UNIVERSITY OF
LEADING
THE WAY
WESTMINSTER⌗

LEADING THE WAY appears as a subtitle within the logo.

PROGRAMME SPECIFICATION

Course record information

Name and level of final award	BA (Hons) Business Management (Digital Business)
	BA (Hons) Business Management (Digital Business) with International Experience
	BA (Hons) Business Management (Digital Business) with Professional Experience
	The BA (Honours) Business Management (Digital Business) degree is Bologna FQ-EHEA first cycle degree or diploma compatible.
Name and level of intermediate awards	BA Business Management (Digital Business)
	Diploma of Higher Education in Business Management (Digital Business)
	Certificate of Higher Education in Business Management (Digital Business)
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	Three years full time, Four years full time if including one-year international experience or one-year professional experience. September Start
QAA subject benchmarking group(s)	Business and Management
Professional statutory or regulatory body	n/a
Date of course validation/Revalidation	October 2020
Date of programme specification approval	December 2020
Valid for cohorts	From 2021 - 2022
Course Leader	Phillip Sainter

UCAS code and URL	westminster.ac.uk/courses/undergraduate
Westminster course code	BABSM24F
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.

Recognition of Prior Learning standard

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.

The BA Business Management (Digital Business) aims to prepare students for professional roles in a wide variety of organisations including running their own business. It aims to develop students and their aspirations through a solid foundation in the Business, Management and Digital Business disciplines. The course embeds both employability and sustainability to prepare students for uncertainty and a 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; entrepreneurial development and to the wider society within which businesses operate.

The Course aims to:

- prepare you for graduate roles in a wide range of business organisations through development of your personal and professional skills;
- raise aspirations through transformative learning including work experience and work-based simulations;
- develop the knowledge, skills and capabilities you need to competently and creatively address contemporary business issues and the challenges of the global business environment, taking account of ethical and sustainability issues;
- build your understanding of global citizenship and personal potential to contribute to communities, appreciating cultural diversity;
- equip you with the knowledge, understanding and academic skills to continue to post-graduate study;

- support your development of intellectual, professional and transferable skills such as team-working, communication, digital skills, critical evaluation, research, problem-solving, and creative thinking to enable you to secure professional roles;
- help you acquire personal competencies including self-confidence, resilience and adaptability and professionally relevant skills appropriate to pursuit of employment or further study;
- develop your capability to navigate uncertainty and complexity and to explore solutions in a range of business challenges taking full account of social and environmental responsibilities and ethical behaviour.
- equip you with the knowledge and understanding to solve real-world problems with digital business concepts and techniques

What will you be expected to achieve?

Learning outcomes are statements on what successful students have achieved as the result of learning. 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 Demonstrate fundamental knowledge and understanding of the functions and processes of business organisations and the impact of contemporary management theory in a domestic or international context (KU).

L4.2 Investigate and evaluate the interrelationships between internal and external pressures on organisations within a global context (KU).

L4.3 Demonstrate an awareness of ethical and sustainability issues and responsible management concepts within the business management domain (KU).

L4.4 Collaborate effectively in groups, building team relationships that support the achievement of set goals in the context of business working (PPP) (KTS).

L4.5 Utilise a range of media and develop digital skills in key technologies for effective and efficient management of business information in a secure and respectful manner (PPP) (GA).

L4.6 Research and analyse business information from a range of authoritative and reliable sources and use analysis to make judgements and develop a coherent argument (PPP).

L4.7 Communicate effectively and persuasively using a variety of media to a range of audiences in a business context (KTS).

L4.8 Take personal responsibility for learning and progress and to prepare for work-based learning (PPP) (GA).

Level 5 course learning outcomes: upon completion of level 5 you will be able to:

L5.1 Justify how organisations manage resources internally and in the supply chain in both traditional and digital environments, ensuring responsible management of environmental and social aspects. (KU) (GA).

