilland
<b>Programme accredited by</b>	N/A – some exemptions are available from professional bodies
<b>Final Qualification</b>	BA Honours***
<b>All Final Award titles</b>	Business Studies **
<b>(Qualification and Subject)</b>	Business and Accounting **
	Business and Economics **
	Business and Event Management **
	Business and Finance **
	Business and Human Resources **
	Business and Information Systems ** ***
	Business and Marketing **
	Business and Tourism **
	Business with Language *
<b>FHEQ level of award</b>	6
<b>UCAS code(s)</b>	N100 Business Studies NN4D Business and Accounting N1L1 Business and Economics NN1V Business and Event Management NN13 Business and Finance NN1P Business and Human Resources NG1M Business and Information Systems N1N8 Business and Tourism N1T9 Business with Eastern Language N1R9 Business with European Language
<b>Language of Delivery</b>	English

\*the specific language studied will be named in the Final Award title

\*\* All of the above titles may have the following suffixes:

BA Honours (Sandwich)  
BA Honours with a Year Abroad  
BA Honours with Study Abroad

\*\*\* For Business and Information Systems only, with the possible following suffixes:

BSc (Hons) (Sandwich)  
BSc (Hons) with a Year Abroad  
BSc (Hons) with Study Abroad

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## A. Programme Rationale

Overall the BA Honours Business programme aims to provide students with the opportunity to study across the range of business disciplines in order to establish a firm grounding to enable students to pursue a wide variety of careers in business. The programme places a major emphasis on employability skills as well as providing students with the opportunity to complete a research based business dissertation in the final year. Flexibility of option choices is built into the programme to allow students to select modules to match their skills and interests. It achieves this through a blend of academic study, intercultural awareness and employability and enterprise skills development. Subject specific modules are supported by skills modules. Business Studies students have the option to study a foreign language.

In contrast the 'Business and ...' pathways aim to meet the needs of those students who have a clear career direction and wish to combine their study of business with a specialism. Each of the combination degree programmes has been carefully designed to ensure coverage of the core business and specialist areas and as a result the programmes are structured across each academic year with a fixed range of compulsory modules

The Business programme consists of ten pathways: Business Studies and the eight 'Business and ...' pathways. The Business Studies pathway is structured to allow increased choice as it progresses and provides a generalist route within which students may choose option modules to meet their individual needs and career aspirations. These options include 30 credits of language at each level of study, and students completing 90 credits of language successfully will graduate with the 'Business with Language' degree title. Alternatively, the eight 'Business and ...' pathways are designed to allow students to combine the study of Business with a specialism of their choice which is reflected in their degree title.

The pathways are designed to allow a limited degree of flexibility with students able to switch out of a combined pathway into the Business Studies pathway at the start of Levels 5 and 6. In some cases, following consultation with the relevant pathway tutor, students may be permitted to switch from the Business Studies pathway into a 'Business and ...' pathway at the start of Level 5.

Students on all pathways are able to undertake a minimum of a 36 week work placement which enables them to consolidate their first two years of learning and provides valuable business awareness in readiness both for their final year of study and for their preparation for employment. The successful completion of a placement entitles students to a 'Sandwich' degree title. In addition, all students have the opportunity to study abroad for one year or for one semester. In all, the Business Studies and 'Business and ...' pathways offer a business education, geared to professional practice, specialist and/or generalist careers, self-employment or post graduate study.

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## B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

### **Additionally this programme aims to:**

- prepare students for a career in business and management;
- provide students with a thorough understanding of business and management practices at local, national and international levels;
- develop students' practical, transferable, intellectual, study, employability and enterprise skills;
- prepare students for postgraduate study and/or professional study;
- provide students with appropriate employability skills within the global context.
- provide students with an opportunity to study a foreign language (Business Studies ONLY)

## C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for General Business and Management (2015) and the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2016) have been used as a guiding framework for curriculum design.

Knowledge and Understanding	Teaching and learning methods	Assessment strategy
<p><u>All pathways</u></p> <p>A1- The intricacies of organisations;</p> <p>A2- The complexity of the local, national and international external environments in which organisations operate;</p> <p>A3- The wide range of processes, procedures and practices of effective management</p> <p>A4- The basic principles and ethical considerations of business and organisations;</p> <p>A5- One or more functional areas of business;</p> <p><u>'Business and ...' Pathways ONLY</u></p> <p>A6- Theoretical concepts and vocationally relevant information associated with the chosen specialism</p>	<p>Acquisition of knowledge and understanding is through a combination of lectures, tutorials, coursework and project work at all levels of the programme. These may be reinforced by way of an optional 36-week work placement.</p> <p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.</p> <p>As above</p>	<p>Knowledge and understanding are assessed through a combination of examinations and assessed coursework in the form of: essay assignments, project reports, portfolios and presentations.</p> <p>As above</p>
Intellectual skills	Teaching and learning methods	Assessment strategy
<p>B1- Analyse and evaluate business information for decision-making purposes;</p> <p>B2- Utilise cognitive skills of critical thinking, analysis and synthesis;</p> <p>B3- Analyse and Solve business problems using appropriate techniques;</p>	<p>Intellectual skills are developed through the programme by the methods and strategies outlined in section A, above.</p> <p>Cognitive skills are developed particular at level 5 and level 6.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study</p>	<p>Intellectual skills are assessed through examination and coursework.</p> <p>Assessment, which is both formative and summative, can take many forms, e.g. essay assignments, project reports, portfolios, presentations and IT-based activities.</p>



D3- Manage time and resources effectively;	Skills D2, D5 and D6 are introduced through modules such as Methods and Systems for Business Decisions and further developed through project work and course assessments.	Skill D4 is assessed by group based assessments.
D4- Work effectively within a team;	Skill D3 is developed as workloads are managed and deadlines have to be met.	Skills D6 and D7 are assessed via coursework and examinations.
D5- Manipulate, sort and present data;	Skill D4 is developed through tutorials and group-based coursework assessment.	Skills D8 is assessed through practical coursework and group based business simulations.
D6- Solve business problems and make business decisions effectively using appropriate quantitative and qualitative techniques;	Skill D7 is developed and promoted throughout the programme.	Skill D9 is assessed through examination and in class tests.
D7- Learn to study effectively in preparation for life-long learning;	Skills D8 and D9 are developed and promoted throughout the programme, particularly in the Enterprise, Enhancing Employability and Exploring Business Ethics modules.	
D8- Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments;	Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.	
D9- Operate in the dynamic global arena and appreciate contemporary and cross cultural difference.		

## D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered in full time (three years) and, sandwich (four years) and part time modes, and the ten pathways covered in this programme specification lead to the award of a BA Honours in either Business Studies, 'Business with (a given language) or 'Business and (a given discipline)'.

Entry is normally at Level 4 (with A Level or equivalent qualifications) but is possible at Level 5 with suitable qualifications (e.g. 120 relevant credits) or Level 6 (e.g. 240 relevant credits).

It is possible for a student to transfer from the Business Studies Pathway into a 'Business and ...' Pathway at the end of Level 4 and vice versa. It is possible to transfer from a 'Business and ...' Pathway at the end of Level 5 into the Business Studies pathway. Any transfer is only with the agreement of the Programme Leader. Intake is normally in Semester A (September).

### Professional and Statutory Regulatory Bodies

Students studying Business and Human Resources can apply for Associate Membership of the Chartered Institute of Personnel and Development.

Students studying Business and Marketing can apply for exemptions from the Chartered Institute of Marketing on the completion of additional course work.

All students are eligible to apply for the Chartered Management Institute Certificate in Leadership Level 5.

### Work-Based Learning, including Sandwich Programmes

An award in the Sandwich mode is made if at least 36 weeks of approved, supervised work experience is undertaken in addition to the period required for the full time award. Students who can provide evidence of an appropriate period (minimum 2 years of continuous employment with the same employer) of directly relevant previous experience and successfully complete a work-based portfolio may be considered for exemption.

### Study Abroad – Details on Study Abroad are available from the Study Abroad Office.

Students have the opportunity to study abroad (within Europe or world-wide), for one or two semesters, between Levels 5 and 6. The Study Abroad Office advises students on this process.

Students who have successfully completed Level 4 can choose to spend a year abroad, *additional* to their studies, studying either two semesters at the host institution, or mixing one semester of study abroad with a placement abroad (normally not less than 12 weeks in duration). Passing their studies will earn them the degree title suffix 'with a Year Abroad'. Programme Leaders must agree the Study Abroad. For students taking Study Abroad as additional to their UH studies, their degree classification is based on Level 5 and Level 6 grades gained from their UH modules, as for home UH students, as in the UPRs\*.

