

PROGRAMME SPECIFICATION

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Award titles

Programme Title(s)

BA (Anrh) Busnes a Rheolaeth
BA (Anrh) Rheoli Cyfrif a Cyllid
BA (Anrh) Busnes Rhyngwladol
BA (Anrh) Marchnata & Busnes
BA (Anrh) Rheoli Busnes & Adnoddau Dynol
BA (Anrh) Twristiaeth Ryngwladol a Rheoli Lletygarwch
BA (Anrh) Busnes a Rheolaeth gyda Lleoliad Diwydiant
BA (Anrh) Rheoli Cyfrif a Cyllid gyda Lleoliad Diwydiant
BA (Anrh) Busnes Rhyngwladol gyda Lleoliad Diwydiant
BA (Anrh) Marchnata & Busnes gyda Lleoliad Diwydiant
BA (Anrh) Rheoli Busnes & Adnoddau Dynol gyda Lleoliad Diwydiant
BA (Anrh) Twristiaeth Ryngwladol a Rheoli Lletygarwch gyda Lleoliad Diwydiant

BA (Hons) Business and Management
BA (Hons) Accounting and Finance Management
BA (Hons) International Business
BA (Hons) Marketing and Business
BA (Hons) Business and Human Resource Management
BA (Hons) International Tourism and Hospitality Management
BA (Hons) Business and Management with Industry Placement*
BA (Hons) Accounting and Finance Management with Industry Placement*
BA (Hons) International Business with Industry Placement*
BA (Hons) Marketing and Business with Industry Placement*
BA (Hons) Business and Human Resource Management with Industry Placement*
BA (Hons) International Tourism and Hospitality Management with Industry Placement*

*Industry placements are only available for the home programmes only, not partner delivery

Internal Programme Title(s) (if different to the title on the certificate)

Programme to be included in Graduation Ceremonies

Yes

Delivery period

5 years from September 2022

Intake points

Wrexham Glyndŵr - Sept
 ACCRA Business School – Sept & Feb
 Barking & Dagenham College– Sept & Feb
 Capital College – Sept, Feb & May
 Hong Kong Institute of Technology (HKIT) – Sept & Jan
 Hong Kong Management Association (HKMA) – Jan & June
 IST College– Sept only
 Londontec – Oct & Jan
 MBS College of Crete– Sept only
 Princeton Management College – Sept Jan & May
 Reliance College– Sept only
 SHRM College– Sept Jan & May
 UDC Business Administration College– Sept, Feb & May

Regulatory details

Regulatory details
Awarding body
Wrexham Glyndŵr University
Programme delivered by
Wrexham Glyndŵr University ACCRA Business School Barking & Dagenham College Capital College Hong Kong Institute of Technology (HKIT) Hong Kong Management Association (HKMA) IST College Londontec MBS College of Crete Princeton Management College Reliance College SHRM College UDC Business Administration College
Location of delivery
Plas Coch Campus - delivery Wrexham ACCRA - delivery Accra Ghana Barking & Dagenham - delivery London UK Capital – delivery UAE HKIT – delivery Hong Kong HKMA – delivery Hong Kong IST – delivery Athens Greece Londontec – delivery Nugegoda Sri Lanka MBS – Crete Greece PMC – delivery Myanmar Reliance – delivery Selangor Malaysia SHRM – delivery Singapore UDC – delivery Shenzhen & Beijing China
Faculty/Department
Faculty of Social and Life Sciences

Exit awards available
BA (Ord) Business and Management BA (Ord) Accounting and Finance Management BA (Ord) International Business BA (Ord) Marketing and Business BA (Ord) Business and Human Resource Management BA (Ord) International Tourism and Hospitality Management Diploma of Higher Education in Business and Management Diploma of Higher Education in Accounting and Finance Management Diploma of Higher Education in International Business Diploma of Higher Education in Marketing and Business Diploma of Higher Education in Business and Human Resource Management Diploma of Higher Education in International Tourism and Hospitality Management Certificate of Higher Education in Business
Professional, Statutory or Regulatory Body (PSRB) accreditation
Post validation we will seek accreditation from the Chartered Management Institute (CMI) for the Level 5 diploma in Management and Business Administration, the Chartered Institute of Marketing (CIM) for certain exemptions from their marketing diploma, the Institute of Hospitality (IoH) for International Tourism and Hospitality Management, ACCA and CIPFA accreditation for accounting & finance modules, CIPD accreditation for HRM modules and CPA Australia accreditation for HKIT provision.
Please add details of any conditions that may affect accreditation (e.g. is it dependent on choices made by a student?) e.g. completion of placement.
N/A
HECoS codes
100078 – Business and Management 100104 – Accountancy
UCAS code
N200 – Business and Management N400 – Accounting and Finance
Relevant QAA subject benchmark statement/s
https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-business-and-management.pdf?sfvrsn=db39c881_5 Subject Benchmark Statement Business and Management November 2019
Mode of study
Full-Time
Normal length of study for each mode of study
3 years full-time 4 years full-time with Industry Placement 4 years full-time with Foundation Year
Language of study
English

Transitional arrangements for re-validated provision if applicable
<p>Level 3 - Level 3 - 21/22 students at level 3 will progress to level 4 of the newly validated programmes for the year 22/23 and the transfer protocol will be followed.</p> <p>All other levels will be taught out on the existing programmes.</p> <p>For students on Level 6 top-up programmes at partners, they will be supported on the existing degree programmes up to and including September 23 entry.</p>
The following University Award Regulations apply to this programme (highlight the appropriate ones and delete the others)
<p>General Regulations and Definitions</p> <p>Regulations for Bachelor Degrees, Diplomas, Certificates and Foundation Degrees</p> <p>Language Admissions Policy</p>

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Date of validation event:	<i>1st October 2021</i>
Date of approval by Academic Board:	<i>November 2021</i>
Approved Validation Period:	<i>5 years from September 2022</i>
Transitional arrangements approved (if revalidation)	<p><i>Current L4, L5 and L6 students are to be taught-out on the old programmes. Current L3 students will transfer to the new L4 in September 2022.</i></p> <p><i>L6 top-up will be taught out on the old programmes.</i></p>
Date and type of revision:	<i>Re-validation</i>

1 Criteria for admission to the programme

Standard entry criteria

Entry requirements are in accordance with the University's admissions policy, please click on the following link for more information. [Admissions policies](#)

The University's entry requirements are set out on our course webpages:

Qualification	Entry requirements
Foundation Year	48 Tariff points and /or relevant experience
Foundation Degree	48 Tariff points and /or relevant experience
3 year Bachelors degree	112 Tariff points
Integrated Masters (4 years)	120 Tariff points

These figures are intended as a general guide. Each application is considered individually.

International entry qualifications are outlined on the [UK National Information Centre for global qualifications and skills \(UK ENIC\)](#) as equivalent to the relevant UK entry qualification.

In addition to the academic entry requirements, all applicants whose first language is not English or Welsh must demonstrate English language proficiency.

European students are able to provide this evidence in a number of ways (*please see [academic-entry-requirements](#) for details*), including IELTS.

International students are required to provide an English Language Certificate which meets the requirements of the University (*please see [English-language-requirements](#) for details*).

2 Record of Prior (Experiential) learning

Applicants may enter the programme at various levels with Recognition of Prior Learning (RPL) or Recognition of Prior Experiential learning (RPEL) in accordance with the University General Regulations. Any programme specific restrictions are outlined below.

3 DBS Requirements

A DBS check is not required for entry to these programmes.

4 Suitability for Practice Procedure

N/A

5 Aims of the programme

BA (Hons) in Business and Management

The BA (Hons) in Business and Management aims to prepare students for the challenges of the modern business world and to strengthen and develop their broader personal and professional skills. Modules in this programme are designed with an emphasis on international, contemporary and practical business issues in order to ensure graduates are ready for the job market. These general aims are underpinned by a learning strategy that seeks to offer students self-determination in terms of learning and personal development. During the course students will gain a broad insight into the world of business and management from academics and industry professionals with a wealth of experience in organisations and business. They will inspire the students' commercial acumen and management skills as they develop the knowledge and abilities necessary to be successful professional in the modern business world. As well as developing their personal and professional skills, students will acquire the knowledge and abilities not only to become an effective business manager, but also the entrepreneurialism to develop their own business. Work-based learning is embedded into the programme, meaning that all graduates will be equipped with knowledge and skills to meet current and future market needs and be 'work ready'. This includes the option at level 5 to undertake a 12-month industry placement.

