

# BA (Hons) Business and Management (including pathways)

## Definitive Programme Document



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## Overview

Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	Bath Business School
Main campus	Newton Park
Other sites of delivery	n/a
Other Schools involved in delivery	n/a

Name of award(s)	<ul style="list-style-type: none"> <li>• Business and Management</li> <li>• Business and Management with Professional Placement Year</li> <li>• Business and Management (Accounting)</li> <li>• Business and Management (Accounting) with Professional Placement Year</li> <li>• Business and Management (Economics)</li> <li>• Business and Management (Economics) with Professional Placement Year</li> <li>• Business and Management (Entrepreneurship)</li> <li>• Business and Management (Entrepreneurship) with Professional Placement Year</li> <li>• Business and Management (Fashion)</li> <li>• Business and Management (Fashion) with Professional Placement Year</li> <li>• Business and Management (Festivals and Events)</li> <li>• Business and Management (Festivals and Events) with Professional Placement Year</li> <li>• Business and Management (Human Resource Management)</li> <li>• Business and Management (Human Resource Management) with Professional Placement Year</li> <li>• Business and Management (International Business)</li> <li>• Business and Management (International Business) with Professional Placement Year</li> <li>• Business and Management (Law)</li> <li>• Business and Management (Law) with Professional Placement Year</li> <li>• Business and Management (Marketing)</li> <li>• Business and Management (Marketing) with Professional Placement Year</li> <li>• Business and Management (Tourism Management)</li> <li>• Business and Management (Tourism Management) with Professional Placement Year</li> </ul>
Qualification (final award)	BA (Hons)
Intermediate awards available	CertHE, DipHE, BA
Routes available	Single/Joint/Major/Minor
Professional Placement Year	Optional
Duration of award	3 years full-time; 4 years full time with Professional Placement Year
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)	CIM – May 2016 CIMA – October 2016 IoH – December 2016 Prince2 – December 2017
Renewal of PSRB approval due (month and year)	CIM – May 2018 CIMA – July 2021 IoH – December 2021 Prince2 – transfer to PeopleCert in December 2017 then renewal due December 2020.
UCAS code	Institution Code: B20  Business and Management – NN12  Business and Management with Professional Placement Year – 21M9  Business and Management (Accounting) – N400  Business and Management (Accounting) with Professional Placement Year – 11R6  Business and Management (Economics) - HH98  Business and Management (Economics) with Professional Placement Year - HH99  Business and Management (Entrepreneurship) – M362  Business and Management (Entrepreneurship) with Professional Placement Year – 11H0  Business and Management (Fashion) – HH10

	<p>Business and Management (Fashion) with Professional Placement Year - H11</p> <p>Business and Management (Festivals and Events) – N285</p> <p>Business and Management (Festivals and Events) with Professional Placement Year – 23K6</p> <p>Business and Management (Human Resource Management) – N600</p> <p>Business and Management (Human Resource Management) with Professional Placement Year – 12C7</p> <p>Business and Management (International Business) – 0T6Y</p> <p>Business and Management (International Business) with Professional Placement Year – 1L63</p> <p>Business and Management (Law) - 3889</p> <p>Business and Management (Law) with Professional Placement Year - 5081</p> <p>Business and Management (Marketing) – N500</p> <p>Business and Management (Marketing) with Professional Placement Year – 19V2</p> <p>Business and Management (Tourism Management) – N832</p> <p>Business and Management (Tourism Management) with Professional Placement Year – 11W3</p>
Route code (SITS)	<p>BMSIN Business and Management Single Honours</p> <p>BMSINS Business and Management Single Honours with Sandwich Year</p> <p>BMACCSIN Business and Management (Accounting) Single Honours</p> <p>BMACCSINS Business and Management (Accounting) Single Honours with Sandwich Year</p> <p>BABMECO Business and Management (Economics) Single Honours</p> <p>BABMECO-SW Business and Management (Economics) Single Honours Sandwich Year</p>

	<p>BMENPSIN Business and Management (Entrepreneurship) Single Honours</p> <p>BMENPSINS Business and Management (Entrepreneurship) Single Honours Sandwich</p> <p>BMFASIN Business and Management (Fashion) Single Honours</p> <p>BMFASIN - SW Business and Management (Fashion) Single Honours with Sandwich Year</p> <p>BMFAESIN Business &amp; Management (Festivals and Events) Single Honours</p> <p>BMFAESIN-SW Business &amp; Management (Festivals and Events) Single Honours Sandwich Year</p> <p>BMHRMSIN Business and Management (Human Resource Management) Single Honours</p> <p>BMHRMSINS Business and Management (Human Resource Management) Single Honours with Sandwich Year</p> <p>BMINTSIN Business and Management (International Business) Single Honours</p> <p>BMINTSINS Business and Management (International Business) Single Honours with Sandwich Year</p> <p>BMLAWSIN Business and Management (Law) Single Honours</p> <p>BMLAWSINS Business and Management (Law) Single Honours Sandwich Year</p> <p>BMMSIN Business and Management (Marketing) Single Honours</p> <p>BMMSINS Business and Management (Marketing) Single Honours with Sandwich Year</p> <p>BMTMSIN Business and Management (Tourism Management) Single Honours</p> <p>BMTMSINS Business and Management (Tourism Management) Single Honours with Sandwich Year</p>
Relevant QAA Subject Benchmark Statements (including date of publication)	Business and Management Benchmark Statement (2015)
Date of most recent approval	August 2018