Additionally, students may also take the opportunity to study level 5 at a host institution *in place of their level 5 at UH*. This requires a very good match between the UH Level 5 and the host institution's Level 5 (NB Students should seek advice from their Programme Leader where their programme involves professional exemptions). Programme Leaders must agree the Study Abroad, and only students who pass all 120 credits of their Level 4 at UH may substitute Level 5 at UH with Level 5 abroad. For these students, their degree calculation is derived solely from final year grades gained from UH modules at Level 6.

Finally, students may opt to study just one semester abroad, to earn the suffix 'with Study Abroad'. This can be explored further with the Study Abroad Office.

\*Degree classification calculation information is available in the University Policies and Regulations (UPRs), AS14 Section D6. UPRs on Study Abroad are located within UPR AS11 in section 2.5

### Language options for the Business award, and award title suffix

Students that take and pass a language in each semester qualify for a language suffix to their degree title, e.g 'BA (Hons) Business with French' (Chinese Mandarin, French, German, Japanese and Spanish available). Language modules are delivered by the Humanities School, and subject to that School's attendance requirement.

### Erasmus Exchange programme

The degree programme is open to all Erasmus students who select option choices from across the programme. For further details please contact the Programme Leader.

### Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 identifies where each learning outcome is assessed.

Table 1a Outline Programme Structure  
**[NB for direct entry student routes, please see Appendix 1]**

**Mode of study** Full Time

**Entry point** Semester A

**Level 4**

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Accounting for Managers	4BUS1096	15	English	0	100	0	A
Economics for Business	4BUS1037	15	English	0	100	0	A
The Business Professional	4BUS1061	30	English	0	65	35	AB
Methods and Systems for Business Decisions	4BUS1019	15	English	50	50	0	B
Principles of Marketing	4BUS1010	15	English	0	100	0	B

**In addition students choose 30 Credits of options, either  
 People and Organisations AND Global Perspectives  
 OR a Language across the year**

Optional Modules Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
People and Organisations	4BUS1124	15	English	0	70	30	A
Global Perspectives in Business	4BUS1060	15	English	0	100	0	B
Language	Various	15 & 15	Various	0	0	100	A & B

**Level 5**

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Enhancing Employability	5BUS1085	15	English	0	100	0	A
Managing People	5BUS1037	15	English	0	100	0	A
Enterprise	5BUS1080	15	English	0	100	0	B
Exploring Business Ethics	5BUS1049	15	English	60	40	0	B



### Optional Module List (60 credits, two modules in each of Semester A and B)

Please note these options are available subject to Timetable constraints – where there is a clash an alternative will need to be chosen.

Optional Modules Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Business Analysis Tools	5BUS1185	15	English	50	50	0	A
European Consumer Markets: Issues and Trends	5BUS1065	15	English	0	100	0	A
Management Accounting for Business Decisions	5BUS1038	15	English	80	20	0	A
Marketing Planning	5BUS1032	15	English	70	30	0	A
Organisational Psychology	5BUS1030	15	English	50	50	0	A
Trends in Technology	5BUS1010	15	English	0	100	0	A
Cross-Cultural Management	5BUS1054	15	English	0	100	0	B
Financial Management	5BUS1158	15	English	60	40	0	B
Employment Law	5LAW1041	15	English	70	30	0	B
Performance Management and Reward	5BUS1020	15	English	50	50	0	B
Principles of Operations Management	5BUS1023	15	English	60	40	0	B
Project Planning and Control	5BUS1008	15	English	0	100	0	B
Language	Various	15 & 15	Various	0	0	100	B

### Level 6

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Industry Practice*	6BUS1149	15	English	0	100	0	A
Strategic Leadership in a Changing World	6BUS1059	30	English	50	50	0	AB
Contemporary Issues in Business and Management	6BUS1101	15	English	0	100	0	B

\* For students who have successfully completed a one year work placement, Industry Practice may be replaced with the following module

Creative Problem Solving for Managers (Alternative core for Sandwich students only)	6BUS1047	15	English	50	50	0	A
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**Optional Module List (60 credits, two modules in each of Semester A and B)**  
**Please note these options are available subject to Timetable constraints – where there is a clash and alternative will need to be chosen.**

Also please note the following co-requisite constraints:

\*\* 5BUS1038 Management Accounting for Business Decisions is a co-requisite for 6BUS1117 Performance Strategy

Optional Modules Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Databases for Management Decision Making	6BUS1070	15	English	0	100	0	A
Global Marketing, Ethics and Culture	6BUS1025	15	English	40	60	0	A
Service Operations Management	6BUS1066	15	English	60	40	0	A
Small Business Management	6BUS1065	15	English	50	50	0	A
Social Networking and Enterprise	6BUS1062	15	English	0	100	0	A & B
Strategic HRM Perspectives	6BUS1056	15	English	50	50	0	A
Creative Problem Solving for Managers	6BUS1047	15	English	50	50	0	A & B
Forecasting Methods for Managers	6BUS1026	15	English	0	100	0	B
International Human Resource Management	6BUS1019	15	English	70	25	5	B
Issues in Global Economy	6BUS1011	15	English	0	70	30	B
Performance Strategy **	6BUS1127	15	English	60	40	0	B
Understanding Challenges in the Third Sector	6BUS1051	15	English	0	100	0	B
Dissertation	6BUS1016	15	English	0	100	0	AB
(including Research Methods)	6BUS1086	0	English	0	100	0	A
Marketing Communications	6BUS1076	30	English	60	40	0	AB
Language	Various	15 & 15	Various	0	0	100	A & B

The award of a Sandwich Degree requires the successful completion of the placement period and the submission of the **HBS Placement: 6BUS1228 100% Coursework Semester A module**

**N.B** Part-time students in Full Time Employment will be able to replace the Level 5 Enhancing Employability and Level 6 Industry Practice Modules with alternative option modules with approval from the Programme Leaders. In addition, subject to approval of their employment and completion of the HBS Placement module an opportunity to gain Sandwich in the Degree Award may be available.

## Business and Accounting Degree Structure

All modules are compulsory EXCEPT that for Sandwich students ONLY at Level 6, the module 6BUS1047 Creative Problem Solving for Managers may be taken instead of the module 6BUS1125 Industry Practice, which is compulsory for all other students

### Level 4

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Accounting for Business	4BUS1043	15	English	0	100	0	A
Economics for Business	4BUS1037	15	English	0	100	0	A
Ethics, Governance and Law	4BUS1084	15	English	60	40	0	A
Introduction to Business and Management	4BUS1040	30	English	0	65	35	AB
Global Perspectives in Business	4BUS1060	15	English	0	100	0	B
Principles of Marketing	4BUS1010	15	English	0	100	0	B
Analytical Techniques for Accountants	4BUS1101	15	English	100	0	0	B

### Level 5

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Professional Development	5BUS1192	15	English	0	70	30	A
Exploring Business Ethics	5BUS1049	15	English	60	40	0	A
Management Accounting for Business Decisions	5BUS1038	15	English	80	20	0	A
Modelling Business Problems	5BUS1098	15	English	0	100	0	A
Analysing Financial Information	5BUS1002	15	English	50	50	0	B
Enterprise	5BUS1080	15	English	0	100	0	B
Financial Management	5BUS1158	15	English	60	40	0	B
Managing People	5BUS1037	15	English	0	100	0	B

## Level 6

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Contemporary Issues in Business and Management	6BUS1101	15	English	0	100	0	A
Management Decision Making	6BUS1084	15	English	60	40	0	A
Strategic Leadership in a Changing World	6BUS1059	30	English	50	50	0	AB
Governance and Auditing	6BUS1227	30	English	60	40	0	AB
Performance Strategy	6BUS1127	15	English	60	40	0	B
Industry Practice	6BUS1149	15	English	0	100	0	B
or							
Creative Problem Solving for Managers (for Sandwich students ONLY)	6BUS1047	15	English	50	50	0	B

The award of a Sandwich Degree requires the successful completion of the placement period and the submission of the **HBS Placement: 6BUS1228 100% Coursework Semester A module**

## Business and Economics Degree Structure

All modules are compulsory EXCEPT that for Sandwich students ONLY at Level 6, the module 6BUS1047 Creative Problem Solving for Managers may be taken instead of the module 6BUS1125 Industry Practice, which is compulsory for all other students

## Level 4

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Accounting for Business	4BUS1043	15	English	0	100	0	A
Introduction to Microeconomics	4BUS1031	15	English	0	100	0	A
Economics Tools and Techniques	4BUS1107	30	English	0	100	0	AB
Introduction to Business and Management	4BUS1040	30	English	0	65	35	AB
Global Perspectives in Business	4BUS1060	15	English	0	100	0	B
Introduction to Macroeconomics	4BUS1033	15	English	100	0	0	B