At level 4 students will take several introductory topics in management & business, finance, HRM, marketing and analytics. As students progress onto level 5 and 6 they will gain an understanding of customer service, digital business, agile leadership, entrepreneurship, managing corporate risk, strategy and professional behaviour, and domestic students also have an option to take an industry placement within the UK that will significantly enhance their CV and employment prospects. A dissertation is embedded in the final part of their studies to give all our students the ability to develop their research skills.

The following are the specific aims of the programme:

Aim 1: To equip students wishing to enter the business world with a broad, integrated understanding of key aspects of business management and the environment in which modern businesses operate.

Aim 2: To provide students with the most up to date business knowledge and management skills that will enable the professional development of future business leaders.

Aim 3: To provide students with a stimulating, rigorous, challenging and enjoyable learning experience that develops their capacity to be independent learners and to encourage critical skills, knowledge of managerial responsibility, integrity and ethics together with the ability to reflect on personal progress as a learner.

Aim 4: To provide high quality education in theoretical and practical knowledge and skills in various aspects of business management for those who wish to pursue or further advance their careers in business.

BA (Hons) Accounting & Finance Management

The specialised BA (Hons) Accounting and Finance Management degree aims to improve employability by concentrating on the practical applications of accounting and finance theories. Work-based learning is embedded into the programme, meaning that all graduates will be equipped with knowledge and skills to meet current and future market needs and be 'work ready'. This includes the option at level 5 to undertake a 12-month industry placement.

It is strongly focused on developing students as a 'business ready' graduate. This programme aims to provide students with a solid understanding of business management with a particular emphasis of accounting and finance principles, preparing them with the knowledge and skill set needed for a successful career in the sector. In this programme, students will learn about the preparation, presentation and interpretation of accounting and financial information. Moreover, they will explore how accounting and financial information can be developed to meet the needs of business by supporting relevant decision makers. At level 4 students will take several introductory topics in management & business, finance, HRM, marketing and analytics. As students progress onto level 5 and 6 they will gain an understanding of management accounting, financial reporting & analysis, taxation, managing corporate risk, strategy and auditing and domestic students will have the option to take an industry placement within the UK that will significantly enhance their CV and employment prospects. A dissertation is embedded in the final part of their studies to give all our students the ability to develop their research skills.

The following are the specific aims of the programme:

Aim 1: To equip students wishing to enter the world of business with a broad, integrated understanding of key aspects of accounting and financial management and the changing environment in which businesses operate.

Aim 2: To provide students with the most up to date accounting and financial management knowledge and skills that will enable the professional development of future financial business leaders.

Aim 3: To provide students with a stimulating, rigorous, challenging and enjoyable learning experience that develops their capacity to be independent learners and to encourage critical

thinking and problem-solving skills, knowledge of managerial responsibility, integrity and ethics together with the ability to reflect on personal progress as a learner.

Aim 4: To provide high quality education in theoretical and practical knowledge and skills in various aspects of accounting and financial management for those who wish to pursue or further advance their careers in business.

BA (Hons) International Business

The BA (Hons) in International Business allows students to see how globalisation has brought about an increasing 'connectedness' of businesses, markets, people and information across countries and gives students understanding of the different business management practices found all over the world. Work-based learning is embedded into the programme, meaning that all graduates will be equipped with knowledge and skills to meet current and future market needs and be 'work ready'. This includes the option at level 5 to undertake a 12-month industry placement.

It will inspire the students' commercial acumen and management skills as they develop the knowledge and abilities necessary to prepare them for graduate careers working abroad or in organisations that are engaged in business on a global scale. At level 4 students will take several introductory topics in management & business, finance, HRM, marketing and analytics. As students progress onto level 5 and 6 they will gain an understanding of international business, digital business, Customer Service, agile leadership, planning marketing campaigns, managing corporate risk, strategy and managing people in an international context and the domestic students will have the option to take an industry placement within the UK that will significantly enhance their CV and employment prospects. A dissertation is embedded in the final part of their studies to give all our students the ability to develop their research skills.

The following are the specific aims of the programme:

Aim 1: To equip students wishing to enter the business world with a broad insight into the world of international business, business operations and corporate strategy.

Aim 2: To provide students with the most up to date international business knowledge and management skills that will enable the professional development of future business leaders.

Aim 3: To provide students with a stimulating, rigorous, challenging and enjoyable learning experience that develops their capacity to be independent learners and to encourage critical skills, knowledge of managerial responsibility, integrity and ethics together with the ability to reflect on personal progress as a learner.

Aim 4: To provide high quality education in theoretical and practical knowledge and skills in various aspects of international business for those who wish to pursue or further advance their careers across different national contexts, in a range of business and management roles.

BA (Hons) Marketing and Business

The BA (Hons) Marketing and Business programme answers how and why do we choose the things that we buy and what influences people when they choose goods or services. The programme explores the latest scientific thinking in areas including consumer behaviour, decision-making and advertising. Work-based learning is embedded into the programme, meaning that all graduates will be equipped with knowledge and skills to meet current and

future market needs and be 'work ready'. This includes the option at level 5 to undertake a 12-month industry placement.

At level 4 students will take several introductory topics in marketing, management & business, finance, HRM and analytics. As students progress onto level 5 and 6 they will gain an understanding of marketing campaigns, digital marketing techniques, agile leadership, entrepreneurship, strategy and managing people in an international context and the domestic students will have the option to take an industry placement within the UK that will significantly enhance their CV and employment prospects. A dissertation is embedded in the final part of their studies to give all our students the ability to develop their research skills.

The following are the specific aims of the programme:

Aim 1: To equip students wishing to enter the business world with a broad, integrated understanding of key aspects of marketing and the environment in which modern businesses operate.

Aim 2: To provide students with the most up to date business knowledge and the latest scientific thinking in areas including consumer behaviour, decision-making and advertising that will enable the professional development of future marketing leaders.

Aim 3: To provide students with a stimulating, rigorous, challenging and enjoyable learning experience that develops their capacity to be independent learners and to encourage critical skills, knowledge of managerial responsibility, integrity and ethics together with the ability to reflect on personal progress as a learner.

Aim 4: To provide high quality education in theoretical and practical knowledge and skills in various aspects of marketing for those who wish to pursue or further advance their careers in business.

BA (Hons) Business and Human Resource Management

The BA (Hons) Business & HRM programme is aimed at those students who are looking for a career with opportunities to influence innumerable aspects of an organisation and to play a part in influencing strategic business decisions.

Sir Richard Branson stated 'Clients do not come first. Employees come first. If you take care of your employees, they will take care of the clients.' Within the Business & HRM programme students will learn both general business theory and specific HR theory. In addition, they will be learning and practicing some of the core HR/Business skills that are transferrable across the wider business sector. The programme aims to create a sound foundation for students to build their career in Business, with specialist knowledge and skills in HR to make sure 'Employees come first'. Work-based learning is embedded into the programme, meaning that all graduates will be equipped with knowledge and skills to meet current and future market needs and be 'work ready'. This includes the option at level 5 to undertake a 12-month industry placement.

At level 4 students will take several introductory topics in HRM, management & business, finance, marketing and analytics. As students progress onto level 5 and 6 they will gain an understanding of business HRM, digital business, agile leadership, managing corporate risk, strategy, managing people in an international context and employment law and the domestic students will have the option to take an industry placement within the UK that will significantly enhance their CV and employment prospects. A dissertation is embedded in the final part of their studies to give all our students the ability to develop their research skills.

Aim 1: To equip students wishing to enter the business world with a broad, integrated understanding of key aspects of HRM and the environment in which modern businesses operate.

Aim 2: To provide students with cutting-edge, contemporary research and HRM theory that will enable the professional development of future business leaders.

Aim 3: To provide students with a stimulating, rigorous, challenging and enjoyable learning experience that develops their capacity to be independent learners and to encourage critical skills, knowledge of managerial responsibility, integrity and ethics together with the ability to reflect on personal progress as a learner.

Aim 4: To provide high quality education in theoretical and practical knowledge and skills in various aspects of HRM to become a highly effective HR professional who can operate successfully in a range of business environments and sectors.

BA (Hons) International Tourism and Hospitality Management

This dedicated BA (Hons) International Tourism and Hospitality Management programme aims to develop practical skills alongside the vital knowledge required for a career in the hospitality and tourism industry. The programme seeks to give students a thorough understanding of the two industries, whilst also providing them with managerial perspectives on running organisations within these industries. As part of the degree, we will provide all our students with direct, practical experience. It will provide students with essential knowledge of the origins, development and organisation of the tourism and hospitality industries, as well as the opportunities and challenges facing organisations today and in the future. Work-based learning is embedded into the programme, meaning that all graduates will be equipped with knowledge and skills to meet current and future market needs and be 'work ready'. Further, the programme also includes the opportunity for the domestic students to take an industry placement within the UK that will significantly enhance their CV and employment prospects. As such, the programme addresses the industry's needs for graduates with the required knowledge, skills and aptitude to take up various roles within both industries.

