

BA (Hons) Business and Management (BSU London)

Definitive Programme Document



Contents

- [Contents](#)
- [Overview](#)
- [Exemptions](#)
- [Programme Overview](#)
- [Programme Aims](#)
- [Programme Intended Learning Outcomes \(ILOs\)](#)
- [Programme Content](#)
- [Assessment Methods](#)
- [Work Experience and Placement Opportunities](#)
- [Additional Costs Table](#)
- [Graduate Attributes](#)
- [Modifications](#)
- [Appendix 1: Programme Structure Diagram – BA \(Hons\) Business and Management](#)
- [Appendix 2: Map of Intended Learning Outcomes](#)
- [Appendix 3: Map of Summative Assessment Tasks by Module](#)
- [Appendix 4 - Module Descriptors](#)

Overview

Awarding institution	Bath Spa University
Teaching institution	Bath Spa University London
School	Bath Business School
Main campus	Bath Spa University London
Other sites of delivery	n/a
Other Schools involved in delivery	n/a
Name of award(s)	<ul style="list-style-type: none"> • Business and Management • Business and Management (Tourism Management)
Qualification (final award)	BA (Hons)
Intermediate awards available	CertHE, DipHE, BA
Routes available	Single
Professional Placement Year	N/A
Duration of award	3 years full-time
Modes of delivery offered	Campus based
Regulatory Scheme[1]	Undergraduate Academic Framework
Exemptions from regulations/framework[2]	N/A
Professional, Statutory and Regulatory Body accreditation	Chartered Institute of Marketing (CIM) Chartered Institute of Management Accountants (CIMA) Institute of Hospitality (IoH)

Date of most recent PSRB approval (month and year)	<p>CIM – May 2016</p> <p>CIMA – October 2016</p> <p>IoH – December 2016</p> <p>Prince2 – December 2017</p>
Renewal of PSRB approval due (month and year)	<p>CIM – May 2018</p> <p>CIMA – July 2021</p> <p>IoH – December 2021</p>
UCAS code	<p>Institution Code: B20</p> <p>Business and Management – NN12</p> <p>Business and Management (Tourism Management) – N832</p>
Route code (SITS)	<p>BMSIN Business and Management Single Honours</p> <p>BMTMSIN Business and Management (Tourism Management) Single Honours</p>
Relevant QAA Subject Benchmark Statements (including date of publication)	Business and Management Benchmark Statement (2015)
Date of most recent approval	August 2018
Date specification last updated	May 2023

[1] This should also be read in conjunction with the University's Qualifications Framework

[2] See section on 'Exemptions'

Exemptions

There are no exemptions

Programme Overview

The Business and Management undergraduate programme provides a flexible, stimulating and supportive learning environment that fosters creativity. Bath Spa London students are innovative, responsible and internationally connected. The course is ideal for students who wish to obtain a degree that will provide them with a firm foundation to build a successful career in business.

You will have the opportunity to gain valuable professional business experience through a range of flexible work placement options. You will also work creatively with businesses on projects. The programme empowers you to pursue your individual interests by selecting from a range of options. Professional recognition opportunities are also available.

Business and Management is available as a single honours subject, for those who wish to keep their options open and to maximize flexibility and choice. You can also elect to follow a Tourism Management pathway. You will join a collegiate academic community that champions lifelong learning, supported by research and practice informed teaching.

Programme Aims

The aims of this programme are to:

- Engage learners in a distinctive programme of business education that unleashes creativity and innovation and prepares graduates to succeed in the global environment.
- Equip students with the necessary in depth specialist and general theory and understanding of the changing business environment, to enable them to innovate and solve problems, working across subject disciplines and borders.
- Develop enterprising behaviour through professional and personal development – preparing learners to be adaptable and opportunity-ready.
- Empower learners to use a range of tools to communicate and collaborate; understanding and applying digital technologies and developing professional networks.
- Develop understanding of the nature of the global forces which shape contemporary organisations - economic, social, ethical, political, ecological, technological and regulatory.

