

PROGRAMME SPECIFICATION

This Programme Specification is correct as of the date indicated; however, minor amendments may be made throughout the year and will be incorporated in the annual updating process.

SECTION A: DETAILS OF THE COURSE AND AWARD

Programme Title	FDA Business Management
Awarding Body	Buckinghamshire New University
Teaching Institution	Buckinghamshire New University – High Wycombe Amersham & Wycombe College Aylesbury College East Berkshire College
Faculty	Design, Media & Management
School	Applied Management & Law
Name of Final Award	Foundation Degree Arts, FdA
NQF/FHEQ Level of Qualification	Level 5: Diploma of Higher Education
QAA Benchmark Statement(s)	General Business and Management
UCAS Code	NA
Course Code(s)	FB1BMG9 – Bucks (HW) FB1BMG9A – Aylesbury College FB1BMG9E – East Berkshire College FB1BMG9W – Amersham & Wycombe College
Mode and Length of Study	2 years Part-Time
Number of Intakes	1; September
Regime of Delivery	Work-Based Learning
Language of Study	English
Details of Accreditation	N/A
Publication Date	16 September 2013

Potential Student Profile / Criteria for Admission:

What the award is about and who the programme is aimed at:

This course would suit students who are interested in developing business knowledge and management skills and want a broad range of subjects. Undertaking the course will help students to develop their career in business and management. It is aimed at students from a wide and diverse range of backgrounds and prior learning.

The course aims to address the needs of current and aspiring leaders and managers across multiple sectors. In developing and delivering the award, the aim is to make it flexible, relevant to work, and supportive of part-time work-based students.

Why students should choose this award:

Students joining this programme will be joining a dynamic School and Department within the University and will be working with a team of highly experienced and professional academics and

practitioners. Students completing the Foundation Degree Business Management programme will have a rich understanding of the theory and practice that helps to explain all aspects of Business.

A key feature of the programme is to blend both academic study and skills development in order to enhance the ability of our graduates to progress their career. In order to enable students to develop a broad knowledge we offer a range of modules covering general business management topics. The course is designed to develop an individual's intrapreneurial capabilities and offers opportunities for students to develop managerial skills.

Additionally, students acquire a wide range of skills and competences useful for dealing competently with real-life, practical problems. The course will focus on the ability to think critically and will therefore enable students to analyse and evaluate solutions to complex, real-life problems.

Opportunities available for students after completion of the award:

On completion of the programme, students will be able to progress to a range of opportunities and careers: in Human Resource Management, general management or developing their own business. They can progress their professional qualifications through the study of the "Top Up" Degree in Business Management. They can also study Chartered Institute of Marketing, Chartered Institute of Personnel and Development and Chartered Management Institute qualifications.

Expected knowledge and skills that the entrant will have on entry to the programme:

To gain a place on the programme students will normally be 21 or over. Students aged 19 or over will have substantial relevant work experience. Students aged 18 or over will have one Advanced level or equivalent qualification. All students will be in employment. In addition students will require a minimum of grade C in GCSE Maths and English or international equivalent. Mature students without formal qualifications may be admitted to the course under University and Faculty APL and APEL procedure and policy.

Applicants for whom English is not the first language should also hold IELTS 6.0 or equivalent.

SECTION B: PROGRAMME AIMS, OUTCOMES, LEARNING, TEACHING AND ASSESSMENT METHODS

Programme Aims

The main educational aims of the programme are to:

- Provide all students with an in-depth knowledge and understanding of the core functions of business and management
- Develop the intellectual skills necessary to contribute to effective business practice and problem solving
- Develop subject related practical skills
- Prepare students for research, further study and lifelong learning by developing their intellectual, practical and key (transferable) skills
- Enhance the employability of graduates through the blend of academic study and skills development. The course aims to develop managerial skills.