L5.2 Apply management theory and concepts to understand how to manage and provide leadership for the effective and responsible running of the organisation (KU).

L5.3 Locate and extract information from a variety of credible sources and evaluate these to develop arguments to support management decisions (PPP).

L5.4 Develop an independent perspective on business problems, informed by current research and evaluate theories, arguments and relevant data to communicate ideas and potential solutions effectively and appropriately (KTS).

L5.5 Apply relevant business management concepts, tools and techniques to business problems and evaluation of environmental, social and governance performance (KTS) (GA)

L5.6 Demonstrate understanding of global citizenship and personal potential to contribute to communities, appreciating diversity of people and cultures. (GA).

L5.7 Demonstrate the ability to reflect and evaluate on ongoing personal and professional development skills and to organise and undertake work experience (PPP)

L5.8 Apply relevant digital business concepts, tools and techniques to business problems (KU)

In addition, those completing the optional international year and achieving the 'with international experience' award will be able to:

L5Y.1 Demonstrate insight and understanding of the challenges and opportunities of working and/or studying in an international context. (PPP)

L5Y.2 Apply theories, concepts and research skills related to the cultural context(s) of the society within which the experience takes place. (KU)

Those students completing the optional professional experience year and achieving the 'with professional experience' award will be able to

L5Y.3 Demonstrate acquisition of a range of professional and commercial skills required within the contemporary business environment through the completion of an extended period of professional practice in the work placement year. (PPP)

Level 6 course learning outcomes: upon completion of level 6 you will be able to:

L6.1 Critically evaluate strategic options to enhance organisational performance across a range of contexts and appreciate the ramifications of those decisions on operational activities (KU) (GA).

L6.2 Critically evaluate innovation in organisations and the relationship with organisational culture and leadership (KU).

L6.3 Investigate current issues in business and management using a variety of high quality learning sources and engage with contemporary research, developing an independent critical perspective on the issues (PPP) (KTS).

L6.4 Critically evaluate and apply creative solutions to real-world business problems in a range of contexts such as global business strategy and management and leadership and communicate these solutions effectively and convincingly (PPP) (KTS).

L6.5 Navigate uncertainty and complexity to explore solutions integrating theory and practice in a range of business challenges taking full account of social and environmental responsibilities and ethical behaviour. (KU) (GA).

L6.6 Demonstrate acquisition of personal competencies including self-confidence, resilience and adaptability and professionally relevant skills appropriate to pursuit of employment or further study and an awareness of the potential opportunities open to graduates of business disciplines (KTS).

L6.7 Critically evaluate, innovate and apply creative solutions to business problems using digital business concepts and tools, and effectively communicate these solutions to others (KU) (PPP) (KTS)

How will you learn?

The BA Business Management (Digital Business) Course is designed to provide students with an engaging and transformative learning experience, delivered using contemporary methods including blended learning, problem-based learning and practical activities.   Work-based and placement learning are integrated into the curriculum design, following the University strategy. All modules articulate the employability skills developed and these are assessed in modules on all years of the course to ensure that all students are fully supported in finding graduate work or further study.

The curriculum has been designed so that Level 4 modules support students in the transition to Higher Education and independent learning and exposes students to the core business disciplines.

Level 5 modules emphasise application of learning to real business problems, develops+ skills in analysis and in critical reflection on work experiences. At level 5 you will start to emphasize on the course of your choice, digital business, as you study essentials of digital business introducing you to concepts and methods where digital business could be used to enhance organisations, and students will have an opportunity to choose a specialist 'tracks' at level 5 and 6, where we have paired Level 5 & 6 modules in a specialist area namely Digital Business, Digital Analytics, and Project Management. This helps students structure their module choices to align with their professional aspirations. Students may choose modules from different tracks as they progress through their studies to give greater flexibility and allows students to have a hybrid of various tracks within their degree.