## Level 5

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Macroeconomics	5BUS1162	15	English	50	50	0	A
Exploring Business Ethics	5BUS1049	15	English	60	40	0	A
Consumer, Firms and Markets	5BUS1086	15	English	50	50	0	A
Skills for Economists	5BUS1160	15	English	0	100	0	A
Business Economics Techniques	5BUS1164	15	English	50	50	0	B
Enterprise	5BUS1080	15	English	0	100	0	B
International Trade and the Open Economy	5BUS1040	15	English	50	50	0	B
Managing People	5BUS1037	15	English	0	100	0	B

## Level 6

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Contemporary Issues in Business and Management	6BUS1101	15	English	0	100	0	A
International Production and Governance	6BUS1010	15	English	0	100	0	A
Industrial Organisation	6BUS1203	15	English	50	50	0	A
Economics of Strategy	6BUS1199	15	English	50	50	0	B
Strategic Leadership in a Changing World	6BUS1059	30	English	50	50	0	AB
Issues in Global Economy	6BUS1011	15	English	0	70	30	B
Industry Practice or Creative Problem Solving for Managers (for Sandwich students ONLY)	6BUS1149 6BUS1047	15 15	English English	0 50	100 50	0 0	B B

The award of a Sandwich Degree requires the successful completion of the placement period and the submission of the **HBS Placement: 6BUS1228-0901 100% Coursework Semester A module**

## Business and Event Management Degree Structure

All modules are compulsory EXCEPT that for Sandwich students ONLY at Level 6, the module 6BUS1047 Creative Problem Solving for Managers may be taken instead of the module 6BUS1125 Industry Practice, which is compulsory for all other students

### Level 4

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Accounting for Business	4BUS1043	15	English	0	100	0	A
People and Organisations	4BUS1124	15	English	0	70	30	A
The Global Event Industry	4BUS1121	15	English	0	70	30	A
Study and Research Skills for the Event Industry	4BUS1122	15	English	0	100	0	A
Media Design for Event Management	4CTA1204	15	English	0	100	0	B
Global Perspectives in Business	4BUS1060	15	English	0	100	0	B
Principles of Marketing	4BUS1010	15	English	0	100	0	B
Methods and Systems for Business Decisions	4BUS1019	15	English	50	50	0	B

### Level 5

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Career Planning in the Event Industry	5BUS1173	15	English	0	100	0	A
Exploring Business Ethics	5BUS1049	15	English	60	40	0	A
Risk Management and Security for Events	5BUS1176	15	English	0	100	0	A
Managing People	5BUS1037	15	English	0	100	0	A
Event Planning and Community Engagement	5BUS1175	15	English	0	100	0	B
Event Marketing, Sponsorship and PR	5BUS1177	15	English	0	100	0	B
Enterprise	5BUS1080	15	English	0	100	0	B
Impacts of Events and Festivals	5BUS1174	15	English	50	20	30	B

## Level 6

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Contemporary Issues in Business and Management	6BUS1101	15	English	0	100	0	A
Policy, Politics and Events	6BUS1220	15	English	40	60	0	A
Sporting Events and Sports Tourism	6BUS1215	15	English	0	70	30	A
Strategic Leadership in a Changing World	6BUS1059	30	English	50	50	0	AB
Business Tourism and Events	6BUS1218	15	English	40	60	0	B
Contemporary Research Themes in Event Studies	6BUS1222	15	English	0	75	25	B
Industry Practice	6BUS1149	15	English	0	100	0	B
or							
Creative Problem Solving for Managers (for Sandwich students ONLY)	6BUS1047	15	English	50	50	0	B

The award of a Sandwich Degree requires the successful completion of the placement period and the submission of **the HBS Placement: 6BUS1228 100% Coursework Semester A module**

## Business and Finance Degree Structure

All modules are compulsory EXCEPT that for Sandwich students ONLY at Level 6, the module 6BUS1047 Creative Problem Solving for Managers may be taken instead of the module 6BUS1125 Industry Practice, which is compulsory for all other students

## Level 4

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Economics for Business	4BUS1037	15	English	0	100	0	A
Global Perspectives in Business	4BUS1060	15	English	0	100	0	A
Introduction to Business and Management	4BUS1040	30	English	0	65	35	AB
Principles of Finance	4BUS1110	30	English	0	100	0	AB
Analytical Techniques for Finance	4BUS1105	15	English	70	30	0	B
Principles of Marketing	4BUS1010	15	English	0	100	0	B

## Level 5

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Enhancing Employability in Finance	5BUS1150	15	English	0	100	0	A
Business Finance	5BUS1149	15	English	60	40	0	A
Analysing Financial Statements	5BUS1163	15	English	60	40	0	A
Exploring Business Ethics	5BUS1049	15	English	60	40	0	A
Macro Foundations for Finance	5BUS1039	15	English	50	50	0	B
Enterprise	5BUS1080	15	English	0	100	0	B
Financial Markets & Instruments	5BUS1148	15	English	100	0	0	B
Managing People	5BUS1037	15	English	0	100	0	B

## Level 6

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Contemporary Issues in Business and Management	6BUS1101	15	English	0	100	0	A
Corporate Financial Strategy	6BUS1193	15	English	50	50	0	A
Money, Banking and Finance	6BUS1078	15	English	50	50	0	A
Strategic Leadership in a Changing World	6BUS1059	30	English	50	50	0	AB
Advanced Financial Decision	6BUS1196	15	English	60	40	0	B
Financial Aspects of International Business	6BUS1194	15	English	100	0	0	B
Industry Practice or Creative Problem Solving for Managers (for Sandwich students ONLY)	6BUS1149 6BUS1047	15 15	English English	0 50	100 50	0 0	B B

The award of a Sandwich Degree requires the successful completion of the placement period and the submission of the **HBS Placement: 6BUS1228 100% Coursework Semester A**



## Business and Human Resources Degree Structure

All modules are compulsory EXCEPT that for Sandwich students ONLY at Level 6, the module 6BUS1047 Creative Problem Solving for Managers may be taken instead of the module 6BUS1125 Industry Practice, which is compulsory for all other students

### Level 4

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Accounting for Business	4BUS1043	15	English	0	100	0	A
Economics for Business	4BUS1037	15	English	0	100	0	A
People and Organisations	4BUS1124	15	English	0	70	30	A
Introduction to Human Resource Management	4BUS1023	30	English	0	100	0	AB
Global Perspectives in Business	4BUS1060	15	English	0	100	0	B
Methods and Systems for Business Decisions	4BUS1019	15	English	50	50	0	B
Principles of Marketing	4BUS1010	15	English	0	100	0	B

### Level 5

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Enhancing Employability in Human Resource Management	5BUS1183	15	English	0	70	30	A
Managing People	5BUS1037	15	English	0	100	0	A
Organisational Psychology	5BUS1030	15	English	50	50	0	A
Information Systems for HRM	5BUS1181	15	English	50	50	0	A
Exploring Business Ethics	5BUS1049	15	English	60	40	0	B
Enterprise	5BUS1080	15	English	0	100	0	B
Performance Management and Reward	5BUS1020	15	English	50	50	0	B
Employment Law	5LAW1041	15	English	70	30	0	B

## Level 6

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Contemporary Issues in Business and Management	6BUS1101	15	English	0	100	0	A
Employment Relations	6BUS1017	15	English	60	30	10	A
Strategic Leadership in a Changing World	6BUS1059	30	English	50	50	0	AB
Contemporary Developments in HRD	6BUS1224	30	English	40	40	20	AB
International Human Resource Management	6BUS1019	15	English	70	25	5	B
Industry Practice	6BUS1149	15	English	0	100	0	B
or Creative Problem Solving for Managers (for Sandwich students ONLY)	6BUS1047	15	English	50	50	0	B

The award of a Sandwich Degree requires the successful completion of the placement period and the submission of the **HBS Placement: 6BUS1228 100% Coursework Semester A**

## Business and Information Systems Degree Structure

All modules are compulsory EXCEPT that for Sandwich students ONLY at Level 6, the module 6BUS1047 Creative Problem Solving for Managers may be taken instead of the module 6BUS1125 Industry Practice, which is compulsory for all other students

### Level 4

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Accounting for Business	4BUS1043	15	English	0	100	0	A
Global Perspectives in Business	4BUS1060	15	English	0	100	0	A
Principles of Marketing	4BUS1010	15	English	0	100	0	A
Introduction to Business and Management	4BUS1040	30	English	0	65	35	AB
Information Systems for Business	4BUS1038	15	English	50	50	0	B
Information Technology for Business and Management	4BUS1014	15	English	0	100	0	B
Quantitative Methods for Business	4BUS1069	15	English	50	50	0	B