The following are the specific aims of the programme:

Aim 1: To equip students wishing to enter the world of tourism and hospitality management with a broad, integrated understanding of key aspects of the sector and the environment in which modern businesses operate.

Aim 2: To provide students with the most up to date sector knowledge and management skills including advanced modules such as food & drink tourism, visitor attraction management, sustainable planning & development, contemporary issues in hospitality management and human resource management that will enable the professional development of future business leaders.

Aim 3: To provide students with a stimulating, rigorous, challenging and enjoyable learning experience that develops their capacity to be independent learners and to encourage critical skills, knowledge of managerial responsibility, integrity and ethics together with the ability to reflect on personal progress as a learner.

Aim 4: To provide high quality education in theoretical and practical knowledge and skills in various aspects of tourism and hospitality management for those who wish to pursue or further advance their careers in this sector.

6 Distinctive features of the programme

1. Post validation we will seek accreditation from the Chartered Management Institute (CMI) for the Level 5 diploma in Management and Business Administration, the Chartered Institute of Marketing (CIM) for certain exemptions from their marketing diploma, the Institute of Hospitality (IoH) for International Tourism and Hospitality Management, ACCA and CIPFA accreditation for accounting & finance modules, CIPD accreditation for HRM modules and CPA Australia accreditation for HKIT provision.
2. Delivery of modules will via a blended delivery format influenced by SCALEUP (Student-Centred Active Learning Environment with Upside down Pedagogies) and Wrexham Glyndwr's Active Learning Framework (ALF) making extensive use of the pedagogies implemented during the ongoing COVID-19 pandemic and encouraging continuous innovative teaching methods, with a focus on improved and enhanced student experience, through the use of available technology. As the programme is intended for blended delivery, E Learning is central with the flexibility which is embedded into the programmes utilising technology throughout the delivery. This enables material to be available for students to access at convenient times and re-visit material independently as part of their independent studies and for revision purposes.
3. The world of business is constantly changing, and our curriculum reflects latest thinking to represent the demands and requirements of modern organisations seeking to recruit business professionals. As such the programme combines key subject areas such as Business Environment, Finance, Business Analytics, Digital Business Strategies, Agile Leadership and Supply Chain Management with an innovative and entrepreneurial strand to produce market-led differentiation throughout the programme. We want our students to gain the experience of what it is like to be embedded and immersed in an exciting and stimulating workplace, which will allow them to apply the skills acquired from their studies and to become familiar with the day-to-day functions of that setting. Employability skills are at the heart of our courses including team working, project management, communication, and creative thinking.
4. The programme comprises of a mix of core undergraduate business modules at level 4 consisting of management, finance & communication skills, marketing and HRM which continue to be the foundation for this type of programme. The programme routes at level 5 & 6 offer other modules, drawing on more specialised knowledge and skills, which allow student to specialise in finance, management or business administration. The outcome is a rounded business outlook with insights into international business, global sustainability, strategy & marketing and HRM perspectives within a framework of effective and critical reflective practice.
5. In the professional workplace, individuals are expected to communicate in a variety of ways. This can include writing management reports, delivering visual presentations and having in depth one-to-one meetings. As part of our commitment to preparing our graduates for the professional workplace, we recognise the need to provide a variety of assessment methods that retain academic rigour, but also offer students opportunities to develop themselves in a variety of ways. Consequently, students will be assessed by methods such as traditional assignment, case study evaluation, management report writing, portfolios of work, reflective statements and reflective portfolios, strategic plans, and presentations (both written and recorded). They develop the individual profile of the student and incorporate several instances where the student can analyse contemporary business situations within their own organisations to provide judgements and solutions which reflect organisational procedures.

6. Our students benefit from Wrexham Glyndwr University being a Bronze Member of the Business Graduates Association with access to a range of benefits including consultative services and the BGA eLearning hub.

7. For students that lack the necessary credits for level 4 entry, or those who have been absent from education for a long period, all our undergraduate programmes are offered with a 1-year foundation year. Students on this level 3 programme will study modules that develop their personal, professional and academic skills, as well as modules that introduce students to the business world. Once this foundation year is successfully completed, students may progress to level 4. Approximately 50% of all level 4 starters have successfully completed the foundation year, and many of our most outstanding students have graduated through this route.

7 Credit Accumulation and exit awards

Successful completion of 120 credits at Level 4 entitles the student to the exit award of Certificate of Higher Education in Business.

Successful completion of 240 credits at Levels 4 & 5 entitles the student to the exit award of Diploma of Higher Education in Business Management; Diploma of Higher Education in Accounting & Finance Management; Diploma of Higher Education in International Business; Diploma of Higher Education in Marketing and Business; Diploma of Higher Education in Business and Human Resource Management; Diploma of Higher Education in International Tourism and Hospitality Management

Successful completion of 300 credits at Levels 4, 5 & 60 credits at level 6 entitles the student to the exit award of bachelor's degree BA (Ord) in Business Management; BA (Ord) in Accounting and Finance Management; BA (Ord) in International Business; BA (Ord) in Marketing and Business; BA (Ord) in Business and Human Resource Management; BA (Ord) in International Tourism and Hospitality Management.

Successful completion of 360 credits at Levels 4, 5 & 6 entitles the student to a final award of bachelor's Honour's degree BA (Hons) Business Management; BA (Hons) Accounting and Finance Management; BA (Hons) International Business; BA (Hons) Marketing and Business; BA (Hons) Business and Human Resource Management; BA (Hons) International Tourism and Hospitality Management.

Successful completion of the optional 120 credit level 5 Industry Placement in addition to 360 credits at level 4, 5, & 6 entitles the student to a final award of bachelor's Honour's degree BA (Hons) Business and Management with Industry Placement; BA (Hons) Accounting and Finance Management with Industry Placement; BA (Hons) International Business with Industry Placement ; BA (Hons) Marketing and Business with Industry Placement ; BA (Hons) Business and Human Resource Management with Industry Placement; BA (Hons) International Tourism and Hospitality Management with Industry Placement.

8 Programme Structure Diagram, including delivery schedule

BA (Hons) Business & Management

LEVEL 4							
BUS499	New	Mod title	Introduction to Management & Business	Credit value	20	Core	Sem 1
BUS498	New	Mod title	Introduction to Business Finance & Accounting	Credit value	20	Core	Sem 1
BUS496	New	Mod title	Business Communication Skills	Credit value	20	Core	Sem 1
BUS4A2	New	Mod title	Understanding Human Resource Management	Credit value	20	Core	Sem 2
BUS4A1	New	Mod title	Marketing Essentials	Credit value	20	Core	Sem 2
BUS495	New	Mod title	Business Analytics	Credit value	20	Core	Sem 2
LEVEL 5							
BUS5A13	New	Mod title	Managing Corporate Risk and Crime	Credit value	20	Core	Sem 1
BUS5A5	New	Mod title	Digital Business Strategy	Credit value	20	Core	Sem 1
BUS5A2	New	Mod title	Agile Leadership	Credit value	20	Core	Sem 1
BUS5A7	New	Mod title	Entrepreneurship & Innovation	Credit value	20	Core	Sem 2
BUS5A11	New	Mod title	International Business and Trade	Credit value	20	Core	Sem 2
BUS5A19	New	Mod title	Professional Behaviours and Valuing People	Credit value	20	Core	Sem 2
BUS5A10	New	Mod title	Industry Placement	Credit value	120	Option	Sem 1/2
LEVEL 6							
BUS699	New	Mod title	Strategic Management	Credit value	20	Core	Sem 1
BUS693	New	Mod title	Employment Law	Credit value	20	Core	Sem 1
BUS6A1	New	Mod title	Strategic Marketing	Credit value	20	Core	Sem 2
BUS698	New	Mod title	Managing People in an International Context	Credit value	20	Core	Sem 2
BUS692	New	Mod title	Dissertation	Credit value	40	Core	Sem 1/2