Programme Intended Learning Outcomes (ILOs)

A Subject-Specific Skills and Knowledge

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
A1	<i>The Business Environment:</i> to critically analyse the interrelated nature of the global forces (economic, social, ethical, political, ecological, technological and regulatory) that shape contemporary organisations.	<i>The Business Environment:</i> to appraise the global forces (economic, social, ethical, political, ecological, technological and regulatory) which shape contemporary organisations.	<i>The Business Environment:</i> to identify the global forces (economic, social, ethical, political, ecological, technological and regulatory) which shape contemporary organisations.
A2	<i>Organisations:</i> to systematically and critically review how organisations work; the design and development of organisations including cross cultural issues, change, diversity and values and how it feels to manage in different sectors.	<i>Organisations:</i> to review how organisations work; the design and development of organisations including cross cultural issues, change, diversity and values.	<i>Organisations:</i> to explain how organisations work and to consider how design and development affects change, culture and values.
A3	<i>Strategy:</i> to evaluate how business policy and strategy impacts on the development of appropriate change management, stakeholder interest, continuity planning and objective setting.	<i>Strategy:</i> to explain how business policy and strategy impacts on the development of appropriate change management and stakeholder interest.	<i>Strategy:</i> to define business policy and strategy including an understanding of appropriate change management and stakeholder interest.
A4	<i>Innovation and Enterprise:</i> to apply business innovation and enterprise development models, to use concept assessment tools and to assess intellectual property regulations.	<i>Innovation and Enterprise:</i> to appraise business innovation and enterprise development models, to use concept assessment tools and intellectual property regulations.	<i>Innovation and Enterprise:</i> to describe business innovation and enterprise development.
A5	<i>Finance:</i> to identify appropriate sources, uses and management of finance and the use of accounting and other information systems for planning and control and the use of this information for decision making and managing financial risk.	<i>Finance:</i> to detail the sources, uses and management of finance and the use of accounting and other information systems for planning and control and the use of this information for decision making.	<i>Finance:</i> to identify the sources, uses and management of finance and the use of accounting and other information systems for planning and control.

B Cognitive and Intellectual Skills

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
B1	Apply critical and creative thinking skills that uses sound arguments, suggests ideas, innovates, sees new ways of doing things and synthesises existing ideas, critiques organisations and their practices, identifies and solves problems, evaluating risks, making and implementing decisions.	Apply critical and creative thinking skills that uses sound arguments, suggests ideas, innovates, sees new ways of doing things, identifies and solves problems, evaluates risks and implements decision making.	Apply critical and creative thinking skills that uses sound arguments and suggests solutions and ideas and reviews organisations and their practices.
B2	Employ numeracy skills that embrace quantitative techniques to manipulate data, evaluate, estimate and model business problems and functions.	Employ numeracy skills that use quantitative techniques to manipulate data to evaluate, estimate and model business data.	Employ numeracy skills that develop quantitative techniques to manipulate numerical data.
B3	Research and use digital and other resources to interrogate, interpret and evaluate business information.	Research and use digital sources to search for and find a range of appropriate business information to inform decision-making.	Research and use digital sources to search for and find relevant business information.
B4	Reflect critically and constructively on the need for individuals and managers to manage and behave in an ethical and socially responsible way at a local, national and global level.	Recognise the need for individuals and managers to manage and behave in an ethical and socially responsible way at a local, national and global level.	Recognise the need for individuals and managers to manage and behave in a socially responsible way.

C Skills for Life and Work

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
C1	Autonomous learning[3] (including time management) that shows the exercise of initiative and personal responsibility and enables decision-making in complex and unpredictable contexts.	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility and decision-making such that significant responsibility within organisations could be assumed.	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of some personal responsibility.
C2	Team working skills necessary to flourish in the global workplace, with an ability both to work in and lead teams effectively.	Team work as would be necessary for employment requiring the exercise of personal responsibility and decision-making for effective work with others such that significant responsibility within organisations could be assumed.	Team work as would be necessary for employment requiring the exercise of some personal responsibility for effective work with others.
C3			