### Level 5

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Enhancing Employability	5BUS1085	15	English	0	100	0	A
Human Computer Interactions for Commercial Applications	5BUS1007	15	English	0	100	0	A
Managing People	5BUS1037	15	English	0	100	0	A
Trends in Technology	5BUS1010	15	English	0	100	0	A
Enterprise	5BUS1080	15	English	0	100	0	B
Exploring Business Ethics	5BUS1049	15	English	60	40	0	B
Mobile Business Technologies	5BUS1066	15	English	0	100	0	B
Project Planning and Control	5BUS1008	15	English	0	100	0	B

## Level 6

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Contemporary Issues in Business and Management	6BUS1101	15	English	0	100	0	A
Databases for Management Decision Making	6BUS1070	15	English	0	100	0	A
Electronic Commerce A	6BUS0184	15	English	0	70	30	A
Strategic Leadership in a Changing World	6BUS1059	30	English	50	50	0	AB
Advanced Project and Risk Management	6BUS1012	15	English	60	40	0	B
Knowledge Management and Business Intelligence	6BUS1035	15	English	60	40	0	B
Industry Practice	6BUS1149	15	English	0	100	0	B
or Creative Problem Solving for Managers (for Sandwich students ONLY)	6BUS1047	15	English	50	50	0	B

The award of a Sandwich Degree requires the successful completion of the placement period and the submission of the **HBS Placement: 6BUS1228 100% Coursework Semester A**

## Business and Marketing Degree Structure

All modules are compulsory EXCEPT that for Sandwich students ONLY at Level 6, the module 6BUS1047 Creative Problem Solving for Managers may be taken instead of the module 6BUS1125 Industry Practice, which is compulsory for all other students

## Level 4

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Accounting for Business	4BUS1043	15	English	0	100	0	A
Marketing Data Analysis	4BUS1021	15	English	0	100	0	A
Principles of Marketing	4BUS1010	15	English	0	100	0	A
Introduction to Business and Management	4BUS1040	30	English	0	65	35	AB
Economics for Business	4BUS1037	15	English	0	100	0	B
Global Perspectives in Business	4BUS1060	15	English	0	100	0	B
Introduction to Marketing Communications	4BUS1011	15	English	0	70	30	B

## Level 5

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Understanding Customers	5BUS1165	15	English	0	100	0	A
Enhancing Employability in Marketing	5BUS1082	15	English	0	100	0	A
Exploring Business Ethics	5BUS1049	15	English	60	40	0	A
Marketing Planning	5BUS1032	15	English	70	30	0	A
Enterprise	5BUS1080	15	English	0	100	0	B
Managing People	5BUS1037	15	English	0	100	0	B
Marketing for the Small Enterprise	5BUS1031	15	English	70	0	30	B
Product Innovation	5BUS1022	15	English	0	80	20	B

## Level 6

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Contemporary Issues in Business and Management	6BUS1101	15	English	0	100	0	A
Managing Media and Communications	6BUS1081	30	English	60	40	0	AB
Market and Social Research	6BUS1082	30	English	30	70	0	AB
Strategic Leadership in a Changing World	6BUS1059	30	English	50	50	0	AB
Industry Practice	6BUS1149	15	English	0	100	0	B
or Creative Problem Solving for Managers (for Sandwich students ONLY)	6BUS1047	15	English	50	50	0	B

The award of a Sandwich Degree requires the successful completion of the placement period and the submission of the **HBS Placement: 6BUS1228 100% Coursework Semester A**

## Business and Tourism Degree Structure

All modules are compulsory EXCEPT that for Sandwich students ONLY at Level 6, the module 6BUS1047 Creative Problem Solving for Managers may be taken instead of the module 6BUS1125 Industry Practice, which is compulsory for all other students

### Level 4

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Accounting for Business	4BUS1043	15	English	0	100	0	A
Principles of Marketing	4BUS1010	15	English	0	100	0	A
The Tourism Industry Framework	4BUS1113	15	English	0	70	30	A
Study and Research Skills for the Tourism Industry	4BUS1114	15	English	0	100	0	A
Global Tourism Geography	4BUS1117	15	English	0	70	30	B
Global Perspectives in Business	4BUS1060	15	English	0	100	0	B
Methods and Systems for Business Decisions	4BUS1019	15	English	50	50	0	B
Economics for Business	4BUS1037	15	English	0	100	0	B

### Level 5

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Career Planning in the Tourism Industry	5BUS1178	15	English	0	100	0	A
Law for the Tourism and Event Industry	5LAW1019	15	English	50	50	0	A
Exploring Business Ethics	5BUS1049	15	English	60	40	0	A
Social and Cultural Impacts of Tourism	5BUS1179	15	English	40	60	0	A
Tourism Passenger Transport	5BUS1169	15	English	0	70	30	B
Enterprise	5BUS1080	15	English	0	100	0	B
Managing People	5BUS1037	15	English	0	100	0	B
Destination Marketing Research	5BUS1170	15	English	40	60	0	B

## Level 6

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Contemporary Issues in Business and Management	6BUS1101	15	English	0	100	0	A
Tourism Planning	6BUS1212	15	English	50	0	50	A
Tour Operating (Mass Market & Niche)	6BUS1214	15	English	0	50	50	A
Strategic Leadership in a Changing World	6BUS1059	30	English	50	50	0	AB
Aviation and Airlines	6BUS1219	15	English	0	100	0	B
Destination for Visitor Attraction Management	6BUS1217	15	English	50	20	30	B
Industry Practice	6BUS1149	15	English	0	100	0	B
or Creative Problem Solving for Managers (for Sandwich students ONLY)	6BUS1047	15	English	50	50	0	B

The award of a Sandwich Degree requires the successful completion of the placement period and the submission of the **HBS Placement: 6BUS1228 100% Coursework Semester A**

**For all degree titles in the HBSBUS programme**, progression to level 5 on the Honours route requires 120 credit points at Level 4. For students with less than 120 credits at Level 4 progression will be determined by the Programme Examination Board.

Progression to level 6 on the Honours route requires 240 credit points at levels 4 and 5, of which at least 120 credit points must be at level 5. For students with less than 240 credit points at levels 4 and 5 progression will be determined by the Programme Examination Board.

The award of an Honours Degree requires 360 credit points passed with a minimum of at least 120 credits at Level 6. An unclassified degree requires 300 credit points, with at least 180 credit points at level 5 or above, of which at least 60 credit points must be at level 6. In addition, for a Sandwich degree, students must successfully complete the placement year and must achieve pass standard for the HBS Placement module.

### Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details are provided in [UPR AS14](#), Section D.

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

Final Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
BA (Hons)	Business Studies	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	Business Studies (Sandwich)	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA/BSc (Hons)	Business and field of study	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA/BSc (Hons)	Business and field of study (sandwich)	360 credit points including 240 at level 6/5 of which 120 must be at level 6. Minimum of a 36 week approved and supervised placement plus successful completion of the HBS Placement module.	6	All programme learning outcomes (see Table 2)

Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
University Certificate		45 credit points at level 4	4	See UPR AS11, section 13: <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>
Certificate of Higher Education		120 credit points at level 4	4, 5	See UPR AS11, section 13: <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>
Diploma of Higher Education		240 credit points including at least 120 at level 5	5, 6	See UPR AS11, section 13: <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>
BA	Business Studies	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2, A4, A5, A6, B1, B2, B3, C1, C2, C3, C4, C5, D1, D2, D3, D4, D5, D6, D7, D8, D9
BA	Business and Field of study	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2, A4, A5, A6, B1, B2, B3, C1, C2, C3, C4, C5, D1, D2, D3, D4, D5, D6, D7, D8, D9



BA	Business Studies (Sandwich)	300 credit points including 180 at level 6/5 of which 60 must be at level 6. Minimum of a 36 week approved and supervised placement plus successful completion of the HBS Placement module.	6	A1, A2, A4, A5, A6, B1, B2, B3, C1, C2, C3, C4, C5, D1, D2, D3, D4, D5, D6, D7, D8, D9
BA	Business and field of study (sandwich)	300 credit points including 180 at level 6/5 of which 60 must be at level 6. Minimum of a 36 week approved and supervised placement plus successful completion of the HBS Placement module.	6	A1, A2, A4, A5, A6, B1, B2, B3, C1, C2, C3, C4, C5, D1, D2, D3, D4, D5, D6, D7, D8, D9

## Programme-specific assessment regulations

The programme complies with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12/UPR AS13](#) (*delete as applicable*) and [UPR AS14](#)) with the exception of those listed below, which have been approved by the University:

Further points of clarification and interpretation relevant to this specific programme are given below:

- There are two situations where, as a consequence of a perceived lack of engagement with the associated teaching and learning processes, the UHBS Module Board of Examiners will normally not permit referral in an individual module (FREF):
  - where the aggregate mark in any Module is less than 20%, and/or
  - where, at Levels 4 and 5 only, a student has been absent from more than 3 tutorial sessions in a Semester.
 In these situations students will be required to repeat the diet of study (FREN) prior to re-assessment.
- Students who study abroad for one semester will be required to take the equivalent of 60 credits (30 ECTS) per semester at the partner institution. Study abroad for one semester will be translated on their University transcript of results as 60 credits (30 ECTS) based on the grades received from the partner institution (using appropriate grade translations). These grades may not be used to replace failed modules.
- The regulations above to those students who study abroad for one year but the requirement is to study the equivalent of 120 credits i.e. 60 credits per semester (30 ECTS per semester)
- Students who repeat a module and do not gain a pass grade may, after consultation with the Programme Leader and confirmation by the Director of Undergraduate Programmes be permitted to study another appropriate module from the Business School portfolio. Permission will only be given if the student's total programme of study covers all the learning outcomes of their programme.
- Any student completing the Placement year will only be awarded the Sandwich title where they have

successfully completed the Placement Portfolio.

