

## PROGRAMME SPECIFICATION

### Course record information

Name and level of final award	<p>BA Honours Business Management            BA Honours Business Management (Accounting)            BA Honours Business Management (Digital Business)            BA Honours Business Management (Economics)            BA Honours Business Management (Entrepreneurship)            BA Honours Business Management (Finance)            BA Honours Business Management (Human Resource Management)            BA Honours Business Management (Marketing)            ... with international experience            ... with professional experience</p> <p>Each degree in the Business Management suite is a BA degree that is Bologna FQ-EHEA first cycle degree or diploma compatible.</p>
Name and level of intermediate awards	<p>BA Business Management            Diploma of Higher Education in Business Management            Certificate of Higher Education in Business Management</p>
Awarding body/institution	University of Westminster
Teaching Institution	University of Westminster
Status of awarding body/institution	Recognised Body
Location of delivery	Marylebone
Language of delivery and assessment	English
Mode, length of study and normal starting month	<p>Three years full time. Four years full time if including one-year international experience or one-year professional experience.</p> <p>September start.</p> <p>January Start – January 2021 for BA Business Management and BA Business Management (Entrepreneurship)</p>
<a href="#">QAA subject benchmarking group(s)</a>	<a href="https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-management-15.pdf?sfvrsn=c7e1f781_10">https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-management-15.pdf?sfvrsn=c7e1f781_10</a>
Professional statutory or regulatory body	<p>Exemptions from:</p> <p>Association of Chartered Certified Accountants (ACCA);            Chartered Institute of Management Accountants (CIMA);</p>

	Chartered Institute for Securities & Investment (CISI); Chartered Institute of Personnel and Development (CIPD); and the Chartered Institute of Marketing (CIM) to be sought.
Date of course validation/Revalidation	March 2015
Date of programme specification approval	June 2020
Valid for cohorts	2020-21
Course Leader	
UCAS code and URL	<a href="http://westminster.ac.uk/courses/undergraduate">westminster.ac.uk/courses/undergraduate</a>
Westminster course code	XXXXXXF (FT) XXXXXXP (PT)
HECoS code	100078- Business and Management

### Admissions requirements

There are standard minimum [entry requirements](#) for all undergraduate courses. Students are advised to check the standard requirements for the most up-to-date information.

For most courses, a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements.

More information can be found here: [westminster.ac.uk/courses/undergraduate/how-to-apply](http://westminster.ac.uk/courses/undergraduate/how-to-apply).

### **Recognition of Prior Learning**

*Applicants with prior certificated or experiential learning at the same level of the qualification for which they wish to apply are advised to visit the following page for further information: [westminster.ac.uk/recognition-of-prior-certified-learning](http://westminster.ac.uk/recognition-of-prior-certified-learning).*

### Aims of the course

The BA Business Management course seeks to provide an academic experience with a strong emphasis on development of the business knowledge, skills and capabilities appropriate to the rapidly changing global, cultural and technological business environment. The course aims to develop an enquiring, critical and reflective approach to ideas and issues, enabling successful graduates to contribute proactively to: the world of private business; to public or 'third' sector organisations; to the main business-related professions; to self-employment; and to the wider society within which businesses operate.

The Course aims to:

- develop the knowledge, skills and capabilities you require to respond proactively and creatively to contemporary business issues and the challenges of the global business environment;
- equip you with the knowledge, understanding and academic skills to continue to post-graduate study;
- help you to develop a range of intellectual, professional attributes and transferable skills such as team working, problem-solving, research, critical and creative thinking and communication that will enable you to gain employment and then to add value to an organisation;
- help you to develop the resilience to perform under pressure, to continue to strive towards a solution in adverse circumstances and to use feedback to find a way through to a successful outcome;
- produce graduates who understand and have the flexibility to adapt to the rapidly changing world of business and its role in society at large;
- equip you with a critical understanding of global diversity in business practice, culture, social responsibility and ethics.

### What will you be expected to achieve?

Learning outcomes are statements on what successful students have achieved as the result of learning. These are threshold statements of achievement the learning outcomes broadly fall into four categories:

- The overall **knowledge and understanding** you will gain from your course (KU).
- **Graduate attributes** are characteristics that you will have developed during the duration of your course (GA).
- **Professional and personal practice learning outcomes** are specific skills that you will be expected to have gained on successful completion of the course (PPP)
- **Key transferable skills** that you will be expected to have gained on successful completion of the course. (KTS)

#### Level 4 course learning outcomes:

**Upon completion of level 4 you will be able to:**

- L4.1** Work effectively in a group meeting obligations to other group members while demonstrating an understanding of the characteristics, functions and processes of business organisations and economies in a global context (KU)
- L4.2** Demonstrate an understanding of the functions and processes of business organisations (KU)
- L4.3** Explore & evaluate the nature of the interrelationships between internal and external pressures in an organisation within a global context (KU).
- L4.4** Use Information Technology as a tool within organisations to ensure the effective and efficient management of information in a secure and respectful manner (PPP).
- L4.5** Collect data from a range of defined sources and use analysis to provide useful information, and coherent argument (PPP).
- L4.6** Communicate effectively, orally and in writing, in a clear and concise manner (KTS).
- L4.7** Demonstrate awareness of cultural differences and ethical constraints in both the internal and external organisational environment (GA).