	Communication skills that ensure information, ideas, problems and solutions are communicated effectively and clearly to both specialist and non-specialist audiences.	Communication skills commensurate with the effective communication of information, arguments and analysis in a variety of forms to specialist and non-specialist audiences in which key techniques of the discipline are deployed effectively.	Communication skills that demonstrate an ability to communicate outcomes accurately and reliably, and with structured and coherent arguments.
C4	IT skills and digital literacy that demonstrate core competences and are commensurate with an ability to work at the interface of creativity and new technologies.	IT skills and digital Literacy that demonstrate the development of existing skills and the acquisition of new competences.	IT skills and digital literacy that provide a platform from which further training can be undertaken to enable development of new skills within a structured and managed environment.

[3] i.e. the ability to review, direct and manage one's own workload

Programme Content

This programme comprises the following modules

Key:

Core = C

Required = R

Required* = R*

Optional = O

Not available for this status = N/A

If a particular status is greyed out, it is not offered for this programme.

Subject offered as single award

Business and Management				Status	
Level	Code	Title	Credits	Single	Joint
4	BMA4000-20	The Business Environment	20	C	
4	BMA4001-20	Organisational Behaviour and Management	20	C	
4	BMA4002-20	Economics and Globalisation	20	C	
4	BMA4003-20	Managing Data	20	C	
4	BMA4004-20	Design Thinking for Enterprise	20	C	
4	BMA4005-20	Professional Practice	20	C	
5	BMA5000-20	Creativity for Business	20	C	
5	BMA5001-20	Innovation Management	20	C	
5	BMA5100-20	The Marketing Business	20	C	
5	BMA5105-20	Operations and Project Management	20	C	
5	BMA5108-20	International Business	20	C	
5	BMA5112-20	Festival and Events Management	20	C	
6	BMA6000-40	Business and Management Project	40	R	
6	BMA6103-20	Enterprise: Creating your Business	20	C	
6	BMA6104-20	Organisational Strategy	20	C	

6	BMA6105-20	Managing Sustainability	20	C	
6	BMA6115-20	Leadership and Management	20	R	

Subject offered with pathways

Business and Management				
Level	Code	Title	Credits	Tourism Management Pathway
4	BMA4000-20	The Business Environment	20	C
4	BMA4001-20	Organisational Behaviour and Management	20	C
4	BMA4002-20	Economics and Globalisation	20	C
4	BMA4003-20	Managing Data	20	C
4	BMA4004-20	Design Thinking for Enterprise	20	C
4	BMA4005-20	Professional Practice	20	C
5	BMA5000-20	Creativity for Business	20	C
5	BMA5001-20	Innovation Management	20	C
5	BMA5115-20	Tourism Management in Practice	20	R
5	BMA5106-20	Destination Management	20	R
5	BMA5108-20	International Business	20	C
5	BMA5112-20	Festival and Events Management	20	C
6	BMA6007-40	Tourism Management Project	40	R
6	BMA6103-20	Enterprise: Creating your Business	20	C
6	BMA6104-20	Organisational Strategy	20	C
6	BMA6105-20	Managing Sustainability	20	C
6	BMA6109-20	Tourism: Contemporary Issues	20	R

Assessment Methods

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

Please note: if you choose an optional module from outside this programme, you may be required to undertake a summative assessment task that does not appear in the assessment grid here in order to pass that module.

Work Experience and Placement Opportunities

You will have a number of opportunities to engage in projects with real businesses. For example, you will work with real businesses on our Level 6 Strategic Human Resource Management module. The business will identify a specific issue within their organisation and you will work collaboratively with them to provide recommendations and solutions. In addition, you will be encouraged in the Level 6 required module 'Research Project' to engage in research relating to a real business thus enabling you to gain both academic research and practical work engagement skills.