- Students on Business and combination programmes will be moved to the generic Business Studies programme should they fail core specialist module at level 4 and 5 in order to support the successful completion of their studies. This will be determined at the Exam Board at the end of each academic year.

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## E. Management of Programme & Support for student learning.

### Management

The programme is managed and administered through:

- The Dean of School
- The Head of Department who has delegated responsibility for programmes in the School of Business
- Programme Leaders who are responsible for the day to day management and who advise students on the programme as a whole
- An Admissions Tutor, with specific responsibility for open days and selection
- Designated administrators to deal with day to day administration associated with the programme
- Module Coordinators who are responsible for individual modules
- A Placements Officer to assist with the procurement of placements
- A programme committee, the membership of which includes student representatives from each level of study and key members of the Business School.

### Support

Students are supported by:

- A programme/year tutor to help students understand the programme structure
- An induction week at the beginning of each new academic session
- Overseas Orientation
- A substantial Student Centre that provides advice on issues such as finance, University regulations, legal matters, accommodation, international student support, etc.
- Office of Dean of Students, incorporating Chaplaincy, Counselling and Nursery
- Medical Centre
- HBS Information Point provide academic and pastoral support
- An International and Direct Entry Support Tutor
- A Disabled Student Coordinator
- An Equal Opportunities Officer
- A team of Academic Support Tutors
- An Exchange Programme Coordinator
- A European and Study Abroad Office
- A Careers and Placement Service for all current students and graduates
- A Mathematics Drop-in Centre
- Student representatives on programme committees
- A designated administrator
- The Students' Union
- StudyNet, a versatile on-line interactive intranet and learning environment
- Attractive modern study environments in Learning Resource Centres
- Guided student-centred learning through the use of StudyNet

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## F. Other sources of information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A Programme (or Student) Handbook;
- A Definitive Module Document (DMD) for each constituent module;
- A Module Guide for each constituent module.

The [Herts Handbook](#) is an introduction to the academic, social, cultural and sporting services and opportunities available at the University of Hertfordshire, and includes the Student Charter and Student Code of Conduct.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: <http://www.herts.ac.uk/secreg/upr/>. In particular, [UPR SA07](#) 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

The UK Quality Assurance Agency for Higher Education (QAA) has confirmed the quality and standards of provision at the University of Hertfordshire. A key part of QAA's role is to review and report on how universities maintain their academic standards and quality, to inform students and the wider public. The team of QAA reviewers visited the University of Hertfordshire in 2015/16 and judged that its academic standards, the quality and enhancement of its students' learning experience, and the quality of information about this learning experience all meet UK expectations. In other words, the University meets national requirements for standards and quality. The QAA's report can be accessed at: <http://www.qaa.ac.uk/reviews-and-reports/provider?UKPRN=10007147#.V-KHajXy0nE>

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## G. Entry requirements

The normal entry requirements for the programme are:

- GCSE English Language and Mathematics at grade C or above, or qualifications recognised as equivalent by the University on its website at <http://www.herts.ac.uk/apply/entry-requirements/undergraduate-degrees/gcse-equivalent-entry-requirements>.

**NB – Required GCSE grade is 4 for where exams are taken from 2017 onwards.**

A minimum IELTS score of 6.0\* or qualifications recognised as equivalent by the University on its website at <http://www.herts.ac.uk/apply/entry-requirements/undergraduate-degrees> will be accepted as alternative to GCSE English Language at grade C.

[\*IELTS at no lower than 5.5 in every band]

PLUS, EITHER

- 96-112 UCAS points from qualifications which include a minimum of two GCE A levels/AVCEs or one GCE/ AVCE Double Award',  
Or
- An overall pass in an Access to Higher Education Diploma with a Merit profile in the top 45 Level 3 credits,  
Or
- Equivalent qualifications to be assessed by the Admissions Tutor

### Non-standard entry to the programmes

The Hertfordshire Business School Undergraduate Admissions Team makes all admissions decisions regarding non-standard applications, including those from elsewhere in the EU and those for direct entry above Level 4.

Applicants with prior relevant undergraduate study and who meet the necessary English and Mathematics requirements are eligible to be considered for entry to the programme at Level 5 or Level 6. They should have 120 credit points at Level 4 or equivalent to join at Level 5, plus a further 120 credit points at Level 5. Those joining at level 6 need a further 120 credit points at level 5 or equivalent but are exempted the separate English and Mathematics requirements. The modules making up the previous 120 credit points of study must normally be passed at the first attempt and should contribute to an overall grade average of at least 55%.

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in [UPR SA03](#)), along with associated procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

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If you would like this information in an alternative format please contact:  
Programme Leaders –

Wendy Yellowley [w.yellowley@herts.ac.uk](mailto:w.yellowley@herts.ac.uk)

Kerry McKay [k.mckay@herts.ac.uk](mailto:k.mckay@herts.ac.uk)

If you wish to receive a copy of the latest Programme Annual Monitoring and Evaluation Report (AMER) and/or the External Examiner's Report for the programme, please email a request to [aqo@herts.ac.uk](mailto:aqo@herts.ac.uk)

## BA (Honours) Business Studies and BA (Honours) 'Business and ...' Pathways

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																								
		Knowledge & Understanding						Intellectual Skills				Practical Skills					Transferable Skills									
Module Title		Module Code	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6	D7	D8	D9
Level 4	Accounting for Business	4BUS1043			x		x	x	x	x	x		x	x	x			x	x	x			x	x		
	Global Perspectives in Business	4BUS1028	x	x		x				x		x			x			x		x	x	x		x		x
	Economics for Business	4BUS1037		x					x	x	x	x	x	x	x			x		x			x	x		
	Methods and Systems for Business Decisions	4BUS1019			x		x		x	x	x		x	x	x			x	x	x		x	x			
	Principles of Marketing	4BUS1050	x	x	x	x	x		x	x		x		x				x		x			x			
	Introduction to Business and Management or The Business Professional	4BUS1040	x		x		x		x	x	x		x	x	x			x	x	x	x	x	x	x	x	
	<i>People and Organisations (optional)</i>	4BUS1124	x	x	x	x	x	x	x	x	x	x		x		x	x	x		x	x		x	x	x	x
	<i>Global Perspectives in Business (optional)</i>	4BUS1060	x	x	x	x	x	x	x	x	x	x		x		x	x	x		x	x		x	x	x	x
Level 5	Managing People	5BUS1037	x	x	x	x	x			x		x	x	x				x		x	x					x
	Exploring Business Ethics	5BUS1049	x	x		x	x			x		x		x				x		x				x		x
	Enhancing Employability or Enhancing Employability in specialism	5BUS1085	x	x	x	x		x	x	x			x	x	x		x	x	x	x	x	x	x	x	x	x
	Enterprise	5BUS1080	x	x	x	x	x		x	x	x	x	x	x	x			x	x	x	x	x	x	x	x	x
	<i>Business Analysis Tools (optional)</i>	5BUS1185			x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	<i>European Consumer Markets: Issues and Trends (optional)</i>	5BUS1065	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x		x	x		x	x	x	x
	<i>Management Accounting for Business Decisions (optional)</i>	5BUS1038	x		x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x
	<i>Marketing Planning (optional)</i>	5BUS1032	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x
	<i>Organisational Psychology (optional)</i>	5BUS1030	x		x	x	x		x	x	x	x	x	x		x	x	x		x	x	x	x	x	x	x
<i>Trends in Technology (optional)</i>	5BUS1010		x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	

