

DEFINITIVE COURSE RECORD

Course Title	BA (Hons) Business Management Professional [degree apprenticeship]
Awarding Bodies	University of Suffolk
Level of Award ¹	FHEQ level 6
Professional, Statutory and Regulatory Bodies Recognition	Chartered Manager Degree Apprenticeship Level 6 Standard.
Credit Structure ²	360 credits Level 4: 120 credits Level 5: 120 credits Level 6: 120 credits
Mode of Attendance	Full-time
Standard Length of Course ³	3 years
Intended Award	BA (Hons) Business Management Professional
Named Exit Awards	CertHE Business Management Professional DipHE Business Management Professional
Entry Requirements ⁴	112 UCAS points (or above/equivalent); level 2 Maths and English (A-C grade/4-9 grade) or equivalent; applicants may be expected to attend an interview; IELTS 6.0 overall (5.5 in all categories) where English is not the applicant's first language. The Chartered Manager Degree Apprenticeship is offered only to students undertaking the course as part of their employment.
Delivering Institution(s)	East Coast College (Great Yarmouth)
UCAS Code	Not applicable

This definitive record sets out the essential features and characteristics of the BA (Hons) Business Management Professional [degree apprenticeship] course. The information provided is accurate for students entering level 4 in the 2019-20 academic year⁵.

Course Summary

The BA (Hons) Business Management Professional [degree apprenticeship] brings together degree-level education alongside professional practice. Students that graduate from this programme will receive the BA (Hons) degree and will be awarded the Chartered Management

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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Degree Apprenticeship following successful completion of an 'End Point Assessment' as detailed in the Chartered Manager Level 6 Standard. It 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 functions and will reflect on their own practice through contextualised assessments and practice-based modules. 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.

Course 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 consistent with the development of 'business-ready graduates';
- To provide you with a valuable and positive learning experience in your academic studies;
- To develop the interpersonal and transferable skills essential for personal and career progression;
- To provide the foundations for future learning, both professionally and academically.

Within the framework of these main aims, it is expected that graduates will be able to demonstrate knowledge and understanding in the following areas:

- Markets - the development and operation of markets for resources, goods and services;
- Customers - customer expectations, service and orientation;
- Finance - the sources, uses and management of finance; the use of accounting and other information systems for managerial applications;
- People - the management and development of people within organisations;
- Operations - the management of resources and operations;
- Project management – the design, implementation and delivery of targeted projects;
- Management of transition, change and creativity;

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- Information systems - the development, management and exploitation of information systems and their impact upon organisations;
- Communication and information technology - the comprehension and use of relevant communication and information technologies for application in business and management;
- Business policy and strategy - the development of appropriate policies and strategies within a changing environment, to meet stakeholder interests;
- Pervasive issues - sustainability, globalisation, corporate social responsibility, diversity, business innovation, creativity, enterprise development, knowledge management and risk.

Course Learning Outcomes

The following statements define what students graduating from the BA (Hons) Business Management Professional [degree apprenticeship] 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)⁶.

1. Demonstrate 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. Appreciate the uncertainty, ambiguity and limits of knowledge.
3. 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. Devise and sustain arguments and/or to solve problems using ideas and techniques, some of which are at the forefront of the discipline.
6. Describe and comment upon particular aspects of current research in the discipline.
7. Manage own learning, and make use of scholarly reviews and primary sources.
8. Apply the methods and techniques acquired to review, consolidate, extend and apply knowledge and understanding, and to initiate and carry out projects.
9. Effectively communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
10. Demonstrate the possession of qualities and transferable skills necessary for employment requiring the exercise of initiative and personal responsibility; decision-

⁶ As set out in the [QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies \(2014\)](#)

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making in complex and unpredictable contexts; the learning ability needed to undertake appropriate further training of a professional or equivalent nature

Course Design

The programme has been designed to map to the Chartered Manager Degree Apprenticeship Standard Level 6 and in accordance with the QAA Frameworks for Higher Education Qualifications (2014) and informed by the QAA Subject Benchmark Statement for Business and Management (2015).

Course Structure

The BA (Hons) Business Management Professional [degree apprenticeship] 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.

Module title	Credits	Module Type ⁷	Timing
Level 4 modules			
Introduction to Management	20	Mandatory	Sem 1
Finance and Data Analysis	20	Requisite	Sem 1
Managing and Delivering a Project	40	Requisite	Sem 1&2
Entrepreneurship	20	Requisite	Sem 2
Marketing Fundamentals	20	Requisite	Sem 2
Level 5 modules			
Managing People	20	Requisite	Sem 1
Business Management in Professional Practice	40	Requisite	Sem 1&2
Intermediate Financial Accounting	20	Requisite	Sem 2
Managing for Innovation and Creativity	20	Requisite	Sem 2
Topics in Business Research	20	Mandatory	Sem 2
Level 6 modules			
Strategic Management:	20	Requisite	Sem 1
Human Resource Strategy	20	Requisite	Sem 1
Dissertation	40	Mandatory	Sem 1&2
Leading and Managing Change	20	Requisite	Sem 2
Strategic Marketing: Planning and Management	20	Requisite	Sem 2

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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Awards

Students who successfully complete the course will be awarded a BA (Hons) Business Management Professional. Students who leave the course after successfully completing level 4 can be awarded the CertHE Business Management Professional, and those successfully completing levels 4 and 5 can be awarded a DipHE Business Management Professional. These awards will require the successful completion of all mandatory modules at levels 4 and 5 respectively.

To achieve the Chartered Manager Degree Apprenticeship, students will be expected to pass the End Point Assessment after the successful completion of their degree. This will be by arrangement with the Chartered Management Institute and include submission of a portfolio, a presentation and an interview. Details of how to complete the EPA will be provided to students by the end of their course, and is expected to take place within one year of completion of the BA (Hons) Business Management Professional [degree apprenticeship] programme.

Course Delivery

The course will be delivered over one day and evening, located at East Coast College (Great Yarmouth); students should expect a minimum of 6 hours contact per week throughout the academic year plus periodic visits to their workplace by a member of the Apprentices team.

Contact hours will be a mixture of lecture, seminar, presentations and practical activity, plus discussion groups with peers and tutors. Students will be expected to contribute 20 hours of independent study in an average week, but be prepared for this to vary, depending on assignment deadlines and requirements of class activity.

Students should expect to make full use of provided online resources that are prescribed by the tutor and to undertake practice-based studies in the summer periods.

Course Assessment

A variety of assessments will be used on the course to enable students to experience and adapt to different assessment styles. Methods will be appropriate to each module's intended learning outcomes and is mostly coursework, consisting of essays, reports, presentations, group work, practical management and research projects, reflective journals. There are two examinations at level 4 and two at level 5.

Course Team

The course team delivering this course are drawn from a team that includes teaching specialists and current practitioners and includes contributions from senior managers within the College.

Course Costs

Students undertaking the BA (Hons) Business Management Professional [degree apprenticeship] will not be charged tuition fees directly; these will be by agreement between the student's employer and the College/University.

Students will be required to sign a commitment statement before starting their apprenticeship which will detail the student's, employer's and College/University's expectations under the apprenticeship agreement.

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Academic Framework and Regulations

This course is delivered according to the Framework and Regulations for Higher National Awards and other academic policies and procedures of the University and published on the [website](#).