#### Level 5 course learning outcomes:

**Upon completion of level 5 you will be able to:**

- L5.1** Understand and justify how organizations secure and deploy its resources both in a traditional and digital environment according to their capability and capacity (KU).
- L5.2** Understand and justify how to manage the effective running of the organization (KU).
- L5.3** Gather, evaluate and provide information/data in order to make informed management decisions (PPP).
- L5.4** Critically review current research and evaluate arguments, assumptions, abstract concepts and data, in order to communicate effectively with regard to audience and desired emotional effect (KTS).
- L5.5** Select, evaluate and apply concepts, tools and techniques in a practical context (KTS).
- L5.6** Evaluate the impact of the organisation on wider social environment in relation to general ethical perspectives (GA).
- L5.7** Demonstrate self-awareness, openness and sensitivity to diversity in terms of people, cultures, business and management (GA).

### **Level 6 course learning outcomes:**

#### **Upon completion of level 6 you will be able to:**

- L6.1** Work collaboratively to apply a cross-cultural perspective on the operational and strategic position of organisations and critically examine policies and strategies that managers may adopt to help organisations adapt in increasingly complex internal and external environments in a global context (KU)
- L6.2** Critically assess the processes by which organizations innovate to sustain and improve their performance (KU).
- L6.3** Critically evaluate organizational cultures that encourage creativity, innovation and risk acceptance (KU).
- L6.4** Critically evaluate and analyse arguments, assumptions, abstract concepts and data (that may be incomplete) to make own judgements (PPP,KTS).
- L6.5** Engage in debate in a professional manner to influence and convince (KTS).
- L6.6** Demonstrate a cross-cultural perspective on the operational and strategic position of organisations (GA).
- L6.7** Set criteria for and apply: personal, corporate and professional responsibility (GA).

### **How will you learn?**

To improve student experience the BA Business Management emphasises *active* student learning through classes, workshops, problem-based and blended learning designed to engage your interest. Employability and enterprise are strongly embedded in the modules through the use of practical activities. Course material will be provided electronically through the virtual learning environment platform (Blackboard) which means you can access learning material when and where you want. Blackboard also allows you to communicate with your group members and your module leader through wikis and blogs.

You will be encouraged to work in groups with other students (we often call these 'learning sets') during classes and for any non-assessed purpose, including revision and examination preparation. This gives you the opportunity to learn from one another and helps you to value the views of others and to learn to give and receive constructive feedback.

The Level 4 core module 4BUSS001W Global Business Environment is an integrating module, which draws together your knowledge to see the bigger picture of how businesses operate locally and globally. It uses problem based learning: working in teams, you identify what you need to know, what you already know, and how and where to access new information that may lead to a solution of the problem. This helps you to develop flexibility, knowledge, effective problem solving skills, self-directed learning, collaboration skills and intrinsic motivation.

We use a blended learning approach, which combines the best of traditional face-to-face teaching methods such as classes with the use of on-line resources such as videos, tests and quizzes to improve your learning experience. Blended-learning is used by leading universities worldwide as it enables you to:

- have a degree of flexibility regarding when you study
- become an independent learner
- clarify confusing topics by reviewing videos of topics (as many times as required)
- revise using multi-media resources and not just your own notes

Similarly, the final year module 6MNST001W Global Strategic Management helps you to integrate and apply your knowledge from all areas of your degree through an online business simulation.

At Level 6, there is an expectation that you will take a pro-active, self-directed approach to your own learning. The final year allows you to complete an extended piece of independent research on a particular business 'theme'. The experience encourages you to make connections between your studies on other modules so allowing you to experience first-hand how knowledge derives from research. Your independent research provides a valuable foundation for both employment and postgraduate study in terms of showcasing your development of self-motivation, the ability to prioritise time and resources in order to meet deadlines, to deal with pressure effectively, to apply your own informed perspective, and to prepare a cogent analysis based on clearly articulated evidence.

Teaching will be informed by our research so giving you the benefit of the knowledge of current theories and, where appropriate, their practical application.

### **How will you be assessed?**

Assessment is an integral part of your learning process. It is designed to promote initiative and creativity, critical thinking, structure of coherent arguments, evaluation, research and analysis, professional communication skills, effective group work, personal reflection, time-management, the ability to meet deadlines, and ability to work under pressure. It is not merely about giving and receiving a mark: rather to ensure that your competences and abilities in business are enhanced.

Every module incorporates 'formative assessment' that you are expected to complete as it provides you with useful feedback so you can reflect on your progress and act on the feedback to prepare for the assessments that count. Formative assessments are important to you as they help you to identify ways in which you can improve and areas of strength to be developed further.

'Summative' assessment will measure your individual learning and achievement. You can expect to be assessed through coursework in the form of essays, reports, presentations, case studies, videos, podcasts, wikis, blogs, posters as well as time-constrained in-class tests and exams. Weightings for each assessment element will vary to reflect the nature and level of the module.

Examinations develop your ability to work under pressure and will be an advantage to you in preparing you for attempting subsequent professional body examinations so you are expected to complete them. Exams will normally be unseen and involve analysis and not merely repeating factual information. Papers may include multiple choice, short answer, essay or data handling sections. Some may use a seen case study.