	<i>Cross-Cultural Management (optional)</i>	5BUS1054		x	x	x	x	x		x	x	x	x	x	x		x	x		x	x	x	x
	<i>Financial Management (optional)</i>	5BUS1158	x	x	x	x	x	x	x	x	x	x	x		x	x	x		x	x	x	x	x
	<i>Employment Law (optional)</i>	5LAW1041		x	x	x	x	x		x		x				x		x	x	x	x	x	x
	<i>Performance Management and Reward (optional)</i>	5BUS1020	x	x	x	x	x		x	x	x	x	x	x	x	x		x	x		x	x	x
	<i>Principles of Operations Management (optional)</i>	5BUS1023	x		x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	<i>Project Planning and Control (optional)</i>	5BUS1008	x		x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Placement Year																						
Level 6	<i>Strategic Leadership in a Changing World</i>	6BUS1059	x	x	x	x	x		x	x	x	x		x			x	x	x	x	x		x
	<i>Contemporary Issues in Business and Management</i>	6BUS1101		x		x	x		x	x	x	x	x	x		x	x	x		x	x	x	x
	<i>Industry Practice in Business or Creative Problem Solving for Managers</i>	6BUS1149 6BUS1047	x	x	x	x	x		x	x	x		x	x	x		x	x	x	x	x	x	x
	<i>Databases for Management Decision Making (optional)</i>	6BUS1070	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	x
	<i>Global Marketing, Ethics and Culture (optional)</i>	6BUS1025	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	<i>Service Operations Management (optional)</i>	6BUS1066		x	x	x	x		x	x	x	x	x	x	x	x	x		x	x	x	x	
	<i>Small Business Management (optional)</i>	6BUS1065	x	x	x	x	x	x	x	x	x	x	x		x	x	x		x		x	x	x
	<i>Social Networking and Enterprise(optional)</i>	6BUS1062	x	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	<i>Strategic HRM Perspectives (optional)</i>	6BUS1056	x	x	x	x	x	x	x	x	x	x	x		x	x	x		x	x		x	x
	<i>Creative Problem Solving for Managers (optional)</i>	6BUS1047			x	x	x		x	x	x	x	x	x	x	x	x		x	x	x	x	x
	<i>Forecasting Methods for Managers (optional)</i>	6BUS1026			x	x	x		x	x	x	x	x	x	x	x	x		x	x	x	x	x
	<i>International Human Resource Management (optional)</i>	6BUS1019	x	x	x	x	x	x	x	x	x	x	x		x	x	x		x	x		x	x
	<i>Issues in Global Economy (optional)</i>	6BUS1011	x	x	x	x	x		x	x	x	x	x		x	x	x		x	x	x	x	x

<i>Performance Strategy ** (optional)</i>	<i>6BUS1127</i>		x	x	x	x		x	x	x	x	x	x	x	x	x	x		x	x		x	x	x	
<i>Understanding Challenges in the Third Sector (optional)</i>	<i>6BUS1051</i>	x	x	x	x	x	x	x	x	x	x	x		x	x	x		x	x		x	x	x	x	
<i>Dissertation (including Research Methods) (optional)</i>	<i>6BUS1016 6BUS1086</i>	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
<i>Marketing Communications (optional)</i>	<i>6BUS1076</i>		x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x		x	x	x	x	

## Business and Accounting Pathway

**Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																							
		Knowledge & Understanding						Intellectual Skills				Practical Skills					Transferable Skills								
		A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6	D7	D8	D9
Level 5	Module Title	Module Code																							
	Management Accounting for Business Decisions	5BUS1038			x	x	x	x	x	x	x	x	x	x	x		x	x	x	x		x	x	x	x
	Modelling Business Problems	5BUS1098			x		x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	x	
	Analysing Financial Information	5BUS1002			x		x	x	x	x	x	x	x	x		x	x	x	x		x	x	x	x	x
	Financial Management	5BUS1158		x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x		
	Professional Development	5BUS1192						x	x	x				x		x	x		x					x	x
	Exploring Business Ethics	5BUS1049	x	x		x	x		x		x		x			x		x					x		x
	Enterprise	5BUS1080	x	x	x	x	x		x	x	x	x	x	x			x	x	x	x	x	x	x	x	x
	Managing People	5BUS1037	x	x	x	x	x			x		x	x	x			x		x	x					x
Placement Year																									
Level 6	Governance and Auditing	6BUS1227	x	x	x	x		x	x	x	x	x	x			x	x		x				x		x
	Management Decision Making	6BUS1084		x	x		x	x	x	x		x	x	x		x	x	x	x		x	x	x	x	
	Performance Strategy	6BUS1127	x		x			x	x	x	x		x	x	x		x	x	x	x		x	x	x	
	Contemporary Issues in Business and Management	6BUS1101		x		x	x		x	x	x	x	x	x			x	x	x		x	x	x	x	x
	Strategic Leadership in a Changing World	6BUS1059	x	x	x	x	x		x	x	x	x		x			x	x	x	x	x	x			x
	Industry Practice in Business or Creative Problem Solving for Managers	6BUS1149 6BUS1047	x	x	x	x	x		x	x	x		x	x	x			x	x	x	x	x	x	x	x



## Business and Economics Pathway

**Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																								
		Knowledge & Understanding					Intellectual Skills				Practical Skills					Transferable Skills										
		A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6	D7	D8	D9	
Level 5	Module Title	Module Code																								
	Consumer, Firms and Markets	5BUS1086			x	x		x	x	x	x		x	x	x		x	x	x		x	x	x			
	Macroeconomics	5BUS1162		x	x	x	x		x	x	x	x	x	x		x	x	x		x	x		x	x	x	
	Business Economics Techniques	5BUS1164	x		x		x	x	x	x		x	x	x		x	x	x	x	x	x	x	x	x		
	International Trade in the Open Economy	5BUS1040		x		x		x	x	x		x				x	x		x					x	x	
	Exploring Business Ethics	5BUS1049	x	x		x	x			x		x					x		x					x	x	
	Skills for Economists	5BUS1160	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
	Enterprise	5BUS1080	x	x	x	x	x		x	x	x	x	x	x	x			x	x	x	x	x	x	x	x	
Managing People	5BUS1037	x	x	x	x	x			x		x	x	x				x		x	x				x		
Placement Year																										
Level 6	International Production and Governance	6BUS1010		x		x		x	x	x		x				x	x		x					x	x	
	Economics of Strategy		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
	Issues in Global Economy	6BUS1011		x	x	x		x		x		x				x	x		x	x		x	x		x	
	Contemporary Issues in Business and Management	6BUS1101		x		x	x		x	x	x	x	x	x			x	x	x		x	x	x	x	x	
	Industrial Organisation	6BUS1203		x	x	x	x		x	x	x	x	x	x			x	x		x	x		x	x	x	
	Strategic Leadership in a Changing World	6BUS1059	x	x	x	x	x	x	x	x	x	x	x			x	x	x		x	x		x	x	x	
	Industry Practice in Business or Creative Problem Solving for Managers	6BUS1149 6BUS1047	x	x	x	x	x		x	x	x		x	x	x			x	x	x	x	x	x	x	x	

## Business and Event Management Pathway

**Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																							
		Knowledge & Understanding						Intellectual Skills				Practical Skills					Transferable Skills								
		A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6	D7	D8	D9
Level 5	Module Title	Module Code																							
	Risk Management and Security for Events	5BUS1102	x		x		x	x	x	x	x		x	x	x		x	x	x	x		x	x		
	Career Planning in the Event Industry	5BUS1173		x	x	x	x		x	x	x	x	x	x		x	x		x	x		x	x	x	
	Event Planning, Design and Community Engagement	5BUS1105	x		x	x	x	x		x	x		x	x	x		x	x	x	x		x	x	x	
	Exploring Business Ethics	5BUS1049	x	x		x	x			x		x		x			x		x				x		x
	Managing People	5BUS1037	x	x	x	x	x			x		x	x	x			x		x	x					x
	Event Marketing, Sponsorship and PR	5BUS1177	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x		x	x		x	x	x
	Enterprise	5BUS1080	x	x	x	x	x		x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	x
Impacts of Events and Festivals	5BUS1174		x	x	x	x		x	x	x	x	x	x		x	x	x		x	x		x	x	x	
Placement Year																									
Level 6	Contemporary Issues in Business and Management	6BUS1101	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x		x		x	x	x
	Policy, Politics and Events	6BUS1220	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x		x	x		x	x	x
	Sporting Events and Sports Tourism	6BUS1215		x	x	x	x		x	x	x	x	x	x	x	x	x		x		x	x	x	x	
	Strategic Leadership in a Changing World	6BUS1059	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Business Tourism and Events	6BUS1218		x	x	x	x		x	x	x	x	x	x	x	x	x		x	x		x	x	x	
	Contemporary Research Themes in Event Studies	6BUS1222						x		x	x	x		x			x	x							x
	Industry Practice in Business or Creative Problem Solving for Managers	6BUS1149 or 6BUS1047	x	x	x	x	x		x	x	x		x	x	x			x	x	x	x	x	x	x	x