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[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 Business School 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 range of specialist pathways. Business and Management is also ideal as a companion subject in a combined honours programme. 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:

1. Engage learners in a distinctive programme of business education that unleashes creativity and innovation and prepares graduates to succeed in the global environment.
2. 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.
3. Develop enterprising behaviour through professional and personal development – preparing learners to be adaptable and opportunity-ready.
4. Empower learners to use a range of tools to communicate and collaborate; understanding and applying digital technologies and developing professional networks.
5. 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

	<b>Programme Intended Learning Outcomes (ILOs)</b>  <b>On Achieving Level 6</b>	<b>On Achieving Level 5</b>	<b>On Achieving Level 4</b>
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

	<b>Programme Intended Learning Outcomes (ILOs)</b>  <b>On Achieving Level 6</b>	<b>On Achieving Level 5</b>	<b>On Achieving Level 4</b>
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**

	<b>Programme Intended Learning Outcomes (ILOs)</b>  <b>On Achieving Level 6</b>	<b>On Achieving Level 5</b>	<b>On Achieving Level 4</b>
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.

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[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 or combined award

Business and Management				Status	
Level	Code	Title	Credits	Single	Joint
4	BMA4000-20	The Business Environment	20	C	C
4	BMA4001-20	Organisational Behaviour and Management	20	C	C
4	BMA4002-20	Economics and Globalisation	20	C	C
4	BMA4003-20	Managing Data	20	R	N/A
4	BMA4004-20	Design Thinking for Enterprise	20	R	N/A
4	BMA4005-20	Professional Practice	20	R	N/A
5	BMA5000-20	Creativity for Business	20	C	C
5	BMA5001-20	Innovation Management	20	C	C
5	BMA5100-20	The Marketing Business	20	O	O
5	BMA5102-20	Human Resource Management	20	O	O
5	BMA5104-20	Financial Accounting	20	O	O
5	BMA5105-20	Operations and Project Management	20	O	O
5	BMA5106-20	Destination Management	20	O	O
5	BMA5108-20	International Business	20	O	O

5	BMA5110-20	Entrepreneurship	20	O	O
5	BMA5117-20	Applying Economics	20	O	O
5	BMA5112-20	Festival and Events Management	20	O	O
5	BMA5114-20	Law for Business Enterprise	20	O	O
5	BMA5002-20	Fashion Marketing and Management	20	O	O
5	BMA5120-20	Work Placement	20	O	O
5	PPY5100-120	Professional Placement Year	120	O	O
5	EDU5111-20	Teaching English to Speakers of Other Languages	20	O	O
6	BMA6000-40	Business and Management Project	40	R	O
6	BMA6100-20	International Marketing	20	O	O
6	BMA6101-20	Management Accounting	20	O	O
6	BMA6102-20	Strategic Human Resource Management	20	O	O
6	BMA6103-20	Enterprise: Creating your Business	20	O	O
6	BMA6104-20	Organisational Strategy	20	O	O
6	BMA6105-20	Managing Sustainability	20	C	C
6	BMA6106-20	New Trends in Management	20	O	O
6	BMA6107-20	Cross Cultural Management in International Business	20	O	O
6	BMA6108-20	Business Placement	20	O	O
6	BMA6109-20	Tourism: Contemporary Issues	20	O	O
6	BMA6110-20	Creating and Hosting Festivals and Events	20	O	O
6	BMA6116-20	Advanced Economics Issues	20	O	O
6	BMA6111-20	Exploring Law in Business	20	O	O
6	BMA6112-20	Business and Academic Skills	20	O	O
6	BMA6031-20	Fashion Marketing Visualisation	20	O	O
6	BMA6114-20	Successful Freelancing	20	O	O
6	BMA6115-20	Leadership and Management	20	O	O

**At Level 6, Joint students will have to choose a minimum of one optional (O) module in addition to their core (C) module.**

**In the academic years 2021/22 and 2022/23, combined students at levels 5 and 6 on Major and Minor routes will be able to finish their studies in line with the programme content table below.**

