

DEFINITIVE COURSE RECORD

Course 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
Named Exit Awards	DipHE Business Management CertHE Business Management
Entry Requirements ⁴	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 2021-22 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.

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](#).

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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)⁶.

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

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

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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.

	Module	Credits	Module Type ⁷
Level 4			
	Management and Managing: an introduction	20	Mandatory
	Introduction to Marketing	20	Requisite
	Delivering Successful Projects	20	Requisite
	Business and Economics	20	Requisite
	Accounting for Business	20	Requisite
	Understanding the Entrepreneurial Spirit	20	Requisite
Level 5			
	Analysing Organisational Behaviour	20	Requisite
	Business Ethics	20	Requisite
	Designing and Running a Research Project	20	Mandatory
	Globalisation, Capitalism and Growth	20	Requisite
	Consumer Behaviour and Relationship Management	20	Optional
	Designing and Developing HR Activities for Maximum Impact	20	Optional
	Financial Reporting and Analysis	20	Optional
	Applied Management Practice	20	Optional
	Managing Innovation in Organisations	20	Optional
Level 6			
	Extended Project OR The Enterprising Graduate	40	Mandatory
	Leading and Managing Change	20	Requisite
	Exploring Strategic Management	20	Requisite
	Managing Brands	20	Optional
	Managing HR Strategically	20	Optional
	Corporate Financial Strategy	20	Optional

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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	Managing in a Complex World	20	Optional
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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

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

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

Student Group	Tuition Fees
Full-time UK	£9,250 per year
Part-time UK	£1,454 per 20 credit module
Full-time EU/International	£12,150 per year
Part-time EU/International	£2,025 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 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.

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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](#).