Programme Learning Outcomes

A. Knowledge and Understanding

On successful completion of the programme a graduate will be able to:

1. Demonstrate a basic knowledge and understanding of key business foundation disciplines such as business environment, accounting and finance, operations, marketing, and people and organisation behaviour.
2. Demonstrate a good understanding of a range of activities within the key business functional areas and their interrelationship and interconnectedness.
3. Show an understanding of management, leadership and innovation within a changing environment.

B. Intellectual/Cognitive Skills

On successful completion of the programme a graduate will be able to:

1. Create, evaluate and assess options to enable effective problem solving and decision-making, using appropriate qualitative, quantitative and ICT techniques and skills.
2. Adapt and apply underlying concepts and principles relating to Business Management scenarios, outside the context in which they were first studied.

C. Practical Skills

On successful completion of the programme a graduate will be able to:

1. Evaluate information, arguments and concepts.
2. Analyse business situations relating to organisations.

D. Key/Transferable Skills

On successful completion of the programme a graduate will be able to:

1. Research information about business situations and apply this knowledge using ICT as appropriate.
2. Display a range of personal and interpersonal skills, including the capacity for continuous learning, taking initiatives, performing to deadlines, communicating effectively and persuasively, necessary for a career in business or undertake further study.

Table 1: Programme Skills Matrix – Assessment

Module Code	Information Acquisition	Critical thinking, analysis and synthesis	Self-reflection and Criticality	Communication Skills: Oral	Communication Skills: Written	Information & Communications Technology (ICT)	Numeracy & Quantitative Skills	Problem Solving & Decision Making	Independent & Self-managed Learning	Working with Others
BM457			✓							
BM458				✓	✓		✓			
BM459					✓	✓	✓			
BM460					✓	✓				
MG455	✓	✓		✓	✓	✓				
MG456					✓	✓				
BM557	✓	✓	✓		✓	✓				
BM558	✓				✓	✓				
BM559	✓	✓			✓					
BM560	✓	✓	✓	✓	✓	✓				
MG554	✓		✓	✓	✓					
MG555	✓	✓			✓	✓				

Learning, Teaching and Assessment Methods to achieve the Programme Learning Outcomes

Throughout the course the objective is to develop the knowledge, skills and analytical ability of students to enable them to progress careers in business organisations. This objective is met by a combination of lecture inputs, workshops, self-study and directed research and investigation. Students are required to work both individually and in groups. The assessment tasks include individual assignments, time constrained examinations, enterprise activities and project work in a combination designed to assess and meet the stated aims and the required learning outcomes.

The nature of the course leads to a greater emphasis on work related learning rather than scheduled learning. In accordance with this type of learner, and to allow a flexible approach to meeting Learning Outcomes, flexible assessments suitable to a work based environment will be used to allow flexibility to cover the Learning Outcomes in a work related situation. Students will be encouraged to use their own work environment, where appropriate, to support their learning. Given the emphasis on guided independent study, students will be supported through the virtual learning environment, individual and group tutorials, and a personal tutor.

Given the attendance pattern of one session per week, the modules are studied sequentially in order that the student can concentrate on one topic at a time. The course is a combination of scheduled learning and teaching activities plus guided independent study and work related learning with the emphasis on the latter three.

The assessment strategy is designed to ensure that learning outcomes are achieved and there is a progressive development of knowledge and skills. At level 4 students are expected to describe, explain and review concepts theories and models; at level 5 students apply, analyse and evaluate.

There are no examinations at Level 4. Assessment is by coursework. Formative assessment is a key feature of the programme enabling early feedback to be given on progress and to help students improve performance. Assessments at Levels 5 are by coursework and examination with some modules being assessed by 100% coursework.

The course is designed to give students opportunities to undertake work based learning and enterprise activities which can form part of the learning and assessment of the programme.

Work-Based Learning

The Programme includes a Work Based Learning module at level 5. The module is year-long and students will need to fulfil assessment requirements in order to gain the appropriate credit. The module is supported in a similar way to a dissertation with student briefing sessions, supporting materials, regular individual and group tutor contact throughout. In addition, work-based learning providers will be briefed and supported with relevant materials and opportunities to discuss issues. Similarly, any supporting tutors will be provided with comprehensive briefing and continuing support. The module will be reviewed and evaluated using the normal university AQD processes.