Additional Costs Table

Module Code & Title	Type of Cost	Cost
BMA6000-40 Business and Management Project	Project Costs	Variable

Graduate Attributes

	Bath Spa Graduates...	In Business and Management, we enable this...
1	Will be employable: equipped with the skills necessary to flourish in the global workplace, able to work in and lead teams	By ensuring employability is embedded in all aspects of our programme, providing numerous opportunities for you to engage and facilitate team activities and encouraging you to engage in work placement opportunities. There is a strong emphasis on evaluating and improving personal employability through skills development and self-reflection.
2	Will be able to understand and manage complexity, diversity and change	By improving your project management skills enabling you to manage complexity and change. We will develop your ability to plan and organise projects; to monitor, react and to co-ordinate activities and to work to address and overcome problems in diverse teams.
3	Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners	By providing opportunities for you to creatively solve problems – suggesting ideas, innovating and seeing new ways of doing things - in different business areas. You will learn about, and be able to use with confidence, a number of creative thinking techniques.
4	Will be digitally literate: able to work at the interface of creativity and technology	By enabling you to engage with a range of digital resources across the programme. Innovative assessments will develop your ability to collaboratively learn (e.g. a wiki), to contribute to online discussion boards, to participate in business simulations and to use multimedia to present your ideas.
5	Will be internationally networked: either by studying abroad for part of the their programme, or studying alongside students from overseas	By enabling you to participate in collaborative activities, with a diverse range of students from across the world, thus developing your intercultural awareness. We will promote and encourage you to engage in opportunities for study abroad and international work placements.
6	Will be creative thinkers, doers and makers	By encouraging you to generate creative and effective solutions to organisational problems ensuring you have the ability to analyse and criticise, using sound arguments; identifying and solving problems;

		weighing up options, evaluating risk and making and implementing decisions.
7	Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy	By supporting you to take responsibility for your own learning and to be curious about the world and your community. Your assessments will require you to communicate appropriately and effectively either orally, in writing or via other media. You will be competent at finding business information, understanding it and making effective use of it.
8	Will be ethically aware: prepared for citizenship in a local, national and global context	By developing your skills of reflection and encouraging you to review, question and rethink your own values and assumptions in order to adjust and improve your awareness of ethical issues.

Modifications

Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
BMA400 2-20	Economics and Globalisation	Change to module status	approved by Curriculum Committee March 2021	2020/21
BMA400 3-20	Managing Data	Change to module status	approved by Curriculum Committee March 2021	2020/21
BMA400 4-20	Design Thinking for Enterprise	Change to module status	approved by Curriculum Committee March 2021	2020/21
BMA400 5-20	Professional Practice	Change to module status	approved by Curriculum Committee March 2021	2020/21
BMA510 0-20	The Marketing Business	Change to module status	approved by Curriculum Committee March 2021	2020/21
BMA510 5-20	Operations and Project Management	Change to module status	approved by Curriculum Committee March 2021	2020/21
BMA510 8-20	International Business	Change to module status	approved by Curriculum Committee March 2021	2020/21
BMA511 2-20	Festival and Events Management	Change to module status	approved by Curriculum Committee March 2021	2020/21
BMA510 6-20	Destination Management	Change to module status	approved by Curriculum Committee March 2021	2020/21
BMA511 5-20	Tourism Management in Practice	Change to module status	approved by Curriculum Committee March 2021	2020/21
BMA600 0-40	Business and Management Project	Change to module status	approved by Curriculum Committee March 2021	2020/21
BMA610 3-20	Enterprise: Creating your Business	Change to module status	approved by Curriculum Committee March 2021	2020/21
BMA610 4-20	Organisational Strategy	Change to module status	approved by Curriculum Committee March 2021	2020/21
BMA611 5-20	Leadership and Management	Change to module status	approved by Curriculum Committee March 2021	2020/21
BMA610 2-20	Strategic Human Resource Management	Module deleted	approved by Curriculum Committee March 2021	2020/21