Business and Management				Status	
Level	Code	Title	Credits	Major	Minor
5	BMA5000-20	Creativity for Business	20	C	C
5	BMA5001-20	Innovation Management	20	C	C
5	BMA5100-20	The Marketing Business	20	O	N/A
5	BMA5102-20	Human Resource Management	20	O	N/A
5	BMA5104-20	Financial Accounting	20	O	N/A
5	BMA5105-20	Operations and Project Management	20	O	O
5	BMA5106-20	Destination Management	20	O	N/A
5	BMA5108-20	International Business	20	O	N/A
5	BMA5110-20	Entrepreneurship	20	O	N/A
5	BMA5117-20	Applying Economics	20	O	N/A
5	BMA5112-20	Festival and Events Management	20	O	N/A
5	BMA5114-20	Law for Business Enterprise	20	O	N/A
5	BMA5002-20	Fashion Marketing and Management	20	O	N/A
5	BMA5120-20	Work Placement	20	O	O
5	PPY5100-120	Professional Placement Year	120	O	O
5	EDU5111-20	Teaching English to Speakers of Other Languages	20	O	O
6	BMA6000-40	Business and Management Project	40	R	N/A
6	BMA6100-20	International Marketing	20	O	N/A
6	BMA6101-20	Management Accounting	20	O	N/A
6	BMA6102-20	Strategic Human Resource Management	20	O	N/A
6	BMA6103-20	Enterprise: Creating your Business	20	O	N/A
6	BMA6104-20	Organisational Strategy	20	O	O
6	BMA6105-20	Managing Sustainability	20	C	C
6	BMA6106-20	New Trends in Management	20	O	O
6	BMA6107-20	Cross Cultural Management in International Business	20	O	N/A
6	BMA6108-20	Business Placement	20	O	N/A
6	BMA6109-20	Tourism: Contemporary Issues	20	O	N/A

6	BMA6110-20	Creating and Hosting Festivals and Events	20	O	N/A
6	BMA6116-20	Advanced Economics Issues	20	O	N/A
6	BMA6111-20	Exploring Law in Business	20	O	N/A
6	BMA6112-20	Business and Academic Skills	20	O	N/A
6	BMA6031-20	Fashion Marketing Visualisation	20	O	N/A
6	BMA6114-20	Successful Freelancing	20	O	O
6	BMA6115-20	Leadership and Management	20	O	O



Subject offered with pathways

Business and Management				Pathway									
Level	Code	Title	Credits	Accounting	Economics	Entrepreneurship	Festivals and Events	Human Resource Management	International Business	Law	Marketing	Tourism Management	Fashion
4	BMA4000-20	The Business Environment	20	C	C	C	C	C	C	C	C	C	C
4	BMA4001-20	Organisational Behaviour and Management	20	C	C	C	C	C	C	C	C	C	C
4	BMA4002-20	Economics and Globalisation	20	C	C	C	C	C	C	C	C	C	C
4	BMA4003-20	Managing Data	20	R	R	R	R	R	R	R	R	R	R
4	BMA4004-20	Design Thinking for Enterprise	20	R	R	R	R	R	R	R	R	R	R
4	BMA4005-20	Professional Practice	20	R	R	R	R	R	R	R	R	R	R
5	BMA5000-20	Creativity for Business	20	C	C	C	C	C	C	C	C	C	C
5	BMA5001-20	Innovation Management	20	C	C	C	C	C	C	C	C	C	C
5	BMA5103-20	Accounting in Practice	20	R	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
5	BMA5109-20	Entrepreneurship in Practice	20	N/A	N/A	R	N/A	N/A	N/A	N/A	N/A	N/A	N/A
5	BMA5111-20	Festivals and Events in Practice	20	N/A	N/A	N/A	R	N/A	N/A	N/A	N/A	N/A	N/A
5	BMA5101-20	Human Resource Management in Practice	20	N/A	N/A	N/A	N/A	R	N/A	N/A	N/A	N/A	N/A
5	BMA5107-20	International Business in Practice	20	N/A	N/A	N/A	N/A	N/A	R	N/A	N/A	N/A	N/A
5	BMA5118-20	Economics in Practice	20	N/A	R	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
5	BMA5113-20	Law in Practice	20	N/A	N/A	N/A	N/A	N/A	N/A	R	N/A	N/A	N/A

