University of Suffolk

DEFINITIVE COURSE RECORD – DEFINITIVE DOCUMENT

30Course Title	**BA (Hons) Business Management**
Awarding Bodies	**University of Suffolk**
Level of Award[1]	**FHEQ Level 6**
Professional, Statutory and Regulatory Bodies Recognition	**None**
Credit Structure[2]	**360 credits** **Level 4: 120 Credits** **Level 5: 120 Credits** **Level 6: 120 Credits**
Mode of Attendance	**Full-time and Part-time**
Standard Length of Course[3]	**3 years full-time**
Intended Award	**BA (Hons) Business Management** **BA (Hons) Business Management (Digital Marketing)** **BA (Hons) Business Management (Digital Innovation & Enterprise)**
Named Exit Awards	**DipHE Business Management** **CertHE Business Management**
Entry Requirements[4]	**112 UCAS points (or the equivalent)** **Grade 4 passes (C or above) in GCSE English and Maths (or the equivalent)**
Delivering Institution(s)	**University of Suffolk**
UCAS Code	**N100**

This definitive record sets out the essential features and characteristics of the BA (Hons) Business Management course. The information provided is accurate for students entering level 4 in the 2027-28 academic year.

Course Summary

Our BA (Hons) Business Management course covers a broad range of management topics and is designed to give you an overview of how businesses work and managers can affect and improve business performance. Core modules on the course will ensure that you develop a good understanding of basic principles, important elements of management, leadership and strategy and develop skills that will support your employment after you graduate. At the same time, there are optional modules which give you the chance to specialise; choose subjects which you enjoy or that interest you; and to develop skills with a specific career or industry in

[1] For an explanation of the levels of higher education study, see the QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2024)
[2] All academic credit awarded as a result of study at the University adheres to the Higher education credit framework for England.
[3] Where the course is delivered both full-time and part-time, the standard length of course is provided for the full-time mode of attendance only. The length of the part-time course is variable and dependent upon the intensity of study. Further information about mode of study and maximum registration periods can be found in the Framework and Regulations for Undergraduate Awards.
[4] Details of standard entry requirements can be found in the Admissions Policy and further details about Disclosure and Barring Checks (DBS) can be found on the University's DBS webpage.

mind. All students will enrol on the BA (Hons) Business Management and may be able to transfer to a specialist pathway at the end of Level 4 depending on module choice, leading either to a BA (Hons) Business Management (Digital Marketing), BA (Hons) Business Management (Digital Innovation and Enterprise).

The course has been designed to support your future career ambitions – each module will require you to learn and apply ideas and to develop skills that will be useful to you in your future work. Students that graduate from the Business Management course take with them a broad range of skills and knowledge that can support careers in multi-national companies, small business, family firms, the public sector, charities or help those who want to start their own company.

Course Aims

In providing this course, the University and course team aim to:

1. Provide you with an understanding of the fundamentals and complexities of leading, managing and creating businesses in a world which is increasingly complex, constantly changing, and digital in nature.
2. Encourage you to be a critical and creative thinker, ready to access and evaluate information and data, apply your learning to solve problems and communicate in a variety of ways to professional audiences.
3. Support you as you build and evidence discipline specific and transferable skills through work placements, engagement with employers and application of academic ideas to real-world business practice.
4. Think in a sustainable and ethical way, cognizant of the positive impact that well-run businesses can have on the planet and society.
5. Enable you to be confident about adapting to an uncertain world and shape your academic experience so that you are in control of your career journey and the skills you build as an entrepreneur, manager or employee.

Course Learning Outcomes

The following statements define what students graduating from the BA (Hons) Business Management course will have been judged to have demonstrated in order to achieve the award. These statements, known as learning outcomes, have been formally approved as aligned with the generic qualification descriptor for level 6 awards as set out by the UK Quality Assurance Agency (QAA)[5].

By the end of Level 6 or successful completion of this course you will be able to:

1. Evaluate business concepts and trends, including those that are complex and at the forefront of current research and debate.
2. Critically examine and synthesise self-sourced information and data.
3. Justify creative solutions to real-world scenarios using a range of concepts drawn from across disciplinary boundaries, information, and data.
4. Reflect on and discuss your university experience, evidencing graduate attributes relating to your chosen graduate career.

[5] As set out in the QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2024)

5. Use an in-depth understanding of sustainability and ethical issues to design and make recommendations to improve performance in functional areas of business.
6. Formulate, justify, and evaluate a project which demonstrates the value of well-designed research to business practice.

For students on a specialised pathway:

7. Formulate an understanding of current trends, issues, and complexities, relating to your pathway, and how these affect businesses in a complex and digital world of artificial intelligence.

Course Design

The design of this course has been guided by the following QAA Benchmarks / Professional Standards / Competency Frameworks:

- QAA Subject Benchmark for Business and Management (published in March 2023)

Course Structure

The BA (Hons) Business Management comprises modules at levels 4, 5 and 6.

Module Specifications for each of these modules is included within the course handbook, available to students on-line at the beginning of each academic year.