Level 6 modules develop understanding of strategy and planning in organisations and develop students' critical evaluation, research and inquiry and leadership and innovation skills. The final year allows you to complete an extended piece of independent research on a particular digital business 'theme'. 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. Students have more choice

in selecting options to study alongside the core modules as they progress through the course.

A key feature of this course is a focus on responsible management and sustainability which is informed by our employer contacts. Environmental, social and governance issues are critical in Business today and the course embeds this throughout the modules you will study. You will learn through a range of activities such as simulation games, small team work, problem- based learning, workshops, debates, self-assessment quizzes, action learning sets and role-plays. We encourage both staff- and peer-led activities where students learn from one another within a co-operative and intellectually challenging atmosphere.

Students can also study a language as part of their studies through the University's Polylang programme which offers languages. International learning is supported though the Westminster Working Cultures programme which provides students with opportunities for study visits abroad. Destinations have included Mumbai, Berlin and Washington.

We will provide a stimulating learning environment which links theory to practice. Our curriculum is informed by our own teaching expertise, our research and industry links. There are many opportunities to have practical experience of the workplace through simulations, guest speakers and company visits and field trips.   We work closely with a range of employers through our School Employer Advisory Board and work with the alumni that support our programme. Our teaching is informed by both research and practice. Many staff on the teaching team are active researchers or have substantial business experience which informs teaching and learning activities.

Our approach to learning and teaching places an emphasis on inclusivity, supporting all students in achieving excellence and enabling students to develop key transferable skills for their future professional life and life-long learning. You will be encouraged to adopt an enquiring and critical approach to ideas and issues, developing the graduate attributes that employers value. You will also gain hands-on experience of common business computing and software, including Tableau Data Visualisation, FAME and the Microsoft Office suite. Our teaching strategy focuses on developing student capacity to work independently as well as in teams, to enable students to make use of a full range of resources and techniques in developing graduate-level skills. Students are encouraged to monitor their progress and evaluate and reflect on their own development and performance in a supportive and constructive learning environment.

The university's Virtual Learning Environment (Blackboard Ultra) has learning materials to enhance and enrich the on-campus experience. You will have access to quizzes, podcasts, which may be used in advance of your taught session or as a reinforcement. Students can access learning material using a range of devices and in any geographical location. Blackboard Ultra supports a range of communication with staff and other students through Collaborate, discussion boards, wikis and blogs. Westminster Business School also provides state of the art resources such as our Bloomberg suite, our digital marketing laboratory and Boardroom for learning and teaching, which you will experience.

How will you be assessed?

Assessments have been designed to promote understanding of theory and the application in a real-world context. The course offers a variety of assessments to develop your knowledge and critical thinking alongside key transferrable professional skills. The variety of assessments for students aims to develop graduates with sound commercial awareness who are open to critical thinking, effective at communication, self-motivated and resilient and responsible in their global outlook.

Our assessment strategy is designed to stretch you and increase your confidence as you progress though the levels of study. Level 4 modules acknowledge the transition to Higher Education and give a thorough grounding in business and academic skills needed. Level 5 challenges you and includes assessment on students work experience, developing reflective skills for professional development. Level 5 modules are application-oriented and assess your ability to apply theory in a business context. Level 6 modules further improve your critical thinking though modules such as Strategic Perspectives for Managers and Contemporary Themes in Digital Business where you undertake a dissertation in an area of your choice. Level 6 also assesses your preparation for entering graduate employment or further study to ensure that students achieve their professional goals.

Varying assessment activities can help to motivate students with an increasingly diverse range of experiences, learning styles and competencies. We have adopted a mixture of assessment types with the aim of reducing over-assessment and ensuring that students develop a wider range of skills for professional success than that developed by more traditional assessment methods. These include embedding employability into assessment and the use of authentic assessments related to real business challenges. You will experience a balanced range of assessments, addressing the diversity of our student learners and their learning styles. All assessments are designed for inclusivity. The range of assessments includes use of a variety of tools for formative and self-assessment: student polls, Padlet software for sharing ideas and Kahoot quizzes are examples used on modules at all levels.