5	BMA5116-20	Marketing in Practice	20	N/A	N/A	N/A	N/A	N/A	N/A	N/A	R	N/A	N/A
5	BMA5115-20	Tourism Management in Practice	20	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	R	N/A
5	BMA5003-20	Fashion in Practice	20	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	R
5	BMA5105-20	Operations and Project Management	20	O	O	O	O	O	O	O	O	O	O
5	BMA5100-20	The Marketing Business	20	O	O	O	O	O	O	O	R	O	O
5	BMA5102-20	Human Resource Management	20	O	O	O	O	R	O	O	O	O	O
5	BMA5104-20	Financial Accounting	20	R	O	O	O	O	O	O	O	O	O
5	BMA5106-20	Destination Management	20	O	O	O	O	O	O	O	O	R	O
5	BMA5108-20	International Business	20	O	O	O	O	O	R	O	O	O	O
5	BMA5110-20	Entrepreneurship	20	O	O	R	O	O	O	O	O	O	O
5	BMA5112-20	Festival and Events Management	20	O	O	O	R	O	O	O	O	O	O
5	BMA5114-20	Law for Business Enterprise	20	O	O	O	O	O	O	R	O	O	O
5	BMA5002-20	Fashion Marketing and Management	20	O	O	O	O	O	O	O	O	O	R
5	BMA5117-20	Applying Economics	20	O	R	O	O	O	O	O	O	O	O
5	BMA5120-20	Work Placement	20	O	O	O	O	O	O	O	O	O	O
5	PPY5100-120	Professional Placement Year	120	O	O	O	O	O	O	O	O	O	O
5	EDU5111-20	Teaching English to Speakers of Other Languages	20	O	O	O	O	O	O	O	O	O	O
6	BMA6001-40	Accounting Project	40	R	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

6	BMA6002 -40	Entrepreneurship Project	40	N/A	N/A	R	N/A	N/A	N/A	N/A	N/A	N/A	N/A
6	BMA6005 -40	Festival and Events Project	40	N/A	N/A	N/A	R	N/A	N/A	N/A	N/A	N/A	N/A
6	BMA6003 -40	Human Resource Management Project	40	N/A	N/A	N/A	N/A	R	N/A	N/A	N/A	N/A	N/A
6	BMA6004 -40	International Business Project	40	N/A	N/A	N/A	N/A	N/A	R	N/A	N/A	N/A	N/A
6	BMA6006 -40	Marketing Project	40	N/A	N/A	N/A	N/A	N/A	N/A	N/A	R	N/A	N/A
6	BMA6007 -40	Tourism Management Project	40	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	R	N/A
6	BMA6008 -40	Law Project	40	N/A	N/A	N/A	N/A	N/A	N/A	R	N/A	N/A	N/A
6	BMA6010 -40	Economics Project	40	N/A	R	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
6	BMA6032 -40	Fashion Project	40	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	R
6	BMA6100 -20	International Marketing	20	O	O	O	O	O	O	O	R	O	O
6	BMA6101 -20	Management Accounting	20	R	O	O	O	O	O	O	O	O	O
6	BMA6102 -20	Strategic Human Resource Management	20	O	O	O	O	R	O	O	O	O	O
6	BMA6103 -20	Enterprise: Creating your Business	20	O	O	R	O	O	O	O	O	O	O
6	BMA6104 -20	Organisational Strategy	20	O	O	O	O	O	O	O	O	O	O
6	BMA6105 -20	Managing Sustainability	20	C	C	C	C	C	C	C	C	C	C
6	BMA6107 -20	Cross Cultural Management in International Business	20	O	O	O	O	O	R	O	O	O	O
6	BMA6108 -20	Business Placement	20	O	O	O	O	O	O	O	O	O	O
6	BMA6109 -20	Tourism: Contemporary Issues	20	O	O	O	O	O	O	O	O	R	O

6	BMA6110 -20	Creating and Hosting Festivals and Events	20	O	O	O	R	O	O	O	O	O	O
6	BMA6116 -20	Advanced Economics Issues	20	O	R	O	O	O	O	O	O	O	O
6	BMA6111 -20	Exploring Law in Business	20	O	O	O	O	O	O	R	O	O	O
6	BMA6112 -20	Business and Academic Skills	20	O	O	O	O	O	O	O	O	O	O
6	BMA6031 -20	Fashion Marketing Visualisation	20	O	O	O	O	O	O	O	O	O	R
6	BMA6106 -20	New Trends in Management	20	O	O	O	O	O	O	O	O	O	O
6	BMA6114 -20	Successful Freelancing	20	O	O	O	O	O	O	O	O	O	O
6	BMA6115 -20	Leadership and Management	20	O	O	O	O	O	O	O	O	O	O

## 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

To give yourself an opportunity to apply your learning in a business context you are encouraged to try a period of work experience. This will give you the chance to transfer the application of skills and knowledge from the safety of the classroom to a real business.

1 Open Module 'Work Placement' – 4 weeks work experience for which 20 Level 5 credits can be obtained.

This is a Level 5 open module run by Business and Management offering comprehensive support to gain a short work experience opportunity.

2 Professional Placement Year – 10 month placement for which 120 Level 5 'placement' credits can be obtained.

If you are enrolled on the single honours Business and Management Programme (including the pathways), an option for part of your programme will be to obtain and complete a 10 months period with an approved employer. This period will be completed after Level 5 and before Level 6 and will run from September /October to June/July. Towards the end of the first year there will be a meeting arranged to explain the Professional Placement Year process. Details will be sent to all Level 4 business students. The core modules at Level 5 will provide time and guidance for you to apply and prepare for the full length placement.