BA (Hons) Accounting & Finance Management

LEVEL 4							
BUS499	New	Mod title	Introduction to Management & Business	Credit value	20	Core	Sem 1
BUS498	New	Mod title	Introduction to Business Finance & Accounting	Credit value	20	Core	Sem 1
BUS496	New	Mod title	Business Communication Skills	Credit value	20	Core	Sem 1
BUS4A2	New	Mod title	Understanding Human Resource Management	Credit value	20	Core	Sem 2
BUS4A1	New	Mod title	Marketing Essentials	Credit value	20	Core	Sem 2
BUS495	New	Mod title	Business Analytics	Credit value	20	Core	Sem 2
LEVEL 5							
BUS5A1	New	Mod title	Advanced Management Accounting	Credit value	20	Core	Sem 1
BUS5A13	New	Mod title	Managing Corporate Risk and Crime	Credit value	20	Core	Sem 1
BUS5A21	New	Mod title	Sustainable Finance: Theory and Practice	Credit value	20	Core	Sem 1
BUS5A4	New	Mod title	Business Taxation	Credit value	20	Core	Sem 2
BUS5A3	New	Mod title	Business Law	Credit value	20	Core	Sem 2
BUS5A20	New	Mod title	Security Analysis & Valuation	Credit value	20	Core	Sem 2
BUS5A10	New	Mod title	Industry Placement	Credit value	120	Option	Sem 1/2
LEVEL 6							
BUS688	New	Mod title	Advanced Financial Management	Credit value	20	Core	Sem 1
BUS699	New	Mod title	Strategic Management	Credit value	20	Core	Sem 1
BUS689	New	Mod title	Audit and Assurance	Credit value	20	Core	Sem 2
BUS694	New	Mod title	Financial Reporting and Analysis	Credit value	20	Core	Sem 2
BUS692	New	Mod title	Dissertation	Credit value	40	Core	Sem 1/2

BA (Hons) International Business

LEVEL 4							
BUS499	New	Mod title	Introduction to Management & Business	Credit value	20	Core	Sem 1
BUS498	New	Mod title	Introduction to Business Finance & Accounting	Credit value	20	Core	Sem 1
BUS496	New	Mod title	Business Communication Skills	Credit value	20	Core	Sem 1
BUS4A2	New	Mod title	Understanding Human Resource Management	Credit value	20	Core	Sem 2
BUS4A1	New	Mod title	Marketing Essentials	Credit value	20	Core	Sem 2
BUS495	New	Mod title	Business Analytics	Credit value	20	Core	Sem 2
LEVEL 5							
BUS5A6	New	Mod title	Digital Marketing Techniques	Credit value	20	Option	Sem 1
BUS5A14	New	Mod title	Managing International Visitor Attractions	Credit value	20	Option	Sem 1
BUS5A5	New	Mod title	Digital Business Strategy	Credit value	20	Core	Sem 1
BUS5A2	New	Mod Title	Agile Leadership	Credit value	20	Core	Sem 1
BUS5A7	New	Mod title	Entrepreneurship & Innovation	Credit value	20	Core	Sem 2
BUS5A19	New	Mod title	Professional Behaviours and Valuing People	Credit value	20	Core	Sem 2
BUS5A11	New	Mod title	International Business & Trade	Credit value	20	Core	Sem 2
BUS5A10	New	Mod title	Industry Placement	Credit value	120	Option	Sem 1/2
LEVEL 6							
BUS699	New	Mod title	Strategic Management	Credit value	20	Core	Sem 1
BUS697	New	Mod title	Managing International Sustainability	Credit value	20	Core	Sem 1
BUS6A1	New	Mod title	Strategic Marketing	Credit value	20	Option	Sem 2
BUS698	New	Mod title	Managing People in an International Context	Credit value	20	Core	Sem 2
BUS696	New	Mod title	International Supply Chain Management	Credit value	20	Option	Sem 2
BUS692	New	Mod title	Dissertation	Credit value	40	Core	Sem 1/2

BA (Hons) Marketing & Business

LEVEL 4							
BUS499	New	Mod title	Introduction to Management & Business	Credit value	20	Core	Sem 1
BUS498	New	Mod title	Introduction to Business Finance & Accounting	Credit value	20	Core	Sem 1
BUS496	New	Mod title	Business Communication Skills	Credit value	20	Core	Sem 1
BUS4A2	New	Mod title	Understanding Human Resource Management	Credit value	20	Core	Sem 2
BUS4A1	New	Mod title	Marketing Essentials	Credit value	20	Core	Sem 2
BUS495	New	Mod title	Business Analytics	Credit value	20	Core	Sem 2
LEVEL 5							
BUS5A18	New	Mod title	Planning Marketing Campaigns	Credit value	20	Core	Sem 1
BUS5A5	New	Mod title	Digital Business Strategy	Credit value	20	Core	Sem 1
BUS5A2	New	Mod title	Agile Leadership	Credit value	20	Core	Sem 1
BUS5A11	New	Mod title	International Business and Trade	Credit value	20	Core	Sem 2
BUS5A7	New	Mod Title	Entrepreneurship & Innovation	Credit value	20	Core	Sem 2
BUS5A6	New	Mod title	Digital Marketing Techniques	Credit value	20	Core	Sem 2
BUS5A10	New	Mod Title	Industry Placement	Credit value	120	Option	Sem 1/2
LEVEL 6							
BUS691	New	Mod title	Digital Marketing Optimisation	Credit value	20	Core	Sem 1
BUS699	New	Mod title	Strategic Management	Credit value	20	Core	Sem 1
BUS6A1	New	Mod title	Strategic Marketing	Credit value	20	Core	Sem 2
BUS698	New	Mod title	Managing People in an International Context	Credit value	20	Option	Sem 2
BUS696	New	Mod title	International Supply Chain Management	Credit value	20	Option	Sem 2
BUS692	New	Mod title	Dissertation	Credit value	40	Core	Sem 1/2

BA (Hons) Business & HRM

LEVEL 4							
BUS499	New	Mod title	Introduction to Management & Business	Credit value	20	Core	Sem 1
BUS498	New	Mod title	Introduction to Business Finance & Accounting	Credit value	20	Core	Sem 1
BUS496	New	Mod title	Business Communication Skills	Credit value	20	Core	Sem 1
BUS4A2	New	Mod title	Understanding Human Resource Management	Credit value	20	Core	Sem 2
BUS4A1	New	Mod title	Marketing Essentials	Credit value	20	Core	Sem 2
BUS495	New	Mod title	Business Analytics	Credit value	20	Core	Sem 2
LEVEL 5							
BUS5A13	New	Mod title	Managing Corporate Risk and Crime	Credit value	20	Core	Sem 1
BUS5A5	New	Mod title	Digital Business Strategy	Credit value	20	Core	Sem 1
BUS5A2	New	Mod title	Agile Leadership	Credit value	20	Core	Sem 1
BUS5A19	New	Mod title	Professional Behaviours and Valuing People	Credit value	20	Core	Sem 2
BUS5A17	New	Mod Title	Organisational Performance & Culture in Practice	Credit value	20	Core	Sem 2
BUS5A16	New	Mod title	Organisational Development	Credit value	20	Core	Sem 2
BUS5A10	New	Mod title	Industry Placement	Credit value	120	Option	Sem 1/2
LEVEL 6							
BUS699	New	Mod title	Strategic Management	Credit value	20	Core	Sem 1
BUS693	New	Mod title	Employment Law	Credit value	20	Core	Sem 1
BUS698	New	Mod title	Managing People in an International Context	Credit value	20	Core	Sem 2
BUS6A2	New	Mod title	Talent Management in Organisations	Credit value	20	Core	Sem 2
BUS692	New	Mod title	Dissertation	Credit value	40	Core	Sem 1/2

BA (Hons) International Tourism & Hospitality Management

LEVEL 4							
BUS499	New	Mod title	Introduction to Management & Business	Credit value	20	Core	Sem 1
BUS498	New	Mod title	Introduction to Business Finance & Accounting	Credit value	20	Core	Sem 1
BUS496	New	Mod title	Business Communication Skills	Credit value	20	Core	Sem 1
BUS4A2	New	Mod title	Understanding Human Resource Management	Credit value	20	Core	Sem 2
BUS4A1	New	Mod title	Marketing Essentials	Credit value	20	Core	Sem 2
BUS495	New	Mod title	Business Analytics	Credit value	20	Core	Sem 2
LEVEL 5							
BUS5A14	New	Mod title	Managing International Visitor Attractions	Credit value	20	Core	Sem 1
BUS5A5	New	Mod title	Digital Business Strategy	Credit value	20	Core	Sem 1
BUS5A2	New	Mod title	Agile Leadership	Credit value	20	Core	Sem 1
BUS5A15	New	Mod title	Managing Sustainable Planning and Development for HTE	Credit value	20	Core	Sem 2
BUS5A7	New	Mod Title	Entrepreneurship & Innovation	Credit value	20	Core	Sem 2
BUS5A12	New	Mod title	International Events Management	Credit value	20	Core	Sem 2
BUS5A10	New	Mod title	Industry Placement	Credit value	120	Option	Sem 1/2
LEVEL 6							
BUS695	New	Mod title	Global Food and Drink Tourism	Credit value	20	Core	Sem 1
BUS699	New	Mod title	Strategic Management	Credit value	20	Core	Sem 1
BUS690	New	Mod title	Contemporary Issues in Hospitality Management	Credit value	20	Core	Sem 2
BUS6A1	New	Mod title	Strategic Marketing	Credit value	20	Core	Sem 2
BUS692	New	Mod title	Dissertation	Credit value	40	Core	Sem 1/2