Our employers tell us that the ability to work effectively as part of a team is an essential skill, which they expect, graduates to have. In relation to your degree, assessed group work is useful to you as it:

- helps you to become more self-aware, self-critical and self-analytical
- improves the quality of your work by benefiting from the integration of diverse perspectives
- allows you to tackle tasks of greater complexity or carry out tasks in greater depth or breadth than would be the case if you had tackled it on your own

Consequently, assessed group work has been incorporated where it reflects the working practice in that professional area. However, there will be group assessment at level 6 only in the business simulation of the module 6MNST001W Global Strategic Management.

In each year of your Course, you will complete 'synoptic' assessments, which will encourage you to appreciate and apply the full breadth and depth of your knowledge by drawing connections between what you have learnt on different modules. At Level 4, in 4BUSS001W Global Business Environment, you will draw together your knowledge to see the bigger picture of how businesses operate locally and globally. At Level 5, in 5HURM008W Managing People, you will draw together, and reflect on your learning and skill development on the course and in your life experience. At Level 6, in 6MNST001W Global Strategic Management, you will integrate and apply your accumulated knowledge from all areas of your degree through a business simulation.

### **Employment and further study opportunities**

University of Westminster graduates will be able to demonstrate the following five Graduate Attributes:

- Critical and creative thinkers
- Literate and effective communicator
- Entrepreneurial
- Global in outlook and engaged in communities
- Social, ethically and environmentally aware

University of Westminster courses capitalise on the benefits that London as a global city and as a major creative, intellectual and technology hub has to offer for the learning environment and experience of our students.

The BA Business Management degree has embedded these graduate attributes within its core modules: for example, in the core modules: 4BUSS001W Global Business Environment and 6BDIN001W Sustainable Business.

The Graduate Attributes are designed to help you enhance your employability when you leave with a degree in Business Management. They are aligned to the Course Outcomes as follows:

<b>Graduate Attribute</b>	<b>Evident in Course Outcomes</b>
Critical and creative thinker	L4.1, L4.2, L4.3, L4.4, L4.6 L5.1, L5.2, L5.3, L5.4, L5.5, L5.6 L6.1, L6.2, L6.3, L6.4
Literate and effective communicator	L4.5 L5.4 L6.5
Entrepreneurial	L4.1 L5.1, L5.5

	L6.1, L6.3
Global in outlook and engaged in communities	L4.1, L4.2, L4.6 L5.1, L5.6, L5.7 L6.1, L6.6
Socially, ethically and environmentally aware	L4.1, L4.2, L4.6 L5.6, L5.7 L6.1, L6.6, L6.7

Businesses increasingly operate with teams of specialists, so require people who can communicate effectively and can interact effectively within a team recognizing and supporting leadership, being proactive in leadership, negotiating, and managing conflict. Businesses also rely on people who can work independently and remotely, using technology to overcome the traditional constraints of location, time and national boundaries. Graduates of the BA Business Management degree will be well equipped to meet these challenges.

Employers of our graduates expect you to have skills of critical thinking, analysis and synthesis; effective communication using varied technology and media; quantitative aptitude and effective problem solving; reflective, adaptive and collaborative learning; motivation and initiative. Employability and enterprise are strongly embedded in the core modules.

We provide the opportunity for you to undertake an optional one-year work placement to add value to the student experience. You will be allocated a Personal & Professional Development Tutor (PPDT) in your first year who will not only provide tutorial guidance from the start of your degree but will work with you to identify, develop and articulate your employability skills in your Personal Development Plan which will be closely linked to activities in core modules. The aim is to help you to gain an internship or work placement and future graduate employment. There is also a designated team of advisors who have effective links with industry and will support you to find a relevant placement.

You will also have the opportunity to spend either a semester or a year studying at one of our overseas partner Universities. This is not only an exciting experience for you; it helps you to develop a global outlook which is valued by most employers.

Past graduates have found successful employment as: management trainee, banking, trainee accountant, equity analyst, Human Resource Manager, recruitment consultant, retail manager, marketing trainee, market research assistant, advertising trainee, PR assistant, sales promotion executive, trainee brand manager, global brand assistant.

Many students progress to further study on graduation: either taking professional qualifications for which exemptions may be available; or proceed to a specialist Masters degree in a relevant discipline

## Course structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Undergraduate students study 120 credits per year. Course structures can be subject to change each academic year following feedback from a variety of sources.

Modules are described as:

- **Core** modules are ones that must be undertaken by all students on the Business Management course.
- **Pathway core** modules are those which provide specialist study so must be taken by all students on the named pathway.

- **Pathway options** are option modules related to a specific pathway from which you choose one at Level 5 and one at Level 6.
- **WBS UG Programme options** include the pathway options; options from other pathways and from other courses (subject to pre-requisite requirements and availability).

Level 4 options provide the opportunity to improve your basic skills such as academic English or to broaden your study by trying something new.

Level 5 options allow you to either specialise or broaden your study.

Level 6 options present you with an opportunity to specialise in order to explore and develop your work in relation to commercial and professional standards and provide a launch pad for your future career plans.

- **Westminster electives:** are modules from across the whole University, which allow you to broaden your experience. For example, you may choose to commence the study of a foreign language alongside your business modules (and take this through to the final year), thereby adding further value to your degree.