3 10 week 'Business Placement' for which 20 Level 6 credits are available.

The Level 5 core module also makes provision for a shorter, 10 week, placement in a business. This period will be completed after Level 5 and before Level 6 (i.e. through the Summer).

In addition, 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.

## 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
BMA6 108- 20	Business Placement	Change to module status	CoLA Learning and Teaching Quality Committee, 3 April 2019	2019/20
BMA6 100- 20	International Marketing	Change to assessment weighting	approved by Business SQMC 13th November 2019	2020/21
BMA5 114- 20	Law for Business Enterprise	Change to assessments	approved by Business SQMC 13th November 2019	2020/21
BMA6 101- 20	Management Accounting	Change to assessments	approved by Business SQMC 13th November 2019	2020/21
EDU5 111- 20	Teaching English to Speakers of Other Languages	New module	approved by Business SQMC 13th November 2019	2020/21
BMA5 120- 20	Work Placement	Assessment Modification	approved by Business SQMC 13th November 2019	2020/21
BMA6 104- 20	Organisational Strategy	Assessment Modification	approved by Business SQMC 13th November 2019	2020/21
BMA4 003- 20	Managing Data	Update Module description	approved by Business SQMC 13th November 2019	2020/21
BMA4 004- 20	Design Thinking for Enterprise	Change to module status	approved by Business SQMC - Chairs Actions 13th November 2019	2020/21
BMA4 005- 20	Professional Practice	Change to module status	approved by Business SQMC - Chairs Actions 13th November 2019	2020/21
BMA5 118- 20	Economics in Practice	New module	approved by Curriculum Committee Sept 2020	2021/22

BMA5 117- 20	Applying Economics	New module	approved by Curriculum Committee Sept 2020	2021/22
BMA6 116- 20	Advanced Economics Issues	New module	approved by Curriculum Committee Sept 2020	2021/22
BMA6 010- 40	Economics Project	New module	approved by Curriculum Committee Sept 2020	2021/22
BMA6 105- 20	Managing Sustainability	Change to assessments  Change to module status  Semester change  Change to assessment weighting	approved by Curriculum Committee Dec 2020	2021/22
BMA6 110- 20	Creating & Hosting Festivals & Events	Change to module status	approved by Curriculum Committee Dec 2020	2021/22
BMA6 000- 40	Business and Management Project	Change to module status	approved by Curriculum Committee Dec 2020	2021/22
BMA6 114- 20	Successful Freelancing	Change to module status	approved by Curriculum Committee Dec 2020	2021/22
BMA6 106- 20	New Trends in Management	Change to module status	approved by Curriculum Committee Dec 2020	2021/22
BMA6 104- 20	Organisational Strategy	Change to module status	approved by Curriculum Committee Dec 2020	2021/22
BMA6 115- 20	Leadership and Management	Change to module status	approved by Curriculum Committee Dec 2020	2021/22
BMA4 001- 20	Organisational Behaviour and Management	Change to assessment	approved Curriculum Committee 16 June 2021	2021/22
BMA4 002- 20	Economics and Globalisation	Change to assessment	approved Curriculum Committee 16 June 2021	2021/22

BMA4 003- 20	Managing Data	Change to assessment	approved Curriculum Committee 16 June 2021	2021/22
BMA5 104- 20	Financial Accounting	Change to assessment	approved Curriculum Committee 16 June 2021	2021/22
BMA5 105- 20	Operations and Project Management	Change to assessment	approved Curriculum Committee 16 June 2021	2021/22
BMA5 114- 20	Law and Business Enterprise	Change to assessment	approved Curriculum Committee 16 June 2021	2021/22
BMA6 101- 20	Management Accounting	Change to assessment	approved Curriculum Committee 16 June 2021	2021/22
BMA6 109- 20	Tourism: Contemporary Issues	Change to assessment	approved Curriculum Committee 16 June 2021	2021/22

#### Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
New Economics Pathway	Approved by Curriculum Committee Sept 2020	2021/22

#### **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

Level	Semester One	Semester Two
4	BMA4000-20 The Business Environment (core)	BMA4001-20 Organisational Behaviour and Management (core)
4	BMA4003-20 Managing Data (required for single honours and all pathways)	BMA4002-20 Economics and Globalisation (core)
4	BMA4005-20 Professional Practice (required for single honours and all pathways)	BMA4004-20 Design Thinking for Enterprise (required for single honours and all pathways)