Our Policy for Assessments using Team work ensures that student individual contributions are recognised and communicated through Module documentation. This should outline the process of team formation, the strategies for non-participation of team members, the responsibility for management of the team including the role of the academic tutor, provision for communication between team members for example, supporting technology, guidance on how individual contributions should be recorded and guidance on reassessment in the event of a student being referred or deferred in the assessment.

Formative assessment is a key element of your learning and has been embedded into all modules to help you achieve your full potential and to support reflection on feedback and develop strategies for improvement. 'Summative' assessment measures individual learning and achievement. The range of assessment types used include coursework in the form of essays, reports, presentations, case studies, videos, podcasts, wikis, blogs, posters, artefacts as well as time-constrained in-class tests and examinations. Examinations develop ability to work under pressure and support particularly students preparing for further study or subsequent professional body examinations. Examinations will normally be unseen and involve analysis and not a reprise of factual information. Papers may include multiple choice, short answer, essay or data handling sections. Some may use a seen case study.
 Weightings for each assessment element will vary to reflect the nature and level of the module.

Working closely with our employer advisory group, we have built in to module assessments to ensure you develop key graduate attributes. Assessments ensure you develop skills in collaboration, including online collaboration in team-working and address digital and analytic skills in analytics/ metrics and measurement and in use of technology.
We draw on a wide range of resources to support learning, particularly our own alumni and other role models. We encourage students' engagement with the University mentoring scheme and external engagement such as attending insight days and field trips. Leadership and influencing skills, agility and time management are addressed.

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 course aims to create graduates who are prepared for professional life, responsible in their practice, resilient and adaptable and globally engaged.

The course team has identified key themes around communication and collaboration, data analysis and measurement and leading and influencing others. Businesses typically operate with teams of specialists, often from diverse cultures and backgrounds. The need is for people who can communicate effectively and work productively in a team recognising and supporting leadership, being proactive in leading, negotiating, and managing conflict. Increasingly needed are 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 (Digital Business) degree will be well equipped to meet these challenges.

Students embarking on this degree will be developed towards professional life across their university journey and supported for three years post-graduation. Modules embed employability across the curriculum with dedicated specialist modules at every level. This begins with an induction to the Careers and Employability Services which includes mentoring, interview practice, online skill building and a suite of courses available online and delivered as on-campus workshops. There are rolling speaker events and panels from industry as well as supporting students in team industry challenges. The work is underpinned by the personal tutoring system and the College's Business Experience Team's expertise. In their first year, level 4, students are prepared for 35 hours of Work Based Learning as work experience or focused volunteering opportunities. This is assessed the following year at level 5 when the focus shifts towards finding a one-year industry placement, in the UK or abroad, aligned to the student's degree. The optional placement year has been shown to enhance graduate employability giving students better business insight when returning at level 6. At level 6 students continue to exploit the resources on the Career and Employability Services' ENGAGE virtual career development platform as they apply for their graduate trainee scheme posts to launch their specialist careers.

Employers of our graduates expect skills of critical thinking, analysis evaluation and creativity; effective communication using varied technology and media; data analysis and effective problem-solving; reflective, adaptive and collaborative learning; motivation and initiative. Employability and enterprise are strongly embedded in all the core modules and assessed at all levels of the course.

We provide the opportunity to undertake an optional one-year work placement to add value to the student experience. All students are allocated a Personal & Professional Development Tutor (PPDT) in your first year to provide both tutorial guidance from the start of your degree and to support students to identify, develop and articulate employability skills. There is also a designated team of advisors who have effective links with industry and will support you to

find a relevant year-long placement or shorter-term work experiences, amounting to the required thirty-five hours that all students must complete.