BMA611 2-20	Business and Academic Skills	Module deleted	approved by Curriculum Committee March 2021	2020/21
BMA600 7-40	Tourism Management Project	Change to module status	approved by Curriculum Committee March 2021	2020/21
BMA610 5-20	Managing Sustainability	Change to module status	approved by Curriculum Committee March 2021	2020/21
BMA610 9-20	Tourism: Contemporary Issues	Change to module status	approved by Curriculum Committee March 2021	2020/21
BMA611 0-20	Creating and Hosting Festivals and Events	Module deleted	approved by Curriculum Committee March 2021	2020/21
BMA611 5-20	Leadership and Management	Module deleted	approved by Curriculum Committee March 2021	2020/21
PPY510 0-120	Professional Placement Year	Module deleted	approved by Curriculum Committee March 2021	2020/21
BMA400 1-20	Organisational Behaviour and Management	Change to assessment	approved Curriculum Committee 16 June 2021	2021/22
BMA400 2-20	Economics and Globalisation	Change to assessment	approved Curriculum Committee 16 June 2021	2021/22
BMA400 3-20	Managing Data	Change to assessment	approved Curriculum Committee 16 June 2021	2021/22
BMA510 5-20	Operations and Project Management	Change to assessment	approved Curriculum Committee 16 June 2021	2021/22
BMA610 9-20	Tourism: Contemporary Issues	Change to assessment	approved Curriculum Committee 16 June 2021	2021/22
BMA400 0-20	The Business Environment	Change to assessment	approved Curriculum Committee 01 March 2023	2023/24

Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

Attached as Appendices

1. Programme structure diagram

2. Map of module outcomes to level/programme outcomes
3. Map of Summative Tasks by Module
4. Module descriptors

Appendix 1: Programme Structure Diagram – BA (Hons) Business and Management

Business and Management		Business and Management (Tourism Management) (pathway)	
Level 4			
Semester 1	Semester 2	Semester 1	Semester 2
Core Modules		Core Modules	
BMA4000-20 The Business Environment	BMA4001-20 Organisational Behaviour and Management	BMA4000-20 The Business Environment	BMA4001-20 Organisational Behaviour and Management
BMA4003-20 Managing Data	BMA4002-20 Economics and Globalisation	BMA4003-20 Managing Data	BMA4002-20 Economics and Globalisation
BMA4005-20 Professional Practice	BMA4004-20 Design Thinking for Enterprise	BMA4005-20 Professional Practice	BMA4004-20 Design Thinking for Enterprise
Level 5			
Core Modules		Core Modules	
BMA5000-20 Creativity for Business	BMA5001-20 Innovation Management	BMA5000-20 Creativity for Business	BMA5001-20 Innovation Management
BMA5100-20 The Marketing Business	BMA5105-20 Operations and Project Management	BMA5108-20 International Business	BMA5112-20 Festival and Events Management
BMA5108-20 International Business	BMA5112-20 Festival and Events Management		
Required Modules		Required Modules	
		BMA5106-20 Destination Management	BMA5115-20 Tourism Management in Practice
Level 6			
Core Modules		Core Modules	
BMA6104-20 Organisational Strategy	BMA6103-20 Enterprise: Creating Your Business	BMA6104-20 Organisational Strategy	BMA6103-20 Enterprise: Creating Your Business
	BMA6105-20 Managing Sustainability		BMA6105-20 Managing Sustainability
Required Modules		Required Modules	
BMA6000-40 Business Management Project		BMA6007-40 Tourism Management Project	
BMA6115-20 Leadership and Management		BMA6109-20 Tourism: Contemporary Issues	
Rule Notes: Cohort entry points are in March, June and September. Each Semester has a teaching period of around 13 weeks.			