## Business and Finance Pathway

**Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																								
		Knowledge & Understanding						Intellectual Skills				Practical Skills					Transferable Skills									
		A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6	D7	D8	D9	
Level 5	Module Title	Module Code																								
	Enhancing Employability in Finance	5BUS1150		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
	Macro Foundations for Finance	5BUS1039			x			x	x	x	x		x	x	x		x	x	x		x	x	x		x	
	Analysing Financial Information	5BUS1002			x		x	x	x	x	x	x	x	x		x	x	x	x		x	x	x	x		
	Financial Markets and Instruments	5BUS1148	x	x	x			x	x	x	x			x			x	x		x				x		
	Business Finance	5BUS1149		x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x			x	x	x	
	Exploring Business Ethics	5BUS1049	x	x		x	x			x		x		x			x		x					x	x	
	Enterprise	5BUS1080	x	x	x	x	x		x	x	x	x	x	x	x			x	x	x	x	x	x	x	x	
Managing People	5BUS1037	x	x	x	x	x			x		x	x	x				x		x	x				x		
Placement Year																										
Level 6	Contemporary Issues in Business and Management	6BUS1101	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
	Corporate Financial Strategy	6BUS1193		x	x	x	x		x	x	x	x	x	x		x	x	x		x	x		x	x	x	
	Money, Banking and Finance	6BUS1078		x	x	x	x		x	x	x	x	x	x	x	x	x		x	x		x	x	x	x	
	Strategic Leadership in a Changing World	6BUS1059	x	x	x	x	x	x	x	x	x	x	x		x	x	x		x	x		x	x	x	x	
	Behavioural Finance	6BUS1195	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
	Financial Aspects of International Business	6BUS1194		x	x	x	x	x	x	x	x	x	x		x	x	x		x	x		x	x	x	x	
	Industry Practice in Business or Creative Problem Solving for Managers	6BUS1149 or 6BUS1047	x	x	x	x	x		x	x	x		x	x	x			x	x	x	x	x	x	x	x	

## Business and Human Resources Pathway

**Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																							
		Knowledge & Understanding						Intellectual Skills				Practical Skills					Transferable Skills								
		A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6	D7	D8	D9
Level 5	Module Title	Module Code																							
	Labour Market Policy	5BUS1035		x	x			x		x		x		x		x	x		x				x	x	
	Organisational Psychology	5BUS1030	x			x	x	x	x	x			x	x		x	x	x	x		x			x	x
	Cross-Cultural Management	5BUS1054		x		x	x	x		x		x		x		x	x		x				x	x	
	Employment Law	5LAW1041		x		x		x		x		x		x		x	x		x				x		
	Enhancing Employability in HRM	5BUS1183		x	x	x	x		x	x	x	x	x	x		x	x		x	x		x	x	x	
	Managing People	5BUS1037	x	x	x	x	x			x		x	x	x			x		x	x				x	
	Exploring Business Ethics	5BUS1049	x	x		x	x			x		x		x			x		x				x		x
	Enterprise	5BUS1080	x	x	x	x	x		x	x	x	x	x	x	x			x	x	x	x	x	x	x	x
Placement Year																									
Level 6	Employment Relations	6BUS1017	x	x	x	x	x	x	x	x	x		x			x	x		x	x		x	x	x	
	Contemporary Issues in Business and Management	6BUS1101	x	x	x	x	x	x	x	x	x	x	x		x	x	x		x	x		x	x	x	
	International Human Resource Management	6BUS1019		x	x	x	x	x	x		x	x	x			x	x		x			x	x		x
	Strategic Leadership in a Changing World	6BUS1059	x	x	x	x	x	x	x	x	x	x	x		x	x	x		x	x		x	x	x	
	Contemporary Developments in HRD	6BUS1224	x	x	x	x	x	x	x	x	x	x	x		x	x	x		x	x		x	x	x	
	Industry Practice in Business or Creative Problem Solving for Managers	6BUS1149 or 6BUS1047	x	x	x	x	x		x	x	x		x	x	x			x	x	x	x	x	x	x	x

## Business and Information Systems Pathway

**Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																									
		Knowledge & Understanding						Intellectual Skills				Practical Skills						Transferable Skills									
		A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6	D7	D8	D9		
Level 5	Module Title	Module Code																									
	Human Computer Interaction for Commercial Applications	5BUS1007	x		x		x	x	x	x	x		x	x	x		x	x	x	x		x	x	x	x		
	Trends in Technology	5BUS1010	x	x	x		x	x	x	x	x		x	x	x		x	x	x	x		x	x	x			
	Mobile Business Technologies	5BUS1066		x		x		x	x	x		x		x	x		x	x	x	x	x				x	x	
	Project Planning and Control	5BUS1008			x			x	x	x	x		x	x	x		x	x	x	x	x	x	x	x	x		
	Enhancing Employability	5BUS1085	x	x	x	x		x	x	x			x	x	x		x	x	x	x	x	x	x	x	x		
	Managing People	5BUS1037	x	x	x	x	x			x		x	x	x			x		x	x					x		
	Exploring Business Ethics	5BUS1049	x	x		x	x			x		x		x			x		x					x		x	
Enterprise	5BUS1080	x	x	x	x	x		x	x	x	x	x	x	x			x	x	x	x	x	x	x	x	x		
Placement Year																											
Level 6	Databases for Management Decision Making	6BUS1070			x		x	x	x	x		x	x	x		x	x	x	x	x	x	x	x				
	Electronic Commerce	6BUS0184			x		x	x	x	x		x	x	x		x	x	x	x		x	x	x	x			
	Advanced Project and Risk Management	6BUS1012	x		x	x		x	x	x	x		x	x	x		x	x	x	x		x	x	x			
	Knowledge Management and Business Intelligence	6BUS1035	x	x	x	x		x	x	x	x	x	x	x		x	x	x	x			x	x		x		
	Strategic Leadership in a Changing World	6BUS1059	x	x	x	x	x	x	x	x	x	x	x		x	x	x		x	x		x	x		x		
	Industry Practice in Business or Creative Problem Solving for Managers	6BUS1149 or 6BUS1047	x	x	x	x	x		x	x	x		x	x	x			x	x	x	x	x	x	x	x		

## Business and Marketing Pathway

**Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																							
		Knowledge & Understanding						Intellectual Skills				Practical Skills					Transferable Skills								
		A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6	D7	D8	D9
Level 5	Module Title	Module Code																							
	Understanding Customers	5BUS1165		x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
	Marketing Planning	5BUS1032	x		x		x	x	x	x		x	x	x		x	x	x	x	x	x		x		
	Marketing for the Small Enterprise	5BUS1031	x		x		x	x	x	x	x	x	x			x	x		x	x		x	x	x	x
	Product Innovation	5BUS1022	x	x		x	x	x		x	x	x		x			x	x		x	x		x	x	x
	Enhancing Employability in Marketing	5BUS1082		x	x	x	x	x	x	x	x	x	x		x	x	x		x	x		x	x	x	
	Managing People	5BUS1037	x	x	x	x	x			x		x	x	x			x		x	x				x	
	Exploring Business Ethics	5BUS1049	x	x		x	x			x		x		x			x		x					x	x
Enterprise	5BUS1080	x	x	x	x	x		x	x	x	x	x	x	x			x	x	x	x	x	x	x	x	
Placement Year																									
Level 6	Managing Media and Communications	6BUS1081	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Market and Social Research	6BUS1082			x	x	x	x	x	x		x	x	x		x	x	x	x		x	x	x	x	
	Contemporary Issues in Business and Management	6BUS1101	x	x	x	x	x	x	x	x	x	x	x		x	x	x		x	x		x	x	x	
	Strategic Leadership in a Changing World	6BUS1059	x	x	x	x	x	x	x	x	x	x	x		x	x	x		x	x		x	x	x	
	Industry Practice in Business or Creative Problem Solving for Managers	6BUS1149 or 6BUS1047	x	x	x	x	x		x	x	x		x	x	x			x	x	x	x	x	x	x	x