The course also provides the opportunity to spend either a semester or a year studying at one of our overseas partner universities. This can be a transformative experience for students; it helps development of a global outlook, valued by most employers.
Past graduates have found successful employment in a range of organisations including BT, Coca Cola, HSBC, Barclays, Bank of England and the NHS. Many students progress to further study on graduation: either taking professional qualifications or proceeding to a specialist Masters degree in a relevant discipline.

The Graduate attributes are designed to enhance your employability on graduating with a degree in Business Management. They align to the Course Learning outcomes as follows:

Graduate Attribute	Evident in Course Outcomes
Critical and creative thinker	L4.2 L4.3 L4.5 L5.2 L5.3 L5,4 L5.5, L5.8 L6.1 L6.2 L6.3 L6.4 L6.5, L6.7
Literate and effective communicator	L4.4 L4.5 L4.6 L4.7 L5.3 L5.4 L5.7 L6.3 L6.4 L6.6, L6.7
Entrepreneurial	L4.1 L4.3 L4.8 L5.2 L5.4 L5.7, L5.8 L6.2 L6.4 L6.5 L6.6, L6.7
Global in outlook and engaged in communities	L4.1 L4.2 L5.4 L5.6 L6.2 L6.4
Social, ethically and environmentally aware	L4.3 L5.1 L5.5 L6.4 L6.5

Course structure

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

Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
4BUSS009W	Global Business Environment for Managers	Core	20	10
4BUIS019W	Business Analytics for Managers	Core	20	10
4HURM011W	Fundamentals of Organisational Behaviour	Core	20	10
4ACCN011W	Accounting and Finance for Managers	Core	20	10
4MARK015W	Applied Marketing	Core	20	10
	Elective	Elective	20	10
Award of Certificate of Higher Education available				
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
5DIBU004W	Digital Business and Operations Management	Core	20	10

5MNST005W	Managing and Leading People	Core	20	10
5MNST009W	Management Decision Making for Managers	Core	20	10
5DIBU001W	Digital Business Fundamentals	Core	20	10
5BDIN002W	Project Management	Option	20	10
5BDIN003W	Web-enabled Business	Option	20	10
5MARK021W	Digital Marketing Technologies	Option	20	10
	Elective	Elective	20	10
Award of Diploma of Higher Education or Foundation Degree available				
Optional Year Abroad or Placement Year				
The following modules must be passed for the award title 'with International Experience'				
5BUSS013W	WBS International Experience Year Semester 1	Option	60	30
5BUSS014W	WBS International Experience Year Semester 2	Option	60	30
The following modules must be passed for the award title 'with Professional Experience'				
5BUSS011W	Professional Placement Project Part 1	Option	60	30
5BUSS012W	Professional Placement Project Part 2	Option	60	30
Credit Level 6				
Module code	**Module title**	**Status**	**UK credit**	**ECTS**
6MNST009W	Strategic Perspectives for Managers	Core	20	10
6LEAD003W	Employment and Leadership for Managers	Core	20	10
6DIBU004W	Contemporary Issues in Digital Business	Core	20	10
6DIBU001W	Digital Business Innovations	Core	20	10
6BDIN005W	Project and Programme Management	Option	20	10
6DIBU003W	Enterprise Transformation in Digital Business	Option	20	10
6BDIN003W	Digital Analytics	Option	20	10
	Elective	Elective	20	10
Award BA available **Award BA Honours available.**				

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot do your first choice of modules.

Professional Body Accreditation or other external references

N/A

Academic regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations.

How will you be supported in your studies?

Course Management

The Course is managed by a course team comprising the Course Leader, and the module leaders of the core modules within the course.
In addition, the course team refers to:
Senior Personal Tutor (Westminster Business School)
Head of School

The BA Business Management (Digital Business) degree has a designated Course Leader whom you will meet during your first week and who are available for consultation during weekly office hours throughout the year or by appointment. You take modules, normally in common with students from your course. Each of these has 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. 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.

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.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students[1] 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. 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.

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. Course 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 course representatives.

- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience 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.