9 Intended learning outcomes of the programme

BA (Hons) Business and Management

Knowledge and Understanding

	Level 4	Level 5	Level 6	Level 6 Honours Degree
A1	Develop a broad understanding of how successful businesses function and are managed and the components of the global business environment.	Develop a wider understanding and evaluation of leadership skills in the workplace and ways in which employee performance could be enhanced.	Show a confident familiarity with established techniques of strategic management for business problems and choose appropriate theory for analysis.	Undertake an independent research project which develops a depth of understanding in a research field pertaining to Business Management.
A2	Evaluate the principles of management decision making and the ways in which they contribute to business efficiency, growth and development.	Develop and demonstrate aptitude in applying business techniques in planning, decision making, performance evaluation, and control scenarios in a digital business environment.	Critically appraise professional situations and scenarios where organisations operate in terms of social, legal, ethical, moral, economic and sustainability issues.	Demonstrate increasing independence, confidence and flexibility in applying a range of social, legal, ethical, moral, economic and sustainability issues to the business project, and in the application of knowledge and skills in finding solutions to these issues.
A3	Demonstrate a working knowledge of the various models of business communication and analytics and how to use different techniques for different business situations	Familiarity and ability to choose and evaluate appropriate concepts, principles and regulations pertaining to entrepreneurship and professional behaviour.	Show a confident evaluative familiarity with the concept of strategic marketing within the business environment, including the management and appreciation of the principles, theories and practices that underpin marketing as an academic	Critical and reflective about the research topic, design and evaluation methodologies and tools, with full understanding of the associated risks, controls and potential impact to the world of business.

			discipline. Reveal a critical working understanding strategic marketing and of its limits.	
A4	Recognise the various principles, theories, concepts and techniques by which a business organization can improve operationally and analyse the business environment.	Demonstrate an understanding of international trade and corporate risk necessary to make informed decisions in a variety of business scenarios.	Critically demonstrate an awareness and appreciation of the complexities of people management within an international context.	Reflect upon own practices and conduct in carrying out a substantive project and discuss the social, legal, ethical, moral, economic and sustainability issues that are relevant to the project.

Intellectual skills

	Level 4	Level 5	Level 6	Level 6 Honours Degree
B1	Develop strong reasoning and analytical skills to support business performance.	Apply knowledge of business theory to real life scenarios and case studies.	Develop an ability to think on a level above technical or tactical details and yet still make insightful inferences.	Synthesise and evaluate key sources of information and present it in a meaningful and constructive format.
B2	Apply problem solving techniques using appropriate tools to identify, formulate and solve business problems as well as create, identify and evaluate options.	Apply critical thinking and analysis to scenarios to provide a reliable argument that is substantiated by evidence.	Accurately identify the nature and characteristics of a business problem within a business domain.	Critically assess theories and real-life business scenarios and formulate plausible and defensible conclusions.
B3	Demonstrate basic numeracy and quantitative aptitude that can be applied to assist business situations.	Demonstrate an ability to absorb complex information and demonstrate ability to explain complex business-related concepts	Critically apply theories and real-life business scenarios and formulate plausible and defensible conclusions.	Apply problem solving and decision-making skills using appropriate tools to identify, formulate and solve business problems as well as create, identify and evaluate options.

	Level 4	Level 5	Level 6	Level 6 Honours Degree
B4	Work autonomously to undertake basic research and be able to capture, analyse and disseminate the outputs of the research in a form which can be understood by the intended audience.	Develop skills in logical reasoning and perception for decision-making and performance measurement in a business context.	Apply problem solving and decision-making skills using appropriate tools to identify, formulate and solve business problems as well as create, identify and evaluate options.	Effective self-management in terms of time; ability to conduct research independently, into legal, professional, moral, social and ethical that pertain to business management related issues. Able to inform and adapt their work to satisfy these issues. Demonstrates an ability to carry out research and critical thinking.

Subject Skills

	Level 4	Level 5	Level 6	Level 6 Honours Degree
C1	Be able to write and communicate their ideas in a fluid and confident style.	Collect and gather information from a wide variety of sources.	Execute advanced interrogation of key literature sources across a breadth or learning resource platforms.	Undertake an independent research project from which they develop their study skills, fieldwork and research skills within a defined business management area.
C2	Identify and understand the need to manage evidence in making rational arguments in a business context.	Explain and communicate more complex concepts with confidence.	Demonstrate an independence of thought which enables them to devise their own solutions and knowledge base.	Select and evaluate own use of creative business project management methods and tools in a self-led and managed project.
C3	Ability to offer informed opinion on current business issues.	Analyse situations and suggest realistic alternative solutions based on quantitative evidence	Demonstrate and further enhance interpersonal skills of effective listening, negotiating and persuasion.	Specify and critically evaluate business concepts, theories, practices, environments or materials in response to defined problem scenarios in

	Level 4	Level 5	Level 6	Level 6 Honours Degree
				a research project and evaluate the quality of the solution.
C4	Develop basic skills in numeracy, analysis and IT that underpin good practice in business.	Demonstrate more advanced skills in numeracy, analysis and IT that underpin good business practice and elements of professionalism relevant to the business world Self-reflect on their own potential leadership and management style.	Demonstrate an advanced understanding of skills in numeracy, analysis and IT appropriate to practice and professionalism in the world of business. Able to apply and evaluate a variety of rules to different situations and pay attention to detail whilst working under very tight time pressures.	Demonstrate professional skills in investigative strategies and analysis and integrate them within the utilisation of IT research tools and methodologies. Analyse and critically appraise current and emerging theories within the field of business management. Propose, plan, undertake and report a self-directed individual programme of investigation, design and implementation which will enable the effective use of self-directed investigative, design, creative and other business-related skills to be demonstrated through the research project.

Practical, professional and employability skills

	Level 4	Level 5	Level 6	Level 6 Honours Degree
D1	Be able to provide an account of own actions and activities in a succinct and clear manner in written and oral	Communicates in a clear, systematic and concise way, in writing and orally, in more formal academic and professional styles, and in	Engages effectively in a variety of roles; debates; produces clear, well-structured academic reports and other extended pieces	Provide professional levels of information through a variety of verbal and non-verbal communication mediums and reflect upon own interaction

	communication. Utilise basic reflective practise techniques	longer pieces of work of a technical nature. Be able to draw upon and effectively integrate supporting resources.	of work; gives clear, subject-specific business presentations in a variety of contexts. Engage with and apply professional reflective practises.	and ability to support own opinions and arguments for a variety of audiences.
D2	Increase awareness of career development opportunities in the field of business management and demonstrate effective self-management and the ability to continue learning. Interacts effectively with tutors and fellow students; participates in clearly defined group situations.	Develop more advanced interpersonal skills that would be appropriate for a workplace environment. Demonstrates more advanced interactive and group skills, including effective participation in more demanding group tasks, presentations, or discussions.	Apply a variety of problem-solving skills and creativity in workplace scenarios. Interacts effectively within a learning or subject-specific group, demonstrates basic negotiating, role, leadership and group-support skills.	Interacts effectively within learning or professional groups; demonstrates appropriate negotiating, role, leadership and group-support skills to an advanced level.
D3	Discuss the importance of data, analytics and business theories in a global business environment.	Demonstrate advanced self-awareness and sensitivity to diversity in people and different situations.	Seek and make effective use of feedback in addition to critical self-awareness. Conducts effective searches for information to identify potential creative business resources for a specific purpose and critically evaluate their merit.	Uses and accesses a broader selection of more specialist creative business skills related to analysing business topics. Conducts effective searches for information to identify potential creative business resources for a specific research project and critically evaluate their merit.

