

DEFINITIVE COURSE RECORD

Course Title	BA (Hons) Business Management with Applied Psychology
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 with Applied Psychology
Named Exit Awards	None
Entry Requirements ⁴	110 UCAS tariff points
Delivering Institution(s)	University of Suffolk at West Suffolk College
UCAS Code	n/a

This definitive record sets out the essential features and characteristics of the BA (Hons) Business Management and Applied Psychology course. The information provided is accurate for students entering level 4 in the 2017-18 academic year⁵.

Course Summary

Studying *Business Management with Applied Psychology* is an effective subject combination in which to develop your understanding of human behaviour in a business, professional and work context. You will develop a more detailed and wider breadth of understanding of Business Management as your “major” subject, and your accompanying study of Applied Psychology will provide a useful opportunity to make interdisciplinary connections, forming a useful complement to your overall degree experience. Aspects of business management such as human resource management and marketing draw much of their theory from psychology, so applying ideas from one discipline should also enhance the student’s understanding and enjoyment of the other.

Applied Psychology equips students with a thorough grounding in each of the major fields: social psychology, developmental psychology, biological psychology, and cognitive psychology. As disciplines, Applied Psychology and Business Management each have their own theoretical underpinning and academic conventions and the study of both provides a

¹ For an explanation of the levels of higher education study, see the [QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies \(2014\)](#)

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](#)

⁵ The University reserves the right to make changes to course content, structure, teaching and assessment as outlined in the [Admissions Policy](#).

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valuable opportunity to develop more versatile skills and perspectives as well as an appreciation of interdisciplinary connections.

Course Aims

Business Management

As a student on the programme you will be involved in identifying and applying the main business processes and personal skills essential in effective management. You will also use these in specific situations such as developing marketing, human resource or corporate strategies for organisations. The overall aim of the programme is to provide an inspiring, challenging course of study that will equip you with the knowledge and skills necessary to enable you to contribute effectively to the management of organisations within a changing business environment. This overall aim embraces a number of distinct aims:

- To provide you with a systematic understanding of key aspects of business management through a coherent and integrated programme of study
- To develop conceptual understanding that enables you 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 you 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 your period of study and future career development.
- To provide you with a valuable and positive learning experience in your academic studies

Applied Psychology

- To provide the opportunity for students to develop an understanding of major concepts and themes in contemporary Psychology and an ability to relate them to life in the community and globally
- Students will develop a critical approach to their studies in Applied Psychology, evaluating theory and evidence accordingly
- To ensure that students develop autonomous learning and research skills which provide a basis for lifelong learning
- To develop and enhance skills in written, oral and IT communication
- To ensure that students have the opportunities to develop a range of analytic and graduate skills adequate for a range of professional and life situations

Course Learning Outcomes

The following statements define what students graduating from the BA (Hons) Business Management with Applied Psychology course will have been judged to have demonstrated in order to achieve the award. These statements, known as learning outcomes, have been

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formally approved as aligned with the generic qualification descriptor for level 6 awards as set out by the UK Quality Assurance Agency (QAA)⁶.

Business Management

1. Critically analyse, evaluate, apply and interrelate knowledge and skills developed on the programme
2. Demonstrate an ability to deploy accurately established techniques of analysis and enquiry within business management
3. Demonstrate the ability to devise and sustain arguments, and to solve problems using a variety of ideas and techniques
4. Demonstrate an appreciation of the uncertainty, ambiguity and limits of knowledge
5. Demonstrate a systematic understanding of key aspects of business management, including acquisition of coherent and detailed knowledge
6. Demonstrate evidence of thorough understanding of application of theory in practical situations
7. An ability to design, research, and present a sustained and independently conceived dissertation/project in accordance with the academic conventions of *Business Management*, or an *interdisciplinary* dissertation that includes *Business Management* in accordance with appropriate academic conventions.
8. Critical understanding and more detailed knowledge of a wider breadth of Business Management, at least some of which is at, or informed by, the forefront of defined aspects of Business Management as a discipline, (acquired through the study of two level 6 Business Management modules and an undergraduate dissertation/project registered in Business Management, or three level 6 Business Management modules and an undergraduate dissertation/project registered as interdisciplinary that includes Business Management

Applied Psychology

9. Recognise the inherent variability and diversity of psychological functioning in applied settings
10. Demonstrate sound knowledge and critical understanding of a range of influences on psychological functioning, and how they are conceptualised in real world terms
11. Demonstrate knowledge of a range of research paradigms, research methods and measurement techniques, including statistical analysis and how these may apply to everyday life
12. Reason scientifically and demonstrate the relationship between theory and evidence in applied settings

⁶ As set out in the [QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies \(2014\)](#)
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13. Adopt multiple perspectives to enable evaluation of the application of psychology to everyday life
14. Demonstrate competence in research skills through practical activities and understand the importance of these skills in the real world
15. Reason statistically and demonstrate competence in a range of statistical methods to increase understanding of the application of statistics in everyday life

Generic and graduate skills

1. critical evaluation of arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and to frame appropriate questions to achieve a solution - or identify a range of solutions - to a problem in applied settings
2. ability to communicate information, ideas, problems and solutions to both specialist and non-specialist audiences
3. be aware of contextual and interpersonal factors in groups and teams
4. the qualities and transferable skills necessary for employment requiring the exercise of initiative and personal responsibility, decision-making in complex and unpredictable contexts and the learning ability needed to undertake appropriate further post-graduate study and/or training of a professional or equivalent nature

Course Design

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

- Business and Management (2015)
- Psychology (2007)

Course Structure

The BA (Hons) Business Management with Applied Psychology course 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 ⁷
Level 4			
	Management and Academic Skills	20	R
	Principles and Functions of Management	20	R
	<i>Either</i> Entrepreneurship	20	O
	<i>Or</i> Business Economics	20	O

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

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	Introduction to Applied Psychology	20	R
	Psychology in Action	20	R
	Psychology and Society	20	R
Level 5			
	Dissertation/Project Preparation	20	M
	Management and Organisational Behaviour	20	R
	Managing for Innovation and Creativity	20	R
	Contemporary Issues in the Business Environment	20	R
	Methodology for Social Science: Applied Psychology	20	M
	Criminality, Psychopathology and Deviance	20	O
	Cyber Psychology	20	O
Level 6			
	Undergraduate Dissertation/Project	40	M
	Business Ethics	20	O
	Employment Law	20	O
	Change Management	20	O
	International Marketing Strategy	20	O
	Individual differences in the Workplace	20	R
	Psychology of Health	20	R

Awards

On successful completion of the course, students will be awarded a BA (Hons) Business Management with Applied Psychology.

Course Delivery

The course is delivered at the Bury St Edmunds campus at the site of West Suffolk College. Students studying full-time on BA (Hons) Business Management with Applied Psychology are likely to have approximately 10 contact hours per week. The contact hours will be a mix of lecture, seminar discussion and site visits where appropriate. Students will normally be expected to undertake 25 hours of independent study in an average week if studying full-time, 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 BA (Hons) Business Management with Applied Psychology 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 mostly coursework including essays, reports, presentations and group work, and up to 8 time constrained assessments and written examinations depending on the module options chosen.

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.

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Course Costs

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

Student Group	Tuition Fees
Full-time UK/EU	£9,250 per year
Part-time UK/EU	£1,454 per 20 credit module
Full-time International	£10,080 per year
Part-time International	£1,680 per 20 credit module

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

Students are likely to incur other costs for optional field trips and other extra-curricular activities amounting to approximately £50.00 per year.

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](#).