## BA (Hons) Business Management September Start

Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
4BUSS001W	Global Business Environment	Core	20	10
4BDIN001W	Analysing and Managing Information	Core	20	10
4ACCN001W	Accounting and Finance Fundamentals	Core	20	10
4MARK001W	Marketing Principles	Core	20	10
4HURM005W	People and Organisations	Core	20	10
Select 1 from:	WBS L4 UG Programme (Faculty) option or Westminster (University) L4 elective	Elective	20	10
<b>Award of Certificate of Higher Education available</b>				
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
5BDIN001W	Operations and Digital Business	Core	20	10
5HURM008W	Managing People	Core	20	10
5BUSS001W	Business Decision Making	Core	20	10
5BUSS002W	London Business: Operating as a Global City	Pathway Core	20	10
Select 1 or 2 from:				
5HURM009W	Business Ethics and Corporate Social Responsibility	Pathway Option	20	10
5BDIN002W	Project Management	Pathway Option	20	10
5BDIN003W	Web-enabled Business	Pathway Option	20	10
5ACCN001W	Legal Aspects of Employment	Pathway Option	20	10
5ACCN002W	Professional Practice	Pathway Option	20	10
5MARK010W	Sports Marketing	Pathway Option	20	10
5FNCE005W	Corporate Governance	Pathway Option	20	10
Max 1 from:	WBS L5 UG Programme (Faculty) option or Westminster (University) L5 elective	Elective	20	10
<b>Award of Diploma of Higher Education available</b>				

<p><b>International Experience Year</b> If you choose to take the opportunity to spend one academic year after Level 5 studying overseas at one of our exchange partner institutions or combining this with an overseas work placement, you must successfully complete a preparatory programme. You must also complete 5BUSS004W International Experience Year during year abroad.</p> <p><b>Professional Experience Year</b> If you choose to take the opportunity of a one year work placement after Level 5, you must take 6BUSS005W Professional Experience during your placement and on your return as your Level 6 Elective.</p>				
Credit Level 6				
Module code	Module title	Status	UK credit	ECTS
6MNST001W	Global Strategic Management	Core	20	10
6BDIN001W	Sustainable Business	Core	20	10
6BDIN002W	Innovation & Creativity	Pathway Core	20	10
6BUSS001W	Current Themes in Business Management	Pathway Core	20	10
Select 1 or 2 from:				
6BDIN003W	Digital Analytics	Pathway Option	20	10
6BDIN004W	Social Media for Business	Pathway Option	20	10
6BDIN005W	Project and Programme Management	Pathway Option	20	10
6HURM009W	Comparative International Management	Pathway Option	20	10
6ACCN001W	Global Accounting and Multinational Enterprises	Pathway Option	20	10
6MARK015W	Interactive and Digital Marketing	Pathway Option	20	10
6BUCL004W	Consumer Protection	Pathway Option	20	10
Max 1 from:	WBS L6 UG Programme (Faculty) option or Westminster (University) L6 elective or 6BUSS005W Professional Experience	Elective	20	10
<p><b>Award BA available</b> <b>Award BA Honours available.</b></p>				

Please note: Not all option modules will necessarily be offered in any one academic year.

## Arrangements for two cohorts in 2020-2021

For 2020/21 there will be two cohort intakes in both September 2020 and January 2021. Both cohorts will conclude their Level 4 studies within the academic year and the January 2021 cohort will join the September cohort to start Level 5 in September

2021. The following table shows the module sequence of both the September and January cohorts.

### Proposed Module Sequencing for January Starts

#### BA Business Management

<b>BA Business Management (General) – September Start</b>			
<b>Level 4</b>			
<b>Module Code</b>	<b>Title</b>	<b>Status</b>	<b>Credits</b>
<b>Semester 1</b>			
4HURM005W	People & Organisations	Core	20
4BDIN001W	Analysing & Managing Information	Core	20
4BUSS001W	Global Business Environment	Core	20
<b>Semester 2</b>			
4ACCN001W	Accounting & Finance Fundamentals	Core	20
4MARK001W	Marketing Principles	Core	20
+ one elective module <b>or</b> Polylang			20

Please note: Not all option modules will necessarily be offered in any one academic year.

<b>BA Business Management (General) – January Start</b>			
<b>Level 4</b>			
<b>Module Code</b>	<b>Title</b>	<b>Status</b>	<b>Credits</b>
<b>Semester 2</b>			
4BDIN001W	Analysing & Managing Information	Core	20
4HURM005W	People & Organisations	Core	20
+ one elective module <b>or</b> Polylang			20
<b>Semester 3</b>			
4BUSS001W	Global Business Environment	Core	20
4ACCN001W	Accounting & Finance Fundamentals	Core	20
4MARK001W	Marketing Principles	Core	20

## BA (Hons) Business Management (Accounting)

Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
4ACCN001W	Accounting and Finance Fundamentals	Core	20	10
4ACCN003W	Fundamentals of Management Accounting	Core	20	10
4ACCN005W	Quantitative Methods for Accountants	Core	20	10
4MARK001W	Marketing Principles	Core	20	10
4HURM005W	People and Organisations	Core	20	10
4HURM007W	The Role of the Manager	Option	20	10
4EBUS002W	Creating and Managing an Online Presence	Option	20	10
	Elective	Elective	20	10
<b>Award of Certificate of Higher Education available</b>				
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
5ACCN005W	Intermediate Management Accounting	Core	20	10
5BDIN002W	Project Management	Core	20	10
5FNCE005W	Corporate Governance	Core	20	10
5ACCN007W	Financial Reporting and Analysis	Core	20	10
5HURM008W	Managing People	Core	20	10
5BDIN001W	Operations and Digital Business	Option	20	10
5HURM006W	Leadership and Management	Option	20	10
5MARK012W	Marketing Research	Option	20	10
5BUSS004W	International Experience Year	Option	20	10
	Elective	Elective	20	10
<b>Award of Diploma of Higher Education available</b>				