Appendix 2: Map of Intended Learning Outcomes

Level	Module Code	Module Title	Status (C,R,R*,O) ^[4]	Intended Learning Outcomes												
				Subject-specific Skills and Knowledge					Cognitive and Intellectual Skills				Skills for Life and Work			
				A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	C4
4	BMA4000-20	The Business Environment	C	X		X			X		X		X	X	X	X
4	BMA4001-20	Organisational Behaviour and Management	C		X		X	X		X		X	X	X	X	X
4	BMA4002-20	Economics and Globalisation	C	X	X			X	X	X	X	X	X	X	X	X
4	BMA4003-20	Managing Data	C			X		X	X	X	X		X	X	X	X
4	BMA4004-20	Design Thinking for Enterprise	C			X	X		X	X	X		X	X	X	X
4	BMA4005-20	Professional Practice	C		X	X			X			X	X		X	X
5	BMA5000-20	Creativity for Business	C	X			X		X	X	X	X	X	X	X	X
5	BMA5001-20	Innovation Management	C	X	X	X	X	X	X	X	X	X	X	X	X	X
5	BMA5115-20	Tourism Management in Practice	R		X		X				X	X	X		X	X
5	BMA5100-20	The Marketing Business	C	X	X	X	X		X	X	X	X	X	X	X	X
5	BMA5105-20	Operations and Project Management	C	X	X	X			X	X	X		X	X	X	X
5	BMA5106-20	Destination Management	R	X	X	X		X	X	X	X	X	X	X	X	X
5	BMA5108-20	International Business	C	X	X	X	X	X	X		X	X	X	X	X	X
5	BMA5112-20	Festival and Events Management	C	X	X	X	X	X	X	X	X	X	X	X	X	X
6	BMA6000-40	Business and Management Project	R	X	X	X	X	X	X	X	X	X	X	X	X	X
6	BMA6007-40	Tourism Management Project	R	X	X	X	X	X	X	X	X	X	X	X	X	X
6	BMA6103-20	Enterprise: Creating your Business	C	X		X	X	X	X	X	X	X	X	X	X	
6	BMA6104-20	Organisational Strategy	C	X	X	X	X		X		X	X	X	X	X	
6	BMA6105-20	Managing Sustainability	C	X	X	X	X	X	X	X	X	X	X	X	X	X
6	BMA6109-20	Tourism: Contemporary Issues	R	X	X	X	X		X	X	X	X	X	X	X	X
6	BMA6115-20	Leadership and Management	R	X	X	X	X		X			X	X	X	X	

^[4] C = Core; R = Required (ie required for this route); R* = Required*; O = Optional

Appendix 3: Map of Summative Assessment Tasks by Module

Level	Module Code	Module Title	Status (C,R,R*,O) ^[5]	Assessment method													
				Coursework							Practical				Written Examination		
				Reflection	Report	Essay	Timed assignment	Project Plan	Dissertation	Pitch	Practical Project	Seminar facilitation	Presentation	Poster presentation	Time constrained assessment	Written Examination	Multiple choice test
4	BMA40 00-20	The Business Environment	C	1x									1x				
4	BMA40 01-20	Organisational Behaviour and Management	C		1x										1x		
4	BMA40 02-20	Economics and Globalisation	C			1x									1x		
4	BMA40 03-20	Managing Data	C									1x			1x		
4	BMA40 04-20	Design Thinking for Enterprise	C			1x					1x						
4	BMA40 05-20	Professional Practice	C								1x			1x			
5	BMA50 00-20	Creativity for Business	C		1x								1x				
5	BMA50 01-20	Innovation Management	C		1x	1x											
5	BMA51 15-20	Tourism Management in Practice	R	1x	1x												
5	BMA51 00-20	The Marketing Business	C		1x					1x							
5	BMA51 05-20	Operations and Project Management	C		1x										1x		
5	BMA51 06-20	Destination Management	R					1x					1x				
5	BMA51 08-20	International Business	C								1x		1x				
5	BMA51 12-20	Festival and Events Management	C		1x								1x				

6	BMA60 00-40	Business and Management Project	R					1x	1x								
6	BMA60 07-40	Tourism Management Project	R					1x	1x								
6	BMA61 03-20	Enterprise: Creating your Business	C					1x		1x							
6	BMA61 04-20	Organisational Strategy	C		1x		1x										
6	BMA61 05-20	Managing Sustainability	C	1x	1x												
6	BMA61 09-20	Tourism: Contemporary Issues	R		1x										1x		
6	BMA61 15-20	Leadership and Management	R		1x								1x				

^[5] C = Core; R = Required (ie required for this route); R* = Required*; O = Optional