

PROGRAMME SPECIFICATION

Name of Programme:		BSc in Business Management (without specialisation or with specialisation in Marketing, Arts Management, Tourism, or HRM and Business Psychology)	
Final award (BSc, MA etc):		BSc	
Awarding institution/body:	University of Buckingham & International Business School (separate degrees)	Teaching institution:	International Business School
School of Study:	School of Business	Parent Department: (the department responsible for the administration of the programme)	Collaborations
Length of the programme:	6 semesters	Method of study:	Full-time
Framework for Higher Education Qualifications (FHEQ) Level	FHEQ Level 6	Relevant subject benchmark statement (SBS)	Business and Management (2015)
Professional body accreditation (if applicable):	N/A		
Criteria for admission to the programme:	<ul style="list-style-type: none"> - Certificate of Secondary Education - Non-native speakers: IELTS 6.0 or TOEFL 550 or TOEFL computerised 213 or a Pass mark in the Single English Test at IBS (SETI) examination 	Cohort(s) to which this programme specification is applicable: (e.g., from 2012 intake onwards)	From September 2018
UCAS Code	N/A		

Summary of Programme

Each programme belonging to the IBS BSc Portfolio primarily aims to enhance the employability of the students and to prepare them for further academic studies at master's level. These programmes offer students thorough and up-to-date knowledge and understanding of the structure and operation of business organizations in relation to their environment and the development of various skills required to operate effectively in business.

Educational Aims of the Programme

The specific aims of the programme are the following:

- To provide students with a theoretical and practical grasp of the core business functions which underpin the processes of decision-making and shape the competitiveness of organisations in a dynamic global business environment
- To develop international managers, skilled in interpersonal communications and cross-cultural capability, and equipped with up-to-date knowledge on management
- To offer students the opportunity to explore key areas of individual interest, to experience working at an appropriate organization, and to be exposed to international experience
- To provide students with a practice-oriented learning experience through case studies, role plays and simulations.
- To build an appreciation in students of the need to continuously develop skills and knowledge throughout their careers, and to develop sensitivity to learning from other cultures
- In addition to the above aims, students choosing one of the specialisations will have the opportunity to acquire in-depth understanding of a particular area of business.

Programme Outcomes

Knowledge and understanding of:

At the end of the programme, students are expected to gain knowledge and understanding of:

1. Organisations, their external environment and their management
2. Pervasive and contemporary issues related to management, including organisational behaviour, business innovation and enterprise development, digital business, risk management and corporate social responsibility
3. Management theories and concepts related to the efficiency of the various functional units
4. Cross-cultural issues essential for managing organisations successfully in a dynamic global business environment.



Teaching/Learning Strategy

Explain the teaching and learning methods and strategies used to help students achieve each part of the knowledge and understanding

- Core knowledge is acquired through a variety of classroom activities including individual and group tasks (guided readings, discussions, simulations, role plays, presentations, organisation-based case studies, business outings, etc.). (1 – 4)
- Virtual learning environments are broadly utilized throughout the teaching and learning process. (1 – 4)
- Presentations by invited experts and practising managers will provide real world input. (1 – 4)
- Special sessions and individual consultation will be available for students for providing academic support as appropriate. (1 – 4)



Assessment Strategy:

Explain the strategies used to assess the achievement of each part of the knowledge and understanding

- coursework (tests, individual and group assignments and presentations) (1 – 4),
- formal examinations. (1 – 4)

Cognitive (thinking) skills:

At the end of the programme students are expected to develop the following cognitive and intellectual skills:

1. Identify and gather data from a variety of sources, including academic and professional literature
2. Critical thinking and critical evaluation of issues learnt.
3. Apply principles, concepts, theories and methods related to management in order to effectively solve management problems and make decisions.



Teaching/Learning Strategy:

Explain the teaching and learning methods and strategies used to help students achieve each part of the cognitive skills

- Cognitive skills are developed via classroom activities (1 – 4)
- Tasks requiring group work enable learners to take part in discussions, and encourage active participation, feedback and reflection allowing students to exercise and demonstrate their intellectual and social skills. (1 – 4)
- Special sessions and individual consultation will be available for students for providing academic support as appropriate. (1 – 4)

Programme Outcomes

4. Link the effects and understand the implications of external factors to the management of organizations, and apply systematic analysis to challenges faced by businesses.



Assessment Strategy:

Explain the strategies used to assess the achievement of each part of the cognitive skills

Cognitive skills are assessed by coursework and examinations. Examinations provide students with the opportunity to demonstrate their ability to construct a clear, concise, reasoned argument and analysis of relevant issues in a limited time period. The student's performance during in-class presentations also provides an opportunity for the demonstration of the practical application of theory and the ability to reflect on it. While assessing group assignments due consideration is given to the evaluation of group versus individual work. (1 – 4)

Practical/Transferable skills (able to):

At the end of the programme students are expected to develop the following practical and transferable skills:

1. Independent reading and learning skills
2. Numeracy and quantitative skills
3. A strong digital literacy enabling them to efficiently analyse and evaluate business data and to carry on research for appropriate decision-making
4. Working efficiently alone or in teams in a multicultural environment.
5. Recognizing, analysing and solving problems and making decisions in various situations and contexts
6. Ability to communicate effectively both orally and in writing, using a range of media
7. Personal effectiveness (including critical self-awareness and self-reflection, time management, readiness to take responsibility, being appropriately assertive, sensitivity to diversity) and effective performance within a team environment (team selection, delegation, development and



Teaching/Learning Strategy:

Explain the teaching and learning methods and strategies used to help students achieve each part of the practical/transferable skills

- Key skills are incorporated into the modules and are fostered via both contact sessions and independent and group work outside the classroom.(1-9)
- Certain modules require students to work efficiently both independently and as part of a team, and to use various ICT tools and communicate effectively. (1, 3, 4, 6, 7)
- Learning and managerial skills are covered by separate modules (1, 3, 4, 6, 7, 9)
- Special sessions and individual consultation are available for students for providing academic support as appropriate. (7, 8)
- Effective written and oral communication is developed through assignments and presentations, individually and in groups. (6, 8)
- Students will be required to utilise information technology in a variety of formats to present complex ideas effectively.(3, 6)
- Meeting various deadlines inside and outside the classroom will encourage responsibility and efficient time management. (1, 4, 7, 8, 9)

Programme Outcomes

- management, including selecting appropriate leadership styles for different situations)
8. Emotional intelligence and empathy
 9. Commercial acumen based on the awareness of marketing and sales techniques and drivers of business success



Assessment Strategy:

Explain the strategies used to assess the achievement of each part of the practical/transferable skills

Coursework and examination provide opportunities for students to demonstrate the application of key skills. Students' performance during the presentations will allow further demonstration of these skills. (1-9)

External Reference Points

The following reference points were used in designing the programme:

- Framework for Higher Education Qualifications: <http://www.gaa.ac.uk/Publications/InformationAndGuidance/Pages/quality-code-A1.aspx>
- Relevant Subject Benchmark Statement(s): <http://www.gaa.ac.uk/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements>

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each course unit/module can be found in the departmental or programme handbook. The accuracy of the information contained in this document is reviewed annually by the University of Buckingham and may be checked by the Quality Assurance Agency.