BA (Hons) Accounting & Finance Management

Knowledge and Understanding

	Level 4	Level 5	Level 6	Level 6 Honours Degree
A1	Develop a broad understanding of how successful businesses function and are managed and the components of the global business environment.	Develop a wider understanding and evaluation of leadership skills in the workplace and ways in which employee performance could be enhanced.	Show a confident familiarity with established techniques of strategic management for business problems and choose appropriate theory for analysis.	Undertake an independent research project which develops a depth of understanding in a research field pertaining to Accounting & Finance Management.
A2	Evaluate the principles of management decision making and the ways in which they contribute to business efficiency, growth and development.	Develop and demonstrate aptitude in applying accounting techniques in planning, decision making, performance evaluation, and control scenarios.	Critically appraise professional situations and scenarios where organisations operate in terms of the principles, theories and techniques to support financial management.	Demonstrate increasing independence, confidence and flexibility in applying a range of social, legal, ethical, moral, economic and sustainability issues to the business project, and in the application of knowledge and skills in finding solutions to these issues.
A3	Demonstrate a working knowledge of the various models of business communication and analytics and how to use different techniques for different business situations.	Familiarity and ability to choose and evaluate appropriate concepts, principles and regulations pertaining to sustainable finance & management accounting.	Show a confident evaluative familiarity with the concept of strategic management within the business environment, including the management and appreciation of the principles, theories and practices that underpin strategic management as an academic discipline. Reveal a working understanding strategic	Critical and reflective about the research topic, design and evaluation methodologies and tools, with full understanding of the associated risks, controls and potential impact to the world of business.

	Level 4	Level 5	Level 6	Level 6 Honours Degree
			management and of its limits.	
A4	Recognise the various principles, theories, concepts and techniques by which a business organization can improve operationally and analyse the business environment.	Demonstrate an understanding of Business taxation, corporate risk and security analysis necessary to make informed decisions in a variety of business scenarios.	Critically demonstrate an awareness and appreciation of the complexities of financial auditing within a business context and of the importance of financial reporting and analysis in a global business world.	Reflect upon own practices and conduct in carrying out a substantive project and discuss the social, legal, ethical, moral, economic and sustainability issues that are relevant to the project.

Intellectual skills

	Level 4	Level 5	Level 6	Level 6 Honours Degree
B1	Develop strong reasoning and analytical skills to support business performance.	Apply knowledge of business theory and management accounting techniques to real life scenarios and case studies.	Develop an ability to think on a level above technical or tactical details and yet still make insightful inferences.	Synthesise and evaluate key sources of information and present it in a meaningful and constructive format.
B2	Apply problem solving techniques using appropriate tools to identify, formulate and solve business problems as well as create, identify and evaluate options.	Apply critical thinking and analysis to scenarios to provide a reliable argument that is substantiated by evidence.	Accurately identify the nature and characteristics of auditing or financial problems within a business domain	Critically assess theories and real-life business scenarios and formulate plausible and defensible conclusions.
B3	Demonstrate basic numeracy and quantitative aptitude that can be applied to assist business situations.	Demonstrate an ability to absorb complex information and demonstrate ability to explain complex business-related concepts	Critically apply theories and real-life business scenarios and formulate plausible and defensible conclusions.	Apply problem solving and decision-making skills using appropriate tools to identify, formulate and solve financial business problems as well as create, identify and evaluate options.

	Level 4	Level 5	Level 6	Level 6 Honours Degree
B4	Work autonomously to undertake basic research and be able to capture, analyse and disseminate the outputs of the research in a form which can be understood by the intended audience.	Develop skills in logical reasoning and perception for decision-making and performance measurement in a business context.	Apply problem solving and decision-making skills using appropriate tools to identify, formulate and solve business problems as well as create, identify and evaluate options.	Effective self-management in terms of time; ability to conduct research independently, into legal, professional, moral, social and ethical that pertain to management, accounting & financial related issues. Able to inform and adapt their work to satisfy these issues. Demonstrates an ability to carry out research and critical thinking.

Subject Skills

	Level 4	Level 5	Level 6	Level 6 Honours Degree
C1	Be able to write and communicate their ideas in a fluid and confident style.	Collect and gather information from a wide variety of sources.	Execute advanced interrogation of key literature sources across a breadth or learning resource platforms.	Undertake an independent research project from which they develop their study skills, fieldwork and research skills within a defined area of accounting or finance Management.
C2	Identify and understand the need to manage evidence in making rational arguments in a business context.	Explain and communicate more complex concepts with confidence.	Demonstrate an independence of thought which enables them to devise their own solutions and knowledge base.	Select and evaluate own use of creative business project management methods and tools in a self-led and managed project.
C3	Ability to offer informed opinion on current business issues.	Analyse situations and suggest realistic alternative	Demonstrate and further enhance interpersonal skills	Specify and critically evaluate business concepts, theories, practices, environments or

	Level 4	Level 5	Level 6	Level 6 Honours Degree
		solutions based on various accounting measures.	of effective listening, negotiating and persuasion.	materials in response to defined problem scenarios in a research project and evaluate the quality of the solution.
C4	Develop basic skills in numeracy, analysis and IT that underpin good practice in business.	Demonstrate more advanced skills in numeracy, analysis and IT that underpin good business practice and elements of professionalism relevant to the business world Self-reflect on their own potential leadership and management style.	Demonstrate an advanced understanding of skills in numeracy, analysis and IT appropriate to practice and professionalism in the world of business. Able to apply and evaluate a variety of rules to different situations and pay attention to detail whilst working under very tight time pressures.	Demonstrate professional skills in investigative strategies and analysis and integrate them within the utilisation of IT research tools and methodologies. Analyse and critically appraise current and emerging theories within the field of accounting or financial management. Propose, plan, undertake and report a self-directed individual programme of investigation, design and implementation which will enable the effective use of self-directed investigative, design, creative and other business-related skills to be demonstrated through the research project.

Practical, professional and employability skills

	Level 4	Level 5	Level 6	Level 6 Honours Degree
D1	Be able to provide an account of own actions and activities in a succinct and clear manner in	Communicates in a clear, systematic and concise way, in writing and orally, in more formal academic and	Engages effectively in a variety of roles; debates; produces clear, well-structured academic reports	Provide professional levels of information through a variety of verbal and non-verbal communication mediums and

	written and oral communication. Utilise basic reflective practise techniques	professional styles, and in longer pieces of work of a technical nature. Be able to draw upon and effectively integrate supporting resources.	and other extended pieces of work; gives clear, subject-specific business presentations in a variety of contexts. Engage with and apply professional reflective practises.	reflect upon own interaction and ability to support own opinions and arguments for a variety of audiences.
D2	Increase awareness of career development opportunities in the field of accounting & finance management and demonstrate effective self-management and the ability to continue learning. Interacts effectively with tutors and fellow students; participates in clearly defined group situations.	Develops more advanced interpersonal skills that would be appropriate for a workplace environment. Demonstrates more advanced interactive and group skills, including effective participation in more demanding group tasks, presentations, or discussions.	Apply a variety of problem-solving skills and creativity in workplace scenarios. Interacts effectively within a learning or subject-specific group, demonstrates basic negotiating, role, leadership and group-support skills.	Interacts effectively within learning or professional groups; demonstrates appropriate negotiating, role, leadership and group-support skills to an advanced level.
D3	Discuss the importance of data, analytics and business theories in a global business environment.	Demonstrate advanced self-awareness and sensitivity to diversity in people and different situations.	Seek and make effective use of feedback in addition to critical self-awareness. Conducts effective searches for information to identify potential creative business resources for a specific purpose and critically evaluate their merit.	Uses and accesses a broader selection of more specialist creative business skills related to analysing accounting & finance topics. Conducts effective searches for information to identify potential creative business resources for a specific research project and critically evaluate their merit.

BA (Hons) International Business

Knowledge and Understanding

	Level 4	Level 5	Level 6	Level 6 Honours Degree
A1	Develop a broad understanding of how successful businesses function and are managed and the components of the global business environment.	Develop a wider understanding and evaluation of leadership skills in the workplace and ways in which employee performance could be enhanced.	Show a confident familiarity with established techniques of strategic management for business problems and choose appropriate theory for analysis.	Undertake an independent research project which develops a depth of understanding in a research field pertaining to international business
A2	Evaluate the principles of management decision making and the ways in which they contribute to business efficiency, growth and development.	Develop and demonstrate aptitude in entrepreneurship and by applying business techniques in planning, decision making, performance evaluation, and control scenarios in a digital business environment.	Critically appraise professional situations and scenarios where organisations operate in terms of social, legal, ethical, moral, economic and sustainability issues in a global context.	Demonstrate increasing independence, confidence and flexibility in applying a range of social, legal, ethical, moral, economic and sustainability issues to the business project, and in the application of knowledge and skills in finding solutions to these issues.
A3	Demonstrate a working knowledge of the various models of business communication and analytics and how to use different techniques for different business situations.	Familiarity and ability to choose and evaluate appropriate concepts, principles and regulations pertaining to professional behaviours and digital marketing techniques.	Show a confident evaluative familiarity with the concept of strategic marketing within the business environment, including the management and appreciation of the principles, theories and practices that underpin marketing as an academic discipline. Reveal a critical working understanding strategic marketing and of its limits.	Critical and reflective about the research topic, design and evaluation methodologies and tools, with full understanding of the associated risks, controls and potential impact to the world of international business.