Credit Level 6				
Module code	Module title	Status	UK credit	ECTS
6ACCN003W	Advanced Aspects of Management Accounting	Core	20	10
6ACCN007W	Accounting Theory and Practice	Core	20	10
6ACCN006W	Current Themes in Accounting	Core	20	10
6ACCN008W	Financial Management and Strategy	Core	20	10
6MNST001W	Global Strategic Management	Core	20	10
6ACCN005W	Taxation	Option	20	10
6FNCE005W	International Financial Management	Option	20	10
6FNCE006W	Personal Finance	Option	20	10
6LLAW033W	Elements of Commercial Law	Option	20	10
6BUSS005W	Professional Experience Project	Option	20	10
	Elective	Elective	20	10
<b>Award BA available</b>				
<b>Award BA Honours available.</b>				

Please note: Not all option modules will necessarily be offered in any one academic year.

## BA (Hons) Business Management (Digital Business)

Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
4BUSS001W	Global Business Environment	Core	20	10
4BDIN001W	Analysing and Managing Information	Core	20	10
4ACCN001W	Accounting and Finance Fundamentals	Core	20	10
4MARK001W	Marketing Principles	Core	20	10
4HURM005W	People and Organisations	Core	20	10
Select 1 from:	WBS L4 UG Programme (Faculty) option or Westminster (University) L4 elective	Elective	20	10
<b>Award of Certificate of Higher Education available</b>				
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
5BDIN001W	Operations and Digital Business	Core	20	10
5HURM008W	Managing People	Core	20	10
5BUSS001W	Business Decision Making	Core	20	10
5DIBU001W	Digital Business Fundamentals	Pathway Core	20	10
Select 1 or 2 from:				
5BDIN003W	Web-enabled Business	Pathway Option	20	10
5ECON007W	Information & Digital Economics	Pathway Option	20	10
Max 1 from:	WBS L5 UG Programme (Faculty) option or Westminster (University) L5 elective	Elective	20	10
<b>Award of Diploma of Higher Education available</b>				

<b>International Experience Year</b>				
If you choose to take the opportunity to spend one academic year after Level 5 studying overseas at one of our exchange partner institutions or combining this with an overseas work placement, you must successfully complete a preparatory programme. You must also complete 5BUSS004W International Experience Year during year abroad.				
<b>Professional Experience Year</b>				
If you choose to take the opportunity of a one year work placement after Level 5, you must take 6BUSS005W Professional Experience during your placement and on your return as your Level 6 Elective.				
Credit Level 6				
Module code	Module title	Status	UK credit	ECTS
6MNST001W	Global Strategic Management	Core	20	10
6BDIN001W	Sustainable Business	Core	20	10
6DIBU001W	Digital Business Innovations	Pathway Core	20	10
6DIBU002W	Current Themes in Digital Business	Pathway Core	20	10
Select 1 or 2 from:				
6BDIN003W	Digital Analytics	Pathway Option	20	10
6MARK015W	Interactive & Digital Marketing	Pathway Option	20	10
6DIBU003W	Enterprise Transformation in Digital Business	Pathway Option	20	10
Max 1 from:	WBS L6 UG Programme (Faculty) option or Westminster (University) L6 elective or 6BUSS005W Professional Experience	Elective	20	10
<b>Award BA available</b>				
<b>Award BA Honours available.</b>				

Please note: Not all option modules will necessarily be offered in any one academic year.

## BA (Hons) Business Management (Economics)

Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
4BUSS001W	Global Business Environment	Core	20	10
4BDIN001W	Analysing and Managing Information	Core	20	10
4ACCN001W	Accounting and Finance Fundamentals	Core	20	10
4MARK001W	Marketing Principles	Core	20	10
4HURM005W	People and Organisations	Core	20	10
Select 1 from:	WBS L4 UG Programme (Faculty) option or Westminster (University) L4 elective	Elective	20	10
<b>Award of Certificate of Higher Education available</b>				
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
5BDIN001W	Operations and Digital Business	Core	20	10
5HURM008W	Managing People	Core	20	10
5BUSS001W	Business Decision Making	Core	20	10
5ECON008W	Essentials of Economics	Pathway Core	20	10
Select 1 or 2 from:				
5ECON005W	Money, Banking and Financial Markets	Pathway Option	20	10
5ECON006W	Global Economic Issues	Pathway Option	20	10
5ECON007W	Information and Digital Economics	Pathway Option	20	10
Max 1 from:	WBS L5 UG Programme (Faculty) option or Westminster (University) L5 elective	Elective	20	10
<b>Award of Diploma of Higher Education available</b>				