Level	Semester One	Semester Two
5	BMA5117-20 Applying Economics (optional for Single/ Major/ Joint and required for Economics pathway only)	BMA5118-20 Economics in Practice (required for Economics pathway only)
5	BMA5000-20 Creativity for Business (core)	BMA5001-20 Innovation Management (core)
5	BMA5104-20 Financial Accounting (optional, required for Accounting pathway)	BMA5103-20 Accounting in Practice (required and only available for Accounting pathway)
5	BMA5100-20 The Marketing Business (optional, required for Marketing pathway)	BMA5116-20 Marketing in Practice (required and only available for Marketing pathway)
5	BMA5102-20 Human Resource Management (optional, required for Human Resource Management pathway)	BMA5102-20 Human Resource Management in Practice (required and only available for Human Resource Management pathway)
5	BMA5106-20 Destination Management (optional, required for Tourism Management pathway)	BMA5115-20 Tourism Management in Practice (required and only available for Tourism Management pathway)
5	BMA5108-20 International Business (optional, required for International Business pathway)	BMA5107-20 International Business in Practice (required and only available for International Business pathway)
5	BMA5110-20 Entrepreneurship (optional, required for Entrepreneurship pathway)	BMA5109-20 Entrepreneurship in Practice (required and only available for Entrepreneurship pathway)
5	BMA5112-20 Festival and Events Management (optional, required for Festival and Events pathway)	BMA5111-20 Festival and Events in Practice (required and only available for Festival and Events pathway)
5		BMA5113-20 Law in Practice (required and only available for Law pathway)

	BMA5114-20 Law for Business Enterprise (optional, required for Law pathway)	
5	BMA5002-20 Fashion Marketing and Management (optional, required for Fashion pathway)	BMA5003-20 Fashion in Practice (required and only available for Fashion pathway)
5		BMA5120-20 Work Placement (optional)
5		BMA5100-20 The Marketing Business (optional)
5		BMA5105-20 Operations and Project Management (optional)
5		BMA5110-20 Entrepreneurship (optional)
5		BMA5108-20 International Business (optional)
5		EDU5111-20 Teaching English to Speakers of Other Languages (optional)

<b>Level</b>	
5	PPY5100-120 Professional Placement Year (optional)

<b>Level</b>	<b>Semester One</b>	<b>Semester Two</b>
6	BMA6116-20 Advanced Economic Issues (optional for Single/ Major/ Joint, required for Economics pathway and optional for all other pathways)	BMA6010-40 Economics Project (required for Economics pathway only)
6	BMA6101-20 Management Accounting (optional, required for Accounting pathway)	BMA6001-40 Accounting Project (required and only available for Accounting pathway)
6	BMA6100-20 International Marketing (optional, required for Marketing pathway)	BMA6006-40 Marketing Project (required and only available for Marketing pathway)
6	BMA6102-20 Strategic Human Resource Management (optional, required for Human Resource Management pathway)	BMA6003-40 Human Resource Management Project (required and only available for Human Resource Management pathway)
6	BMA6103-20 Enterprise: Creating Your Business (optional, required for Entrepreneurship pathway)	BMA6002-40 Entrepreneurship Project (required and only available for Entrepreneurship pathway)
6	BMA6107-20 Cross-Cultural Management in International Business (optional, required for International Business pathway)	BMA6004-40 International Business Project (required and only available for International Business pathway)

6	BMA6110-20 Creating and Hosting Festivals and Events (optional, required for Festival and Events pathway)	BMA6005-40 Festivals and Events Project (required and only available for Festival and Events pathway)
6	BMA6109-20 Tourism: Contemporary Issues (optional, required for Tourism Management pathway)	BMA6007-4- Tourism Management Project (required and only available for Tourism Management pathway)
6	BMA6111-20 Exploring Law in Business (optional, required for Law pathway)	BMA6008-20 Law Project (required and only available for Law pathway)
6	BMA6031-20 Fashion Marketing Visualisation (optional, required for Fashion pathway)	BMA6032-40 Fashion Project (required and only available for Marketing pathway)
6	BMA6105-20 Managing Sustainability (core)	BMA6000-40 Business and Management Project (required for Single/Major and optional for Joint)
6	BMA6108-20 Business Placement (optional)	BMA6114-20 Successful Freelancing (optional)
6	BMA6112-20 Business and Academic Skills (only for L6 direct entry international students)	BMA6115-20 Leadership and Management (optional)
6		BMA6106-20 New Trends in Management (optional)
6		BMA6104-20 Organisational Strategy (optional)