	Module	Credits	Module Type
Level 4			
	What is a Contemporary Business?	15	Mandatory
	Accounting for Managers	15	Requisite
	Competitive Business Environments	30	Requisite
	Digital Marketing and Artificial Intelligence	30	Requisite
	Enterprise and AI in Practice	30	Requisite
Level 5			
All students must take the below modules			
	Business Professional in Practice	30	Mandatory
	Contemporary People Management	30	Requisite
	Consultancy in Global Context	30	Requisite

Students who do not wish to choose a specific pathway must choose one 30 credit module from any of the modules below			
	Marketing Behaviour and Performance	30	Optional
	Digital Innovation and Transformation	30	Optional
	Performance Management	30	Optional
Pathway: BA (Hons) Business Management (Digital Marketing)			
	Marketing Behaviour and Performance	30	Requisite
Pathway: BA (Hons) Business Management (Digital Innovation and Enterprise)			
	Digital Innovation and Transformation	30	Requisite
Level 6			
All students must take the below modules			
	Capstone Project ***or***	30	Mandatory (choice)
	Enterprise Project	30	Mandatory (choice)
	Financial Management - Analytics and AI	30	Requisite
	Strategic Change Management	30	Requisite
Students who do not wish to choose a specific pathway must choose one 30 credit module from any of the modules below:			
	Brands and Communication Strategies	30	Optional
	Emerging Business Trends and Technologies	30	Optional
Pathway: BA (Hons) Business Management (Digital Marketing)			
	Brands and Communication Strategies	30	Requisite
Pathway: BA (Hons) Business Management (Digital Innovation and Enterprise)			
	Emerging Business Trends and Technologies	30	Requisite

Optional modules available in any year will be communicated to you prior to your enrolment to facilitate module choice. Some optional modules may not run in every year of study, and the availability of optional modules depends on the level of student demand, the availability of specialist staff and timetabling constraints. In addition, we regularly review our curriculum to ensure it is up-to-date, relevant, draws on the latest research and addresses contemporary issues. As a result, the modules we offer may change over the course of your degree.

Optional modules are included to facilitate student choice and named pathways via a structure which ensures flexibility. In odd years, students can select between Module A or B, and in even years, between Module C or D. Pathways (e.g., AC or BD) are formed based on module selections, with details available in the course handbook. The optional modules and pathways available in alternate years include:

- Business Management (Digital Marketing)
    - Marketing Behaviour and Performance
    - Brands and Communication Strategies

- Business Management (Digital Innovation and Enterprise)
    - Digital Innovation and Transformation
    - Emerging Business Trends and Technologies

These are pathway modules offered in alternate years so students would be able to take at either level 5 or level 6. Please see handbook for optional combinations available in this academic year.

Named Pathways: *s*tudents selecting certain combinations of modules across years can qualify for named pathways as follows:

Digital Marketing Pathway: Selecting modules focused on marketing (e.g., Brands and Communication Strategies and Marketing Behaviour and Performance).

Digital Innovation and Enterprise Pathway: Choosing innovation-focused modules (e.g., Emerging Business Trends and Technologies and Digital Innovation and Transformation).

Students choosing other module combinations will receive the non-pathway award, maintaining flexibility in their learning journey. This structure ensures that over two years, students can engage with two optional modules (totalling 60 credits) that align with their academic and career goals.

Awards

On successful completion of the course, depending on module selection, students will be awarded either a BA (Hons) Business Management, BA (Hons) Business Management (Digital Marketing) or BA (Hons) Business Management (Digital Innovation and Enterprise). Students should note that if they select all of the modules for a named specialist pathway, they will need to transfer from the BA (Hons) Management course to a specialist named pathway in either BA (Hons) Business Management (Digital Marketing) or BA (Hons) Business Management (Digital Innovation and Enterprise).

Students who leave the course early may be eligible for a DipHE Business Management on successful completion of 240 credits including all mandatory modules at levels 4 and 5, or a CertHE Business Management on successful completion of 120 credits including all mandatory modules at level 4.

Course Delivery

The course is delivered at Ipswich. Students studying full-time on BA (Hons) Business Management are likely to have an approximate minimum of 168 contact hours for each level of study. The contact hours will be a mix of lecture, seminar, practical activity, and students will also be required to participate in 100 hours of placement. Students will be expected to find their own placement with the support of the university. Students will normally be expected to undertake 25-30 hours of independent study in an average week but should be prepared for this to vary based on assignment deadlines and class exercises.

Course Assessment

A variety of assessments will be used on the course to enable students to experience and adapt to different assessment styles. The assessment methods used will be appropriate to assess each module's intended learning outcomes. Assessment on the course overall will be made up almost completely of coursework (including reports, pitch, podcasts, Vlog, articles, reflective learning pieces, presentations, group work, proposals, business plan, and research projects).

Course Team

The academic staff delivering this course are drawn from a team that includes teaching specialists and current practitioners. All staff are qualified in their subjects with their own specialist knowledge to contribute.

Course Costs

Students undertaking BA (Hons) Business Management will be charged tuition fees as detailed below.

Student Group	Tuition Fees
Full-time UK	£10,050 per year
Part-time UK	£2,512.5 per 30 credit module
Full-time EU/International	£16,000 per year
Part-time EU/International	£3,999.9 per 30 credit module

Payment of tuition fees is due at the time of enrolment and is managed in accordance with the Tuition Fee Policy.

Students may be given the opportunity to participate in voluntary trips or visits and there may be a small charge for some of these. The costs for any trips that constitute a mandatory part of the course will normally be covered by the university.

Academic Framework and Regulations

This course is delivered according to the Framework and Regulations for Undergraduate Awards and other academic policies and procedures of the University and published on the website.