## Business and Tourism Pathway

**Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																									
		Knowledge & Understanding						Intellectual Skills				Practical Skills					Transferable Skills										
		A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6	D7	D8	D9		
Level 5	Module Title	Module Code																									
	Career Planning in the Tourism Industry	5BUS1178		x	x	x	x		x	x	x	x	x	x		x	x	x		x	x		x	x	x		
	Law for the Tourism and Event Industry	5LAW1019		x	x	x	x		x	x	x	x					x		x	x		x	x	x			
	Exploring Business Ethics	5BUS1049	x	x		x	x			x		x		x			x		x					x			
	Social and Cultural Impacts of Tourism	5BUS1179	x	x	x	x	x		x	x	x	x	x	x		x	x	x		x	x		x	x	x		
	Tourism Passenger Transport	5BUS1169	x	x	x	x	x		x	x	x	x	x	x		x	x	x		x	x		x	x	x		
	Enterprise	5BUS1080	x	x	x	x	x		x	x	x	x	x	x	x		x	x	x	x	x		x	x	x	x	
	Managing People	5BUS1037	x	x	x	x	x			x		x	x	x			x		x	x					x		
Destination Marketing Research	5BUS1170		x	x	x	x			x	x	x	x	x		x	x	x		x	x		x	x	x			
Placement Year																											
Level 6	Contemporary Issues in Business and Management	6BUS1101	x	x	x	x	x	x	x	x	x	x	x		x	x	x		x	x		x	x	x	x		
	Tourism Planning	6BUS1212		x	x	x	x		x	x	x	x	x		x	x	x		x	x		x	x	x	x		
	Tour Operating (Mass Market & Niche)	6BUS1214		x	x	x	x		x	x	x	x	x		x	x	x		x	x		x	x	x	x		
	Strategic Leadership in a Changing World	6BUS1059	x	x	x	x	x	x	x	x	x	x	x		x	x	x		x	x		x	x	x			
	Aviation and Airlines	6BUS1219	x	x	x	x	x		x	x	x	x	x		x	x	x	x		x			x	x	x	x	
	Destination and Visitor Attraction Management	6BUS1217		x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		
	Industry Practice in Business or Creative Problem Solving for Managers	6BUS1149 or 6BUS1047	x	x	x	x	x		x	x	x		x	x	x			x	x	x	x	x	x	x	x	x	

## KEY TO PROGRAMME LEARNING OUTCOMES

### Knowledge and Understanding of:

- A1. The intricacies of organisations
- A2. The complexity of the local, national and international external environments in which organisations operate
- A3. The wide range of processes, procedures and practices of effective business management
- A4. The basic principles and ethical considerations of business and organisations
- A5. One or more functional area of business

### **'Business and ...' Pathways ONLY**

- A6. Theoretical concepts and vocationally relevant information associated with the chosen specialism.

### Intellectual Skills – able to:

- B1. Analysis and evaluate business information for decision-making purposes
- B2. Utilise cognitive skills of critical thinking, analysis and synthesis
- B3. Analyse and solve business problems using appropriate techniques
- B4. Analyse and evaluate the impact of the wider international, economic, political, legal and social environment on business organisations

### Practical Skills – able to:

- C1. Apply a range of appropriate business techniques to analyse data to solve structured and unstructured business problems
  - C2. Conduct research into business and management issues through creation, extraction and analysis of data from a range of sources
  - C3. Apply and utilise relevant IT tools in analysis and communication of business information
  - C4. Integrate business theory with practice via a 36 week work placement or the study of the work based Level 6 Industry Practice module
- 'Business and ...' Pathways ONLY**
- C5. Review issues of specific relevance to the chosen discipline and evaluate their significance using a range of techniques appropriate to the specialism

### Transferable Skills – able to:

- D1. Communicate effectively, both orally and in writing
- D2. Make effective use of IT tools for business
- D3. Manage time and resources effectively
- D4. Work effectively within a team
- D5. Manipulate, sort and present data
- D6. Solve business problems and make business decisions effectively using appropriate quantitative and qualitative techniques
- D7. Learn to study effectively in preparation for life-long learning
- D8. Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments
- D9. Operate in the dynamic global arena and appreciate contemporary and cross cultural difference



## Section 2

### Programme management

**Relevant QAA subject benchmarking statements**

**Type of programme**

**Date of validation/last periodic review**

**Date of production/ last revision of PS**

**Relevant to level/cohort**

**Administrative School**

General Business and Management 2015

Undergraduate

February 13

March 2018

All students entering September 2018

Hertfordshire Business School

Table 3 Course structure

Course details					
Course code	Course description			JACS	
BSBS	BA (Hons) Business Studies			N400	
Course Instances					
Instances code	Intake	Stream	Instances Year	Location	Mode of study
BUS1S	A	Business Studies	1	Hatfield	Full Time/Sandwich
BUS2S	A	Business Studies	2	Hatfield	Full Time/Sandwich
BUS3F	A	Business Studies	3	Hatfield	Full Time
BUS3S	A	Business Studies	3	Hatfield	Sandwich Placement/ Study Abroad
BUS4S	A	Business Studies	4	Hatfield	Sandwich
BS1P	A	Business (Part-time)	1	Hatfield	Part Time
BS2P	A	Business (Part-time)	2	Hatfield	Part Time
BS3P	A	Business (Part-time)	3	Hatfield	Part Time
BS4P	A	Business (Part-time)	4	Hatfield	Part Time
BS5P	A	Business (Part-time)	5	Hatfield	Part Time
BS6P	A	Business (Part-time)	6	Hatfield	Part Time
BSAAC1S	A	Business and Accounting	1	Hatfield	Full Time/Sandwich
BSACC2S	A	Business and Accounting	2	Hatfield	Full Time/Sandwich
BSACC3F	A	Business and Accounting	3	Hatfield	Full Time

BSACC3S	A	Business and Accounting	3	Hatfield	Sandwich Placement/ Study Abroad
BSACC4S	A	Business and Accounting	4	Hatfield	Sandwich
BSAEC1S	A	Business and Economics	1	Hatfield	Full Time/Sandwich
BSAEC2S	A	Business and Economics	2	Hatfield	Full Time/Sandwich
BSAEC3F	A	Business and Economics	3	Hatfield	Full Time
BSAEC3S	A	Business and Economics	3	Hatfield	Sandwich Placement/ Study Abroad
BSAEC4S	A	Business and Economics	4	Hatfield	Sandwich
BSEVM1S	A	Business and Event Management	1	Hatfield	Full Time/Sandwich
BSEVM2S	A	Business and Event Management	2	Hatfield	Full Time/Sandwich
BSEVM3F	A	Business and Event Management	3	Hatfield	Full Time
BSEVM3S	A	Business and Event Management	3	Hatfield	Sandwich Placement/ Study Abroad
BSEVM4S	A	Business and Event Management	4	Hatfield	Sandwich
BSAFIN1S	A	Business and Finance	1	Hatfield	Full Time/Sandwich
BSAFIN2S	A	Business and Finance	2	Hatfield	Full Time/Sandwich
BSADIN3F	A	Business and Finance	3	Hatfield	Full Time
BSAFIN3S	A	Business and Finance	3	Hatfield	Sandwich Placement/ Study Abroad
BSAFIN4S	A	Business and Finance	4	Hatfield	Sandwich
BSAHR1S	A	Business and Human Resources	1	Hatfield	Full Time/Sandwich
BSAHR2S	A	Business and Human Resources	2	Hatfield	Full Time/Sandwich
BSAHR3F	A	Business and Human Resources	3	Hatfield	Full Time
BSAHR3S	A	Business and Human Resources	3	Hatfield	Sandwich Placement/ Study Abroad
BSAHR4S	A	Business and Human Resources	4	Hatfield	Sandwich
BSAIS1S	A	Business and Information Systems	1	Hatfield	Full Time/Sandwich
BSAIS2S	A	Business and Information Systems	2	Hatfield	Full Time/Sandwich
BSAIS3F	A	Business and Information Systems	3	Hatfield	Full Time
BSAIS3S	A	Business and Information Systems	3	Hatfield	Sandwich Placement/ Study Abroad

BSAIS4S	A	Business and Information Systems	4	Hatfield	Sandwich
BSAMK1S	A	Business and Marketing	1	Hatfield	Full Time/Sandwich
BSAMK2S	A	Business and Marketing	2	Hatfield	Full Time/Sandwich
BSAMK3F	A	Business and Marketing	3	Hatfield	Full Time
BSAMK3S	A	Business and Marketing	3	Hatfield	Sandwich Placement/ Study Abroad
BSAMK4S	A	Business and Marketing	4	Hatfield	Sandwich
BSATU1S	A	Business and Tourism	1	Hatfield	Full Time/Sandwich
BSATU2S	A	Business and Tourism	2	Hatfield	Full Time/Sandwich
BSATU3F	A	Business and Tourism	3	Hatfield	Full Time
BSATU3S	A	Business and Tourism	3	Hatfield	Sandwich Placement/ Study Abroad
BSATU4S	A	Business and Tourism	4	Hatfield	Sandwich
<b>MBDA Only:</b>					
FRSBS1F	A	Business Studies	1	Hatfield	Full Time
FRSBS2F	A	Business Studies	2	Hatfield	Full Time
FRSBS3F	A	Business Studies	3	Hatfield	Full Time
FRSBS4F	A	Business Studies	4	Hatfield	Full Time