SECTION C: PROGRAMME STRUCTURE(S) AND MATRIX MAPPING

Table 2: Programme Structure Table

Course Title		FDA Business Management							
Course Code		FB1BMG9(A/E/W)							
Mode of Study		Part Time (Work-Based Learning)							
Credit Value		UK	240 Credits		ECTS	120 Credits			
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award ([C]ore / [O]ptional)	Credit Value	Assessment Regime			Semester Taught
						Written Exam %	Coursework %	Practical %	
MG455	The Role of Marketing in Business	4	1	C	30		70	30	S1
BM458	Understanding the Business Environment	4	1	C	15		70	30	S1
BM459	Financial Management	4	1	C	15		100		S1
BM460	Understanding Change	4	1	C	15		100		S2
MG456	Leading and Managing an Organisation	4	1	C	15		100		S2
BM457	Professional Development	4	1	C	30		100		SB
BM557	Managing Operations and Projects	5	2	C	30	40	60		S1
MG555	Service Marketing	5	2	C	15		100		S1
MG554	Human Resourcing and Reward	5	2	C	15		100		S2
BM558	Information Systems	5	2	C	15		100		S2
BM559	Small Business Management	5	2	C	15		100		S2
BM560	Work Based Project	5	2	C	30		90	10	SB

Table 3: Mapping of Programme Outcomes to Core Modules

Programme Outcome	Level 4 (Code)	Level 5 (Code)	Level 6 (Code)	Level 7 (Code)	Level 8 (Code)
A. Knowledge and Understanding					
A1	BM458 BM459 BM460 MG455 MG456	BM557 BM559 MG554 MG555			

Programme Outcome	Level 4 (Code)	Level 5 (Code)	Level 6 (Code)	Level 7 (Code)	Level 8 (Code)
A2	BM458 BM459 BM460	BM557 BM558 BM559 BM560			
A3	BM458 MG456	BM557 BM559			
B. Intellectual / Cognitive Skills					
B1	BM459	BM558 BM560			
B2	BM458 BM460 MG455 MG456	BM557 BM559 BM560			
C. Practical Skills					
C1	All Level 4 modules	All Level 5 modules			
C2	All Level 4 modules	All Level 5 modules			
D. Key / Transferable Skills					
D1	BM459 BM460	BM560 MG555			
D2	BM457	BM560			

SECTION D: CONTACT HOURS

Hours are worked on the basis of full-time study. 1 Academic Credit is equated to 10 notional learning hours. A full-time undergraduate student will study 120 credits in an academic year which is therefore equated to 1200 notional hours. Module Descriptors provide detailed breakdowns of the categories given below.

Table 4: Breakdown of Contact Hours

Year of course	Scheduled Learning and Teaching Activities	Guided Independent Study	Placement / Study Abroad / Work Based Learning	Total
Year 1	114 (9.50%)	970 (80.83%)	116 (9.67%)	1200 (100%)
Year 2	114 (9.50%)	970 (80.83%)	116 (9.67%)	1200 (100%)
Total	228 (9.50%)	1940 (80.83%)	232 (9.67%)	2400 (100%)

SECTION E: ASSESSMENT REGULATIONS

This programme conforms to the approved University procedures as detailed on the University website.

This programme will be covered by the following University regulations: *University Academic Framework and Assessment Regulations*

Students achieving 120 credits would exit with a Certificate of Higher Education.