<b>International Experience Year</b>				
If you choose to take the opportunity to spend one academic year after Level 5 studying overseas at one of our exchange partner institutions or combining this with an overseas work placement, you must successfully complete a preparatory programme. You must also complete 5BUSS004W International Experience Year during year abroad.				
<b>Professional Experience Year</b>				
If you choose to take the opportunity of a one year work placement after Level 5, you must take 6BUSS005W Professional Experience during your placement and on your return as your Level 6 Elective.				
Credit Level 6				
Module code	Module title	Status	UK credit	ECTS
6MNST001W	Global Strategic Management	Core	20	10
6BDIN001W	Sustainable Business	Core	20	10
6ECON007W	Applications of Economics	Pathway Core	20	10
6ECON008W	Current Themes in Economics	Pathway Core	20	10
Select 1 or 2 from:				
6ECON004W	Development Economics	Pathway Option	20	10
6ECON005W	International Economics	Pathway Option	20	10
6ECON006W	Forecasting for Managers	Pathway Option	20	10
Max 1 from:	WBS L6 UG Programme (Faculty) option or Westminster (University) L6 elective or 6BUSS005W Professional Experience	Elective	20	10
<b>Award BA available</b>				
<b>Award BA Honours available.</b>				

Please note: Not all option modules will necessarily be offered in any one academic year.

## BA(Hons) Business Management (Entrepreneurship)

Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
4BUSS001W	Global Business Environment	Core	20	10
4BDIN001W	Analysing and Managing Information	Core	20	10
4ACCN001W	Accounting and Finance Fundamentals	Core	20	10
4MARK001W	Marketing Principles	Core	20	10
4HURM005W	People and Organisations	Core	20	10
Select 1 from:	WBS L4 UG Programme (Faculty) option or Westminster (University) L4 elective	Elective	20	10
<b>Award of Certificate of Higher Education available</b>				
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
5BDIN001W	Operations and Digital Business	Core	20	10
5HURM008W	Managing People	Core	20	10
5BUSS001W	Business Decision Making	Core	20	10
5ENTP006W	New Venture Creation	Pathway Core	20	10
Select 1 or 2 from:				
5ENTP005W	Entrepreneurial Practice	Pathway Option	20	10
5BDIN002W	Project Management	Pathway Option	20	10
Max 1 from:	WBS L5 UG Programme (Faculty) option or Westminster (University) L5 elective	Elective	20	10
<b>Award of Diploma of Higher Education available</b>				

<b>International Experience Year</b>				
If you choose to take the opportunity to spend one academic year after Level 5 studying overseas at one of our exchange partner institutions or combining this with an overseas work placement, you must successfully complete a preparatory programme. You must also complete 5BUSS004W International Experience Year during year abroad.				
<b>Professional Experience Year</b>				
If you choose to take the opportunity of a one year work placement after Level 5, you must take 6BUSS005W Professional Experience during your placement and on your return as your Level 6 Elective.				
Credit Level 6				
Module code	Module title	Status	UK credit	ECTS
6MNST001W	Global Strategic Management	Core	20	10
6BDIN001W	Sustainable Business	Core	20	10
6ENTP007W	Commercialising Your Enterprise	Pathway Core	20	10
6ENTP006W	Current Themes in Entrepreneurship	Pathway Core	20	10
Select 1 or 2 from:				
6ENTP005W	Creating Entrepreneurial Leadership	Pathway Option	20	10
6BDIN004W	Social Media for Business	Pathway Option	20	10
Max 1 from:	WBS L6 UG Programme (Faculty) option or Westminster (University) L6 elective or 6BUSS005W Professional Experience	Elective	20	10
<b>Award BA available</b>				
<b>Award BA Honours available.</b>				

Please note: Not all option modules will necessarily be offered in any one academic year.

## Arrangements for two cohorts in 2020-2021

For 2020/21 there will be two cohort intakes in both September 2020 and January 2021. Both cohorts will conclude their Level 4 studies within the academic year and the January 2021 cohort will join the September cohort to start Level 5 in September

2021. The following table shows the module sequence of both the September and January cohorts.

### Proposed Module Sequencing for January Starts

#### **BA Business Management (Entrepreneurship)**

<b>BA Business Management (Entrepreneurship)– September Start</b>			
<b>Level 4</b>			
<b>Module Code</b>	<b>Title</b>	<b>Status</b>	<b>Credits</b>
<b>Semester 1</b>			
4HURM005W	People & Organisations	Core	20
4BDIN001W	Analysing & Managing Information	Core	20
4BUSS001W	Global Business Environment	Core	20
<b>Semester 2</b>			
4ACCN001W	Accounting & Finance Fundamentals	Core	20
4MARK001W	Marketing Principles	Core	20
+ one elective module <b>or</b> Polylang			20

Please note: Not all option modules will necessarily be offered in any one academic year.

## Additional Module Runs in Semester 3 (Summer):

<b>BA Business Management (Entrepreneurship) – January Start</b>			
<b>Level 4</b>			
<b>Module Code</b>	<b>Title</b>	<b>Status</b>	<b>Credits</b>
<b>Semester 2</b>			
4BDIN001W	Analysing & Managing Information	Core	20
4HURM005W	People & Organisations	Core	20
+ one elective module <b>or</b> Polylang			20
<b>Semester 3</b>			
4BUSS001W	Global Business Environment	Core	20
4ACCN001W	Accounting & Finance Fundamentals	Core	20
4MARK001W	Marketing Principles	Core	20

