Course Title | BA (Hons) Business Management
Awarding Bodies | University of Suffolk
Level of Award1 | FHEQ Level 6
Professional, Statutory and Regulatory Bodies Recognition | None
Credit Structure2 | 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 Course3 | 3 years full-time
Intended Award | BA (Hons) Business Management
Named Exit Awards | DipHE Business Management
CertHE Business Management
Entry Requirements4 | 112 UCAS points (or the equivalent)
Level 4 passes (C or above) in GCSE English and Maths (or the equivalent)
Delivering Institution | 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 2020-21 academic year5.

Course Summary
Our BA (Hons) Business Management programme 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 programme 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 mind.

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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 and further details about Disclosure and Barring Checks (DBS) can be found on the University’s DBS webpage.
5 The University reserves the right to make changes to course content, structure, teaching and assessment as outlined in the Admissions Policy.
The programme 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 programme 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**

- 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 preparation for a fulfilling career in a management or leadership role.

- To provide you with a valuable and positive learning experience in your 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 6 awards as set out by the UK Quality Assurance Agency (QAA).

On successful completion of this programme you will be able to:

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

3. Describe and comment upon particular aspects of current research relating to business, management or leadership and appreciate the uncertainty, ambiguity and limits of knowledge

4. Deploy accurately established techniques of analysis and enquiry and apply these to offer insight into problems or challenges facing a range of businesses

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

6. Devise and sustain arguments and/or to solve problems using ideas and techniques, some of which are at the forefront of current management research

7. Manage your own learning and personal development

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6 As set out in the [QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014)](https://www.heqco.ac.uk/qaa/frameworks/)

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8. Demonstrate 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

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 February 2015)

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.

<table>
<thead>
<tr>
<th>Module</th>
<th>Credits</th>
<th>Module Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management and Managing: an introduction</td>
<td>20</td>
<td>Mandatory</td>
</tr>
<tr>
<td>Introduction to Marketing</td>
<td>20</td>
<td>Requisite</td>
</tr>
<tr>
<td>Delivering Successful Projects</td>
<td>20</td>
<td>Requisite</td>
</tr>
<tr>
<td>Business and Economics</td>
<td>20</td>
<td>Requisite</td>
</tr>
<tr>
<td>Accounting for Business</td>
<td>20</td>
<td>Requisite</td>
</tr>
<tr>
<td>Understanding the Entrepreneurial Spirit</td>
<td>20</td>
<td>Optional</td>
</tr>
<tr>
<td>Cross cultural communication: Spanish Language</td>
<td>20</td>
<td>Optional</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module</th>
<th>Credits</th>
<th>Module Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analysing Organisational Behaviour</td>
<td>20</td>
<td>Requisite</td>
</tr>
<tr>
<td>Business Ethics</td>
<td>20</td>
<td>Requisite</td>
</tr>
<tr>
<td>Designing and Running a Research Project</td>
<td>20</td>
<td>Mandatory</td>
</tr>
<tr>
<td>Globalisation, Capitalism and Growth</td>
<td>20</td>
<td>Requisite</td>
</tr>
<tr>
<td>Consumer Behaviour and Relationship Management</td>
<td>20</td>
<td>Optional</td>
</tr>
<tr>
<td>Designing and Developing HR Activities for Maximum Impact</td>
<td>20</td>
<td>Optional</td>
</tr>
<tr>
<td>Financial Reporting and Analysis</td>
<td>20</td>
<td>Optional</td>
</tr>
<tr>
<td>Applied Management Practice</td>
<td>20</td>
<td>Optional</td>
</tr>
<tr>
<td>Managing Innovation in Organisations</td>
<td>20</td>
<td>Optional</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module</th>
<th>Credits</th>
<th>Module Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extended Project</td>
<td>40</td>
<td>Mandatory</td>
</tr>
<tr>
<td>Leading and Managing Change</td>
<td>20</td>
<td>Requisite</td>
</tr>
<tr>
<td>Exploring Strategic Management</td>
<td>20</td>
<td>Requisite</td>
</tr>
<tr>
<td>Managing Brands</td>
<td>20</td>
<td>Optional</td>
</tr>
<tr>
<td>Managing HR Strategically</td>
<td>20</td>
<td>Optional</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
University of Suffolk

DEFINITIVE COURSE RECORD

<table>
<thead>
<tr>
<th>Module</th>
<th>Credits</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Financial Strategy</td>
<td>20</td>
<td>Optional</td>
</tr>
<tr>
<td>The Enterprising Graduate</td>
<td>20</td>
<td>Optional</td>
</tr>
<tr>
<td>Managing in a Complex World</td>
<td>20</td>
<td>Optional</td>
</tr>
</tbody>
</table>

Typically, all the optional modules run every year. Exceptionally it might not be possible to run particular options, in these circumstances the programme leader will communicate with the affected students as early as possible and will work with them to find a suitable alternative route.

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, Assessment and COVID-19
Our guiding principles for delivery during the 2020-21 academic year will be based around a rich blended learning environment, which will include some online delivery of lectures as well as face to face delivery of seminars, lab work and tutorials as applicable. Where possible assessment will be undertaken as planned and where this is not possible, e.g. on-site examinations, an equivalent assessment will be made available to students. We do not intend to have a fully online academic year for any of our students.

Our campus will be safe and welcoming for new and returning students, but we will observe – as all universities must – the government guidance in place at the time and so the delivery and assessment statements below are under continuous review as circumstances change.

Course Delivery
The course is delivered at Ipswich. Students studying full-time on BA (Hons) Business Management are likely to have approximately 216 contact hours for level 4, 216 contact hours for level 5 and approximately 150 contact hours for level 6. The contact hours will be a mix of lecture, seminar, and practical activities. Full-time 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 essays, reports, presentations, group work, reflective learning journals and research projects). Exams only feature on two of the optional modules.

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
University of Suffolk

DEFINITIVE COURSE RECORD

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>£11,790 per year</td>
</tr>
<tr>
<td>Part-time International</td>
<td>£1,965 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.

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](#).