The BA (Hons) Business Management is designed to provide students with knowledge, skills and experience in the main functions of business operations, leadership and management. Students will study modules that cover these basic functions as well as having the opportunity to pursue areas of interest and specialism through the selection of optional modules and their dissertation topic. As students progress into the second and third years they will meet more business people and will work on real-life cases, live projects and develop their abilities through the use of problem-based and other creative learning methods.

As students progress through the course, the focus of teaching and support will switch from introducing students to key concepts and the latest thinking in core management disciplines to the application of this knowledge in real business scenarios. This design helps to ensure
that by the time our graduates are ready for the workplace they are not just able to secure work, but can make a positive impact from their very first day. We describe this as being ‘business ready.’

Course Aims

- To provide students with a systematic understanding of key aspects of business management through a coherent and integrated programme of study

- To develop conceptual understanding that enables students to: devise and sustain arguments; use established techniques of analysis to solve problems; and describe and comment on current research in business management

- To prepare students for a career in business and/or management by developing personal and professional skills that will support communication, group interaction, information finding, analysis and problem solving during their period of study consistent with the development of ‘business-ready graduates’

- To provide students with a valuable and positive learning experience in their academic studies

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 4/5/6 awards as set out by the UK Quality Assurance Agency (QAA).

1. A systematic understanding of key aspects of Business Management, including acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of a discipline

2. An appreciation of the uncertainty, ambiguity and limits of knowledge

3. An ability to deploy accurately established techniques of analysis and enquiry within a discipline

4. Critically evaluate arguments, assumptions, abstract concepts and data, to make judgements, and to frame appropriate questions to achieve a solution, or to identify a range of solutions to a problem

5. The ability to synthesise understanding from different areas of knowledge to analyse and evaluate business cases or problems

6. The ability to devise and sustain arguments and/or to solve problems using ideas and techniques, some of which are at the forefront of the discipline

7. The ability to describe and comment upon particular aspects of current research in the discipline

8. An ability to manage their own learning, and to make use of scholarly reviews and primary sources

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6 As set out in the QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014)
University of Suffolk

DEFINITIVE COURSE RECORD

9. An ability to apply the methods and techniques that they have learned to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects

10. Effectively communicate information, ideas, problems and solutions to both specialist and non-specialist audiences

11. Enhanced development of a range of specific business knowledge and skills required to prepare for employment

12. The possession of qualities and transferable skills necessary for employment requiring the exercise of initiative and personal responsibility; decision-making in complex and unpredictable contexts; the learning ability needed to undertake appropriate further training of a professional or equivalent nature

13. Enhanced understanding of skills and attributes required to become effective global citizens

Course Design
The design of this course has been guided by the following QAA Subject Benchmark Statement:

- Business and Management (2015)

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

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

<table>
<thead>
<tr>
<th>Module</th>
<th>Credits</th>
<th>Module Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Introduction to Management</td>
<td>20</td>
<td>M</td>
</tr>
<tr>
<td>Finance and Data Analysis</td>
<td>20</td>
<td>R</td>
</tr>
<tr>
<td>Business Economics</td>
<td>20</td>
<td>R</td>
</tr>
<tr>
<td>Business Law</td>
<td>20</td>
<td>R</td>
</tr>
<tr>
<td>Marketing Fundamentals</td>
<td>20</td>
<td>R</td>
</tr>
<tr>
<td>One module selected from the following:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entrepreneurialism</td>
<td>20</td>
<td>O</td>
</tr>
<tr>
<td>Language and Culture in a Business Context I</td>
<td>20</td>
<td>O</td>
</tr>
<tr>
<td>Level 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contemporary Issues in the Business Environment</td>
<td>20</td>
<td>R</td>
</tr>
<tr>
<td>Managing People</td>
<td>20</td>
<td>R</td>
</tr>
<tr>
<td>Topics in Business Research</td>
<td>20</td>
<td>M</td>
</tr>
</tbody>
</table>

7 Modules are designated as either mandatory (M), requisite (R) or optional (O). For definitions, see the Framework and Regulations for Undergraduate Awards
### Business Ethics 20 R

Two modules selected from the following:

- Managing Innovation and Creativity 20 O
- Intermediate Financial Accounting 20 O
- Corporate Reputation Management 20 O
- Employment Law 20 O
- Business Management in Practice (placement) 20 O

#### Level 6

<table>
<thead>
<tr>
<th>Module</th>
<th>Credits</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dissertation</td>
<td>40</td>
<td>M</td>
</tr>
<tr>
<td>Strategic Management</td>
<td>20</td>
<td>R</td>
</tr>
<tr>
<td>Leading and Managing Change</td>
<td>20</td>
<td>R</td>
</tr>
</tbody>
</table>

Two modules selected from the following:

- Human Resource Strategy 20 O
- Strategic Marketing Planning and Management 20 O
- Financial Strategy 20 O
- Seminars in Advanced Management 20 O
- The Enterprising Graduate 20 O

It is expected that all optional modules will be offered each year. However, there may be instances when some options are not available.

### Awards

On successful completion of the course, students will be awarded a BA (Hons) Business Management. 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 approximately 8 contact hours a week for level 4, 9 contact hours a week for level 5 and 6 contact hours a week for level 6. The contact hours will be a mix of lecture, seminar, and practical activity. Students will normally be expected to undertake 30 hours of independent study in an average week, but should be prepared for this to vary based on assignment deadlines and class exercises. This will often include making use of online resources (lectures, reading and activities) that are prescribed by the tutor running the module.

### 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 approximately 83% coursework (including essays, reports, presentations, group work, reflective learning journals and research projects) and 17% examinations at level 4. The majority of assessment at levels 5 and 6 is through coursework (including essays, reports,
presentations, group work, reflective learning journals and research projects). Two optional modules at level 5, and one option at level 6, include written exams.

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.

<table>
<thead>
<tr>
<th>Student Group</th>
<th>Tuition Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time UK/EU</td>
<td>£9,250 per year</td>
</tr>
<tr>
<td>Part-time UK/EU</td>
<td>£1,454 per 20 credit module</td>
</tr>
<tr>
<td>Full-time International</td>
<td>£10,080 per year</td>
</tr>
<tr>
<td>Part-time International</td>
<td>£1,680 per 20 credit module</td>
</tr>
</tbody>
</table>

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

There is no regular requirement for students to pay additional course fees. Where supplementary activities are offered there may be a small charge to cover their cost (for example, for transport).

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](http://example.com).