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APPENDIX 1: MAPPING TO THE UK QUALITY CODE OF HIGHER EDUCATION – CHAPTER B3

Chapter B3: Learning and Teaching (December 2011): Section 2 – Work-based and placement learning

Indicator	Indicator Explanation	Course Response
1	Where work-based or placement learning is part of a programme of study, awarding institutions ensure that its learning outcomes are: <ul style="list-style-type: none"> clearly identified contribute to the overall and coherent aims of their programme assessed appropriately. 	The Learning Outcomes for the Work Based Project module are clearly defined and included in the Module Descriptor. All students should be in employment and ideally, conduct the project within their own organisation. However, should this not be possible projects on other organisations are allowable as long as learning outcomes can be achieved.
2	Awarding institutions are responsible for the academic standards of their awards and the quality of provision leading to them, and have in place policies and procedures to ensure that their responsibilities, and those of their partners involved in work-based and placement learning, are clearly identified and met.	Irrespective of where the WBL occurs, Bucks New University tutors will still be responsible for the agreement and assessment of the Learning Outcomes. Clearly, students can obtain help from work-based or placement staff, but the overall responsibility remains with the university.
3	Awarding institutions ensure that all partners providing work-based and placement learning opportunities are fully aware of their related and specific responsibilities, and that the learning opportunities provided by them are appropriate.	Where appropriate, university staff can meet with work-based staff to clarify and explain the requirements. Part of the student learning from the module though is to recognise that learning occurs in a variety of different ways and activities and to recognise and take advantage of those opportunities when they arise.
4	Awarding institutions inform students of their specific responsibilities and entitlements relating to their work-based and placement learning.	Students undertaking the work based project will receive a comprehensive briefing and documentation regarding the module. This will involve both tutor contact and use of the university VLE system (Blackboard).
5	Awarding institutions provide students with appropriate and timely information, support and guidance prior to, throughout and following their work-based and placement learning.	The module will be “front-loaded” with much of the tutor contact occurring in the early stages to ensure that students are fully equipped for their WBL project. In addition, they will have the ongoing support of a tutor who will perform a similar role to that of a Dissertation Supervisor.

Indicator	Indicator Explanation	Course Response
6	Awarding institutions ensure that work-based and placement learning partners are provided with appropriate and timely information prior to, throughout and following the students' work-based and placement learning.	A briefing guide will be provided for work-based and placement providers to map out the different roles and responsibilities in supporting students. This can, for example, include mentor briefing or training as well as access to continuing university support to address queries or problems that arise.
7	Awarding institutions ensure that: <ul style="list-style-type: none"> • their staff involved in work-based and placement learning are appropriately qualified, resourced and competent to fulfil their role(s) • where applicable, other educational providers, work-based and placement learning partners have effective measures in place to monitor and assure the proficiency of their staff involved in the support of the relevant work-based and placement learning. 	All tutors involved in the work based project module will have received a thorough pre-briefing and ongoing support from the Module Leader. The Module Leader has successfully performed similar roles and provided similar support in other institutions for many years.
8	Awarding institutions have policies and procedures for securing, monitoring, administering and reviewing work-based and placement learning that are used effectively and reviewed regularly.	The module will be monitored and reviewed through the normal university quality assurance (QA) processes making use of information provided by students and work-based/placement learning providers as appropriate.

APPENDIX: OTHER AWARDS AVAILABLE

The following Exit Awards are available on this programme:

- Certificate of Higher Education (CertHE)

Exit Award Programme Learning Outcomes

Certificate of Higher Education

On successful completion of a **Certificate of Higher Education (CertHE)**, a graduate will be able to:

- Demonstrate a good understanding of a range of activities within the key business functional areas and their interrelationship and interconnectedness
- Adapt and apply underlying concepts and principles relating to Business Management scenarios, outside the context in which they were first studied.
- Analyse business situations relating to organisations.
- Display a range of personal and interpersonal skills, including the capacity for continuous learning, taking initiatives, performing to deadlines, communicating effectively and persuasively, necessary for a career in business or undertake further study

A **Certificate of Higher Education (CertHE)** will be awarded to a student who has completed the programme learning outcomes specified above. This is measured by achievement of 120 credits at Level 4. The following modules will count towards achievement of this award:

- BM457 Professional Development (Core)
 - BM458 Understanding the Business Environment (Core)
 - BM459 Financial Management (Core)
 - BM460 Understanding Change (Core)
 - MG455 The Role of Marketing in Business (Core)
 - MG456 Leading and Managing an Organisation (Core)
- (And all partner suffix modules)