## BA(Hons) Business Management (Finance)

Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
4FNCE001W	Introduction to Finance	Core	20	10
4FNCE003W	Mathematics for Finance	Core	20	10
4FNCE004W	Introduction to Financial Markets	Core	20	10
4MARK001W	Marketing Principles	Core	20	10
4HURM005W	People and Organisations	Core	20	10
4HURM007W	The Role of the Manager	Option	20	10
4EBUS002W	Creating and Managing an Online Presence	Option	20	10
	Elective	Elective	20	10
<b>Award of Certificate of Higher Education available</b>				
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
5BDIN002W	Project Management	Core	20	10
5FNCE002W	Securities Analysis	Core	20	10
5FNCE003W	Corporate Finance	Core	20	10
5FNMN001W	Corporate Financial Management	Core	20	10
5HURM008W	Managing People	Core	20	10
5BDIN001W	Operations and Digital Business	Option	20	10
5HURM006W	Leadership and Management	Option	20	10
5BUSS004W	International Experience Year	Option	20	10
	Elective	Elective	20	10
<b>Award of Diploma of Higher Education available</b>				
<b>International Experience Year</b> If you choose to take the opportunity to spend one academic year after Level 5 studying overseas at one of our exchange partner institutions or combining this with an overseas work placement, you must successfully complete a preparatory programme. You must also complete 5BUSS004W International Experience Year during year abroad.				
<b>Professional Experience Year</b> If you choose to take the opportunity of a one-year work placement after Level 5, you must take 6BUSS005W Professional Experience Project during your placement and on your return as your Level 6 Elective.				

Credit Level 6				
Module code	Module title	Status	UK credit	ECTS
6BDIN001W	Sustainable Business	Core	20	10
6FNCE004W	Current Themes in Finance	Core	20	10
6FNCE006W	Personal Finance	Core	20	10
6FNCE009W	International Investments	Core	20	10
6MNST001W	Global Strategic Management	Core	20	10
6BDIN005W	Project and Programme Management	Option	20	10
6FNCE002W	Advanced Corporate Finance	Option	20	10
6FNCE003W	Global Financial Markets and Institutions	Option	20	10
6LLAW033W	Elements of Commercial Law	Option	20	10
6BUSS005W	Professional Experience Project	Option	20	10
	Elective	Elective	20	10
<b>Award BA available</b>				
<b>Award BA Honours available.</b>				

Please note: Not all option modules will necessarily be offered in any one academic year.



## BA(Hons) Business Management (HRM)

Credit Level 4				
Module code	Module title	Status	UK	ECTS
4BUSS001W	Global Business Environment	Core	20	10
4BDIN001W	Analysing and Managing Information	Core	20	10
4ACCN001W	Accounting and Finance Fundamentals	Core	20	10
4MARK001W	Marketing Principles	Core	20	10
4HURM005W	People and Organisations	Core	20	10
Select 1 from:	WBS L4 UG Programme (Faculty) option or Westminster (University) L4 elective	Elective	20	10
<b>Award of Certificate of Higher Education available</b>				
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
5BDIN001W	Operations and Digital Business	Core	20	10
5HURM008W	Managing People	Core	20	10
5BUSS001W	Business Decision Making	Core	20	10
5HURM001W	HRM Essentials	Pathway Core	20	10
Select 1 or 2 from:				
5HURM005W	Work and Organisational Psychology within the HR Context	Pathway Option	20	10
5HURM007W	Sociology of Work and Industry	Pathway Option	20	10
Max 1 from:	WBS L5 UG Programme (Faculty) option or Westminster (University) L5 elective	Elective	20	10
<b>Award of Diploma of Higher Education available</b>				
<b>International Experience Year</b>				
If you choose to take the opportunity to spend one academic year after Level 5 studying overseas at one of our exchange partner institutions or combining this with an overseas work placement, you must successfully complete a preparatory programme. You must also complete 5BUSS004W International Experience Year during year abroad.				
<b>Professional Experience Year</b>				
If you choose to take the opportunity of a one year work placement after Level 5, you must take 6BUSS005W Professional Experience during your placement and on your return as your Level 6 Elective.				

Credit Level 6				
Module code	Module title	Status	UK credit	ECTS
6MNST001W	Global Strategic Management	Core	20	10
6BDIN001W	Sustainable Business	Core	20	10
6HURM007W	Current Themes in Human Resource Management	Pathway Core	20	10
6HURM003W	Employment Law	Pathway Core	20	10
Select 1 or 2 from:				
6HURM004W	Assessing and Developing Talent	Pathway Option	20	10
6HURM005W	Cultural Differences and People Management	Pathway Option	20	10
6HURM006W	Coaching and Mentoring in the Workplace	Pathway Option	20	10
Max 1 from:	WBS L6 UG Programme (Faculty) option or Westminster (University) L6 elective or 6BUSS005W Professional Experience	Elective	20	10
<b>Award BA available</b>				
<b>Award BA Honours available.</b>				

Please note: Not all option modules will necessarily be offered in any one academic year.