## Appendix 2: Map of Intended Learning Outcomes

Level	Module Code	Module Title	Status (C,R,R*,O) <sup>[4]</sup>	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	X
4	BMA4002-20	Economics and Globalisation	C	X	X			X	X	X	X	X	X	X	X	X	X
4	BMA4003-20	Managing Data	R			X		X	X	X	X		X	X	X	X	X
4	BMA4004-20	Design Thinking for Enterprise	R			X	X		X	X	X		X	X	X	X	X
4	BMA4005-20	Professional Practice	R		X	X			X			X	X		X	X	X
5	BMA5000-20	Creativity for Business	C	X			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	X
5	BMA5103-20	Accounting in Practice	R		X		X				X	X	X		X	X	X
5	BMA5109-20	Entrepreneurship in Practice	R		X		X				X	X	X		X	X	X
5	BMA5111-20	Festivals and Events in Practice	R		X		X				X	X	X		X	X	X
5	BMA5101-20	Human Resource Management in Practice	R		X		X				X	X	X		X	X	X
5	BMA5107-20	International Business in Practice	R		X		X				X	X	X		X	X	X
5	BMA5118-20	Economics in Practice	R		X		X				X	X	X		X	X	X
5	BMA5113-20	Law in Practice	R		X		X				X	X	X		X	X	X
5	BMA5116-20	Marketing in Practice	R		X		X				X	X	X		X	X	X
5	BMA5115-20	Tourism Management in Practice	R		X		X				X	X	X		X	X	X
5	BMA5003-20	Fashion in Practice	R		X		X				X	X	X		X	X	X
5	BMA5104-20	Financial Accounting	O/R	X		X		X	X	X	X	X	X	X	X	X	X
5	BMA5100-20	The Marketing Business	O/R	X	X	X	X		X	X	X	X	X	X	X	X	X
5	BMA5102-20	Human Resource Management	O/R		X	X			X		X	X	X	X	X	X	X
5	BMA5105-20	Operations and Project Management	O	X	X	X			X	X	X		X	X	X	X	X

5	BMA5106-20	Destination Management	O/R	X	X	X		X	X	X	X	X	X	X	X	X
5	BMA5108-20	International Business	O/R	X	X	X	X	X	X		X	X	X	X	X	X
5	BMA5110-20	Entrepreneurship	O/R	X	X		X		X		X	X	X	X	X	
5	BMA5112-20	Festival and Events Management	O/R	X	X	X	X	X	X	X	X	X	X	X	X	X
5	BMA5114-20	Law for Business Enterprise	O/R	X	X		X	X	X	X	X	X	X	X	X	X
5	BMA5002-20	Fashion Marketing and Management	O/R	X	X		X		X	X	X		X	X	X	X
5	BMA5117-20	Applying Economics	O/R	X	X	X	X	X	X	X	X	X	X	X	X	X
5	BMA5120-20	Work Placement	O	X	X				X			X	X	X	X	X
5	PPY5100-120	Professional Placement Year	O		X	X			X			X	X	X	X	X
5	EDU5111-20	Teaching English to Speakers of Other Languages	O					X		X	X		X	X	X	X
6	BMA6000-40	Business and Management Project	O/R	X	X	X	X	X	X	X	X	X	X	X	X	X
6	BMA6001-40	Accounting Project	R	X	X	X	X	X	X	X	X	X	X	X	X	X
6	BMA6002-40	Entrepreneurship Project	R	X	X	X	X	X	X	X	X	X	X	X	X	X
6	BMA6005-40	Festivals and Events Project	R	X	X	X	X	X	X	X	X	X	X	X	X	X
6	BMA6003-40	Human Resource Management Project	R	X	X	X	X	X	X	X	X	X	X	X	X	X
6	BMA6004-40	International Business Project	R	X	X	X	X	X	X	X	X	X	X	X	X	X
6	BMA6006-40	Marketing 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	BMA6008-40	Law Project	R	X	X	X	X	X	X	X	X	X	X	X	X	X
6	BMA6010-40	Economics Project	R	X	X	X	X	X	X	X	X	X	X	X	X	X
6	BMA6032-40	Fashion Project	R	X	X	X	X	X	X	X	X	X	X	X	X	X
6	BMA6100-20	International Marketing	O/R	X	X	X			X	X	X	X	X	X	X	X
6	BMA6101-20	Management Accounting	O/R	X		X		X	X	X	X	X	X	X	X	X
6	BMA6102-20	Strategic HRM	O/R	X	X	X			X	X	X		X	X	X	
6	BMA6103-20	Enterprise: Creating your Business	O/R	X		X	X	X	X	X	X	X	X	X	X	
6	BMA6104-20	Organisational Strategy	O	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	BMA6106-20	New Trends in Management	O	X	X		X		X	X	X	X	X	X	X	X
6	BMA6107-20	Cross Cultural Management in International Business	O/R	X	X	X			X		X	X	X	X	X	



6	BMA6108-20	Business Placement	O		X	X			X			X	X	X	X	
6	BMA6109-20	Tourism: Contemporary Issues	O/R	X	X	X	X		X	X	X	X	X	X	X	X
6	BMA6110-20	Creating and Hosting Festivals and Events	O/R		X	X	X	X	X	X	X	X	X	X	X	X
6	BMA6116-20	Advanced Economics Issues	O/R	X	X	X	X	X	X	X	X	X	X	X	X	X
6	BMA6111-20	Exploring Law in Business	O/R	X	X		X		X		X	X	X	X	X	X
6	BMA6112-20	Business and Academic Skills	O		X				X		X		X	X	X	
6	BMA6031-20	Fashion Marketing Visualisation	O/R		X		X	X	X	X	X	X	X		X	X
6	BMA6114-20	Successful Freelancing	O			X	X		X	X	X	X	X	X	X	X
6	BMA6115-20	Leadership and Management	O	X	X	X	X		X			X	X	X	X	