	Level 4	Level 5	Level 6	Level 6 Honours Degree
A4	Recognise the various principles, theories, concepts and techniques by which a business organization can improve operationally and analyse the business environment.	Demonstrate an understanding of international trade and agile leadership necessary to make informed decisions in a variety of business scenarios.	Critically demonstrate an awareness and appreciation of the complexities of supply chain management and managing people within an international context.	Reflect upon own practices and conduct in carrying out a substantive project and discuss the social, legal, ethical, moral, economic and sustainability issues that are relevant to the project.

Intellectual skills

	Level 4	Level 5	Level 6	Level 6 Honours Degree
B1	Develop strong reasoning and analytical skills to support business performance.	Apply knowledge of business theory to real life scenarios and case studies particularly in a global context.	Develop an ability to think on a level above technical or tactical details and yet still make insightful inferences.	Synthesise and evaluate key sources of information and present it in a meaningful and constructive format.
B2	Apply problem solving techniques using appropriate tools to identify, formulate and solve business problems as well as create, identify and evaluate options.	Apply critical thinking and analysis to scenarios to provide a reliable argument that is substantiated by evidence.	Accurately identify the nature and characteristics of a business problem within an international business domain.	Critically assess theories and real-life international business scenarios and formulate plausible and defensible conclusions.
B3	Demonstrate basic numeracy and quantitative aptitude that can be applied to assist business situations.	Demonstrate an ability to absorb complex information and demonstrate ability to explain complex international business-related concepts	Critically apply theories and real-life international business scenarios and formulate plausible and defensible conclusions.	Apply problem solving and decision-making skills using appropriate tools to identify, formulate and solve international business problems as well as create, identify and evaluate options.
B4	Work autonomously to undertake basic research and be able to capture, analyse and disseminate	Develop skills in logical reasoning and perception for decision-making and performance measurement	Apply problem solving and decision-making skills using appropriate tools to identify, formulate and solve	Effective self-management in terms of time; ability to conduct research independently, into legal,

	Level 4	Level 5	Level 6	Level 6 Honours Degree
	the outputs of the research in a form which can be understood by the intended audience.	in a global business context.	international business problems as well as create, identify and evaluate options.	professional, moral, social and ethical that pertain to business management related issues. Able to inform and adapt their work to satisfy these issues. Demonstrates an ability to carry out research and critical thinking.

Subject Skills

	Level 4	Level 5	Level 6	Level 6 Honours Degree
C1	Be able to write and communicate their ideas in a fluid and confident style.	Collect and gather information from a wide variety of sources.	Execute advanced interrogation of key literature sources across a breadth or learning resource platforms.	Undertake an independent research project from which they develop their study skills, fieldwork and research skills within a defined business management area.
C2	Identify and understand the need to manage evidence in making rational arguments in a business context.	Explain and communicate more complex concepts with confidence.	Demonstrate an independence of thought which enables them to devise their own solutions and knowledge base.	Select and evaluate own use of creative business project management methods and tools in a self-led and managed project.
C3	Ability to offer informed opinion on current business issues.	Analyse situations and suggest realistic alternative solutions based on quantitative evidence	Demonstrate and further enhance interpersonal skills of effective listening, negotiating and persuasion.	Specify and critically evaluate business concepts, theories, practices, environments or materials in response to defined problem scenarios in a research project and evaluate the quality of the solution.

	Level 4	Level 5	Level 6	Level 6 Honours Degree
C4	Develop basic skills in numeracy, analysis and IT that underpin good practice in business.	Demonstrate more advanced skills in numeracy, analysis and IT that underpin good business practice and elements of professionalism relevant to the business world Self-reflect on their own potential leadership and management style.	Demonstrate an advanced understanding of skills in numeracy, analysis and IT appropriate to practice and professionalism in the world of business. Able to apply and evaluate a variety of rules to different situations and pay attention to detail whilst working under very tight time pressures.	Demonstrate professional skills in investigative strategies and analysis and integrate them within the utilisation of IT research tools and methodologies. Analyse and critically appraise current and emerging theories within the field of international business. Propose, plan, undertake and report a self-directed individual programme of investigation, design and implementation which will enable the effective use of self-directed investigative, design, creative and other business-related skills to be demonstrated through the research project.

Practical, professional and employability skills

	Level 4	Level 5	Level 6	Level 6 Honours Degree
D1	Be able to provide an account of own actions and activities in a succinct and clear manner in written and oral communication. Utilise basic reflective practise techniques	Communicates in a clear, systematic and concise way, in writing and orally, in more formal academic and professional styles, and in longer pieces of work of a technical nature. Be able to draw upon and effectively integrate supporting resources.	Engages effectively in a variety of roles; debates; produces clear, well-structured academic reports and other extended pieces of work; gives clear, subject-specific business presentations in a variety of contexts. Engage with and apply professional reflective practises.	Provide professional levels of information through a variety of verbal and non-verbal communication mediums and reflect upon own interaction and ability to support own opinions and arguments for a variety of audiences.

D2	Increase awareness of career development opportunities in the field of business management and demonstrate effective self-management and the ability to continue learning. Interacts effectively with tutors and fellow students; participates in clearly defined group situations.	Develop more advanced interpersonal skills that would be appropriate for an international workplace environment. Demonstrates more advanced interactive and group skills, including effective participation in more demanding group tasks, presentations, or discussions.	Apply a variety of problem-solving skills and creativity in workplace scenarios. Interacts effectively within a learning or subject-specific group, demonstrates basic negotiating, role, leadership and group-support skills.	Interacts effectively within learning or professional groups; demonstrates appropriate negotiating, role, leadership and group-support skills to an advanced level.
D3	Discuss the importance of data, analytics and business theories in a global business environment.	Demonstrate advanced self-awareness and sensitivity to diversity in people and different situations.	Seek and make effective use of feedback in addition to critical self-awareness. Conducts effective searches for information to identify potential creative business resources for a specific purpose and critically evaluate their merit.	Uses and accesses a broader selection of more specialist creative business skills related to analysing international business topics. Conducts effective searches for information to identify potential creative international business resources for a specific research project and critically evaluate their merit.

BA (Hons) Business & Marketing

Knowledge and Understanding

	Level 4	Level 5	Level 6	Level 6 Honours Degree
A1	Develop a broad understanding of how successful businesses function and are managed and the components of the global business environment.	Develop a wider understanding and evaluation of leadership skills in the workplace and ways in which employee performance could be enhanced.	Show a confident familiarity with established techniques of strategic management for business problems and choose appropriate theory for analysis.	Undertake an independent research project which develops a depth of understanding in a research field pertaining to business & marketing.
A2	Evaluate the principles of management decision making and the ways in which they contribute to business efficiency, growth and development.	Develop and demonstrate aptitude in entrepreneurship and by applying business techniques in planning, decision making, performance evaluation, and control scenarios in a digital business environment.	Critically appraise professional situations and scenarios where organisations operate in terms of social, legal, ethical, moral, economic and sustainability issues in a global context.	Demonstrate increasing independence, confidence and flexibility in applying a range of social, legal, ethical, moral, economic and sustainability issues to the business project, and in the application of knowledge and skills in finding solutions to these issues.
A3	Demonstrate a working knowledge of the various models of business communication and analytics and how to use different techniques for different business situations.	Familiarity and ability to choose and evaluate appropriate concepts, principles and regulations pertaining to digital marketing techniques and planning marketing campaigns.	Show a confident evaluative familiarity with the concept of strategic marketing within the business environment, including the management and appreciation of the principles, theories and practices that underpin marketing as an academic discipline. Reveal a critical working understanding of	Critical and reflective about the research topic, design and evaluation methodologies and tools, with full understanding of the associated risks, controls and potential impact to the world of business & marketing.

	Level 4	Level 5	Level 6	Level 6 Honours Degree
			strategic and digital marketing and of its limits.	
A4	Recognise the various principles, theories, concepts and techniques by which a business organization can improve operationally and analyse the business environment.	Demonstrate an understanding of international business & trade necessary to make informed decisions in a variety of business scenarios.	Critically demonstrate an awareness and appreciation of the complexities of supply chain management, digital marketing optimisation and managing people within an international context.	Reflect upon own practices and conduct in carrying out a substantive project and discuss the social, legal, ethical, moral, economic and sustainability issues that are relevant to the project.