## Business Management (Marketing)

Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
4BUSS001W	Global Business Environment	Core	20	10
4BDIN001W	Analysing and Managing Information	Core	20	10
4ACCN001W	Accounting and Finance Fundamentals	Core	20	10
4MARK001W	Marketing Principles	Core	20	10
4HURM005W	People and Organisations	Core	20	10
Select 1 from:	WBS L4 UG Programme (Faculty) option or Westminster (University) L4 elective	Elective	20	10
<b>Award of Certificate of Higher Education available</b>				
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
5BDIN001W	Operations and Digital Business	Core	20	10
5HURM008W	Managing People	Core	20	10
5BUSS001W	Business Decision Making	Core	20	10
5MARK012W	Marketing Research	Pathway Core	20	10
Select 1 or 2 from:				
5MARK006W	Distribution and Retail	Pathway Option	20	10
5MARK007W	Ethics and Social Responsibility in Marketing	Pathway Option	20	10
5MARK008W	Marketing Services	Pathway Option	20	10
5MARK009W	Marketing B2B	Pathway Option	20	10
5MARK010W	Sports Marketing	Pathway Option	20	10
Max 1 from:	WBS L5 UG Programme (Faculty) option or Westminster (University) L5 elective	Elective	20	10
<b>Award of Diploma of Higher Education available</b>				

<p><b>International Experience Year</b> If you choose to take the opportunity to spend one academic year after Level 5 studying overseas at one of our exchange partner institutions or combining this with an overseas work placement, you must successfully complete a preparatory programme. You must also complete 5BUSS004W International Experience Year during year abroad.</p>				
<p><b>Professional Experience Year</b> If you choose to take the opportunity of a one year work placement after Level 5, you must take 6BUSS005W Professional Experience during your placement and on your return as your Level 6 Elective.</p>				
Credit Level 6				
Module code	Module title	Status	UK credit	ECTS
6MNST001W	Global Strategic Management	Core	20	10
6BDIN001W	Sustainable Business	Core	20	10
6MARK001W	Applying Marketing Concepts	Pathway Core	20	10
6MARK009W	Current Themes in Marketing	Pathway Core	20	10
Select 1 or 2 from:				
6MARK012W	New Product Development	Pathway Option	20	10
6MARK013W	Destination, Cultural & Heritage Marketing	Pathway Option	20	10
6MARK014W	Global Marketing Management	Pathway Option	20	10
6MARK015W	Interactive and Digital Marketing	Pathway Option	20	10
6MARK011W	Managing Brands	Pathway Option	20	10
Max 1 from:	WBS L6 UG Programme (Faculty) option or Westminster (University) L6 elective or 6BUSS005W Professional Experience	Elective	20	10
<p><b>Award BA available</b> <b>Award BA Honours available.</b></p>				

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Please note: Not all option modules will necessarily be offered in any one academic year.

## **Professional Body Accreditation or other external references**

The skills strategy for the **BA Business Management** course has drawn upon the key national documents: QAA (2001) A Framework for HE Qualifications in England, Wales and Northern Ireland; QAA (2015) Subject benchmarks in General Business Management; and Advance Collegiate Schools of Business (AACSB) standards for Business Accreditation (2013). When embedding good practice in modules, module teams have used the SEEC (2010) Credit Level Descriptors for Further and Higher Education as a reference point. The requirements of relevant professional bodies for recognition and exemptions have influenced the curriculum and assessment of the specialist modules.

## **Academic regulations**

The current Handbook of Academic Regulations is available at [westminster.ac.uk/academic-regulations](http://westminster.ac.uk/academic-regulations).

## **How will you be supported in your studies?**

### **Course Management**

The BA (Hons) Business Management degree has a designated Course Leader whom you will meet during your first week and who is available for consultation during weekly office hours throughout the year or by appointment. You take modules, normally in common with students from your course, which each have a Module Leader who is responsible for the smooth running of that module. Module Leaders are usually available during term-time during their office hours or by appointment. The degree is one of a number offered by Westminster Business School and you will be part of a vibrant academic community with access to a full programme of additional classes and social events organised by our student societies. At all levels of your university study you will have a Personal and Professional Development Tutor who will help and guide you through the complexities of life at University

## **Academic Support**

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Campus Registry. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at [westminster.ac.uk/blackboard](http://westminster.ac.uk/blackboard).

## **Learning Support**

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments. Further information on the Academic Learning Development Centre can be found at [westminster.ac.uk/academic-learning-development](http://westminster.ac.uk/academic-learning-development).

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students<sup>1</sup> can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where

desktop computers are available with the general and specialist software that supports the courses taught in their College. Students can also securely connect their own laptops and mobile devices to the University wireless network.

### **Support Services**

The University of Westminster Student and Academic Services department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. Further information on the advice available to students can be found at [westminster.ac.uk/student-advice](http://westminster.ac.uk/student-advice). The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at [westminster.ac.uk/students-union](http://westminster.ac.uk/students-union).

### **How do we ensure the quality of our courses and continuous improvement?**

The course was initially approved by a University Validation Panel in 2015. The panel included internal peers from the University, academic(s) from another university and a representative from industry. This helps to ensure the comparability of the course to those offered in other universities and the relevance to employers.

The course is also monitored each year by the College to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the evidence of student surveys, student progression and achievement and reports from external examiners, in order to evaluate the effectiveness of the course.

A Course revalidation takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with

revalidation panels to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess how the course has been running.

### **How do we act on student feedback?**

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through student engagement activities at Course/Module level, students have the opportunity to express their voice in the running of their course. Student representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the student representatives.
- There are also School Staff Student Exchange meetings that enable wider discussions across the School. Student representatives are also represented on key College and University committees.
- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.
- Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.

**Please note:** This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. This specification should be read in conjunction with the Course Handbook provided to students and Module Handbooks, which provide more detailed information on the specific learning outcomes, content, teaching, learning and assessment methods for each module.

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