<sup>[4]</sup> 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) <sup>[5]</sup>	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 Exam	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	R							1x						1x	
4	BMA40 04-20	Design Thinking for Enterprise	R			1x				1x							
4	BMA40 05-20	Professional Practice	R							1x				1x			
5	BMA50 00-20	Creativity for Business	C		1x									1x			
5	BMA50 01-20	Innovation Management	C		1x	1x											
5	BMA51 03-20	Accounting in Practice	R	1x	1x												
5	BMA51 09-20	Entrepreneurship in Practice	R	1x	1x												
5	BMA51 11-20	Festivals and Events in Practice	R	1x	1x												
5	BMA51 01-20	Human Resource Management in Practice	R	1x	1x												
5	BMA51 07-20	International Business in Practice	R	1x	1x												
5	BMA51 18-20	Economics in Practice	R	1x	1x												

5	BMA51 13-20	Law in Practice	R	1x	1x												
5	BMA51 16-20	Marketing in Practice	R	1x	1x												
5	BMA51 15-20	Tourism Management in Practice	R	1x	1x												
5	BMA50 03-20	Fashion in Practice	R	1x	1x												
5	BMA51 04-20	Financial Accounting	O/R													1x	
5	BMA51 00-20	The Marketing Business	O/R		1x				1x								
5	BMA51 02-20	Human Resource Management	O/R		2x												
5	BMA51 05-20	Operations and Project Management	O		1x											1x	
5	BMA51 06-20	Destination Management	O/R					1x						1x			
5	BMA51 08-20	International Business	O/R						1x				1x				
5	BMA51 10-20	Entrepreneurship	O/R	1x	1x												
5	BMA51 12-20	Festival and Events Management	O/R		1x								1x				
5	BMA51 14-20	Law for Business Enterprise	O/R			1x										1x	
5	BMA50 02-20	Fashion Marketing and Management	O/R		1x								1x				
5	BMA51 17-20	Applying Economics	O/R	1x									1x				
5	BMA51 20-20	Work Placement	O	1x				1x		1x							
5	PPY51 00-120	Professional Practice Year	O		1x			1x									
5	EDU51 11-20	Teaching English to Speakers of Other Languages	O		2x												

6	BMA60 00-40	Business and Management Project	O/R					1x	1x								
6	BMA60 01-40	Accounting Project	R					1x	1x								
6	BMA60 02-40	Entrepreneurship Project	R					1x	1x								
6	BMA60 05-40	Festivals and Events Project	R					1x	1x								
6	BMA60 03-40	Human Resource Management Project	R					1x	1x								
6	BMA60 04-40	International Business Project	R					1x	1x								
6	BMA60 06-40	Marketing Project	R					1x	1x								
6	BMA60 07-40	Tourism Management Project	R					1x	1x								
6	BMA60 08-40	Law Project	R					1x	1x								
6	BMA60 10-40	Economics Project	R					1x	1x								
6	BMA60 32-40	Fashion Project	R					1x	1x								
6	BMA61 00-20	International Marketing	O/R		1x								1x				
6	BMA61 01-20	Management Accounting	O/R												1x		
6	BMA61 02-20	Strategic HRM	O/R		1x					1x			1x				
6	BMA61 03-20	Enterprise: Creating your Business	O/R					1x		1x							
6	BMA61 04-20	Organisational Strategy	O		1x		1x										
6	BMA61 05-20	Managing Sustainability	C	1x	1x												
6	BMA61 06-20	New Trends in Management	O			1x							1x				

6	BMA61 07-20	Cross Cultural Management in International Business	O/R		1x					1x					
6	BMA61 08-20	Business Placement	O		1x							1x			
6	BMA61 09-20	Tourism: Contemporary Issues	O/R		1x								1x		
6	BMA61 10-20	Creating and Hosting Festivals and Events	O/R					1x		1x					
6	BMA61 16-20	Advanced Economics Issues	O/R			1x									1x
6	BMA61 11-20	Exploring Law in Business	O/R						1x	1x					
6	BMA61 12-20	Business and Academic Skills	O	1x									1x		
6	BMA60 31-20	Fashion Marketing Visualisation	O/R		1x							1x			
6	BMA61 14-20	Successful Freelancing	O					1x		1x					
6	BMA61 15-20	Leadership and Management	O		1x							1x			

<sup>[5]</sup> C = Core; R = Required (ie required for this route); R\* = Required\*; O = Optional