Intellectual skills

	Level 4	Level 5	Level 6	Level 6 Honours Degree
B1	Develop strong reasoning and analytical skills to support business performance.	Apply knowledge of business theory to real life scenarios and case studies particularly in a global context.	Develop an ability to think on a level above technical or tactical details and yet still make insightful inferences.	Synthesise and evaluate key sources of information and present it in a meaningful and constructive format.
B2	Apply problem solving techniques using appropriate tools to identify, formulate and solve business problems as well as create, identify and evaluate options.	Apply critical thinking and analysis to scenarios to provide a reliable argument that is substantiated by evidence.	Accurately identify the nature and characteristics of a business problem within a business domain.	Critically assess theories and real-life international business scenarios and formulate plausible and defensible conclusions.
B3	Demonstrate basic numeracy and quantitative aptitude that can be applied to assist business situations.	Demonstrate an ability to absorb complex information and demonstrate ability to explain complex business-related concepts	Critically apply theories and real-life international business scenarios and formulate plausible and defensible conclusions.	Apply problem solving and decision-making skills using appropriate tools to identify, formulate and solve international business problems as well as create, identify and evaluate options.

	Level 4	Level 5	Level 6	Level 6 Honours Degree
B4	Work autonomously to undertake basic research and be able to capture, analyse and disseminate the outputs of the research in a form which can be understood by the intended audience.	Develop skills in logical reasoning and perception for decision-making and performance measurement in a business context.	Apply problem solving and decision-making skills using appropriate tools to identify, formulate and solve international business problems as well as create, identify and evaluate options.	Effective self-management in terms of time; ability to conduct research independently, into legal, professional, moral, social and ethical that pertain to business management related issues. Able to inform and adapt their work to satisfy these issues. Demonstrates an ability to carry out research and critical thinking.

Subject Skills

	Level 4	Level 5	Level 6	Level 6 Honours Degree
C1	Be able to write and communicate their ideas in a fluid and confident style.	Collect and gather information from a wide variety of sources.	Execute advanced interrogation of key literature sources across a breadth or learning resource platforms.	Undertake an independent research project from which they develop their study skills, fieldwork and research skills within a defined business management area.
C2	Identify and understand the need to manage evidence in making rational arguments in a business context.	Explain and communicate more complex concepts with confidence.	Demonstrate an independence of thought which enables them to devise their own solutions and knowledge base.	Select and evaluate own use of creative business project management methods and tools in a self-led and managed project.
C3	Ability to offer informed opinion on current business issues.	Analyse situations and suggest realistic alternative solutions based on quantitative evidence	Demonstrate and further enhance interpersonal skills of effective listening, negotiating and persuasion.	Specify and critically evaluate business concepts, theories, practices, environments or materials in response to

	Level 4	Level 5	Level 6	Level 6 Honours Degree
				defined problem scenarios in a research project and evaluate the quality of the solution.
C4	Develop basic skills in numeracy, analysis and IT that underpin good practice in business.	Demonstrate more advanced skills in numeracy, analysis and IT that underpin good business practice and elements of professionalism relevant to the business world Self-reflect on their own potential leadership and management style.	Demonstrate an advanced understanding of skills in numeracy, analysis and IT appropriate to practice and professionalism in the world of business. Able to apply and evaluate a variety of rules to different situations and pay attention to detail whilst working under very tight time pressures.	Demonstrate professional skills in investigative strategies and analysis and integrate them within the utilisation of research tools and methodologies. Analyse and critically appraise current and emerging theories within the field of business & marketing. Propose, plan, undertake and report a self-directed individual programme of investigation, design and implementation which will enable the effective use of self-directed investigative, design, creative and other business & marketing related skills to be demonstrated through the research project.

Practical, professional and employability skills

	Level 4	Level 5	Level 6	Level 6 Honours Degree
D1	Be able to provide an account of own actions and activities in a succinct and clear manner in written and oral	Communicates in a clear, systematic and concise way, in writing and orally, in more formal academic and	Engages effectively in a variety of roles; debates; produces clear, well-structured academic reports	Provide professional levels of information through a variety of verbal and non-verbal communication mediums and

	communication. Utilise basic reflective practise techniques	professional styles, and in longer pieces of work of a technical nature. Be able to draw upon and effectively integrate supporting resources.	and other extended pieces of work; gives clear, subject-specific business presentations in a variety of contexts. Engage with and apply professional reflective practises.	reflect upon own interaction and ability to support own opinions and arguments for a variety of audiences.
D2	Increase awareness of career development opportunities in the field of business management and demonstrate effective self-management and the ability to continue learning. Interacts effectively with tutors and fellow students; participates in clearly defined group situations.	Develops more advanced interpersonal skills that would be appropriate for a workplace environment. Interacts effectively with tutors and fellow students; participates in clearly defined group situations.	Apply a variety of problem-solving skills and creativity in workplace scenarios. Interacts effectively within a learning or subject-specific group, demonstrates basic negotiating, role, leadership and group-support skills.	Interacts effectively within learning or professional groups; demonstrates appropriate negotiating, role, leadership and group-support skills to an advanced level.
D3	Discuss the importance of data, analytics and business theories in a business environment.	Demonstrate advanced self-awareness and sensitivity to diversity in people and different situations.	Seek and make effective use of feedback in addition to critical self-awareness. Conducts effective searches for information to identify potential creative business resources for a specific purpose and critically evaluate their merit.	Uses and accesses a broader selection of more specialist creative business skills related to analysing business & marketing topics. Conducts effective searches for information to identify potential creative business resources for a specific research project and critically evaluate their merit.

BA (Hons) Business & Human Resource Management

Knowledge and Understanding

	Level 4	Level 5	Level 6	Level 6 Honours Degree
A1	Develop a broad understanding of how successful businesses function and are managed and the components of the global business environment.	Develop a wider understanding and evaluation of leadership and HRM skills in the workplace and ways in which employee performance could be enhanced.	Show a confident familiarity with established techniques of strategic management for business problems and choose appropriate theory for analysis.	Undertake an independent research project which develops a depth of understanding in a research field pertaining to HRM.
A2	Evaluate the principles of management decision making and the ways in which they contribute to business efficiency, growth and development.	Develop and demonstrate aptitude in applying business techniques in planning, decision making, performance evaluation, and control scenarios in a digital business environment.	Critically appraise professional situations and scenarios where organisations operate in terms of social, legal, ethical, moral, economic and sustainability issues.	Demonstrate increasing independence, confidence and flexibility in applying a range of social, legal, ethical, moral, economic and sustainability issues to the business project, and in the application of knowledge and skills in finding solutions to these issues.
A3	Demonstrate a working knowledge of the various models of business communication and analytics and how to use different techniques for different business situations.	Familiarity and ability to choose and evaluate appropriate concepts, principles and regulations pertaining to organisational performance, organisational development and professional behaviours.	Show a confident evaluative familiarity with employment law within the business environment, including the management and appreciation of the principles, theories and practices that underpin equal rights within the workplace.	Critical and reflective about the research topic, design and evaluation methodologies and tools, with full understanding of the associated risks, controls and potential impact to the world of business & HRM.
A4	Recognise the various principles, theories, concepts and techniques	Demonstrate an understanding of corporate risk necessary to make	Critically demonstrate an awareness and appreciation of the complexities of	Reflect upon own practices and conduct in carrying out a substantive project and

	Level 4	Level 5	Level 6	Level 6 Honours Degree
	by which a business organization can improve operationally and analyse the business environment.	informed decisions in a variety of business scenarios.	managing people within an international context.	discuss the social, legal, ethical, moral, economic and sustainability issues that are relevant to the project.

Intellectual skills

	Level 4	Level 5	Level 6	Level 6 Honours Degree
B1	Develop strong reasoning and analytical skills to support business performance.	Apply knowledge of business theory to real life scenarios and case studies particularly in a global context.	Develop an ability to think on a level above technical or tactical details and yet still make insightful inferences.	Synthesise and evaluate key sources of information and present it in a meaningful and constructive format.
B2	Apply problem solving techniques using appropriate tools to identify, formulate and solve business problems as well as create, identify and evaluate options.	Apply critical thinking and analysis to scenarios to provide a reliable argument that is substantiated by evidence.	Accurately identify the nature and characteristics of a business problem within a business domain.	Critically assess theories and real-life international business scenarios and formulate plausible and defensible conclusions.
B3	Demonstrate basic numeracy and quantitative aptitude that can be applied to assist business situations.	Demonstrate an ability to absorb complex information and demonstrate ability to explain complex business-related concepts	Critically apply theories and real-life international business scenarios and formulate plausible and defensible conclusions.	Apply problem solving and decision-making skills using appropriate tools to identify, formulate and solve international business problems as well as create, identify and evaluate options.
B4	Work autonomously to undertake basic research and be able to capture, analyse and disseminate the outputs of the research in a form which can be	Develop skills in logical reasoning and perception for decision-making and performance measurement in a business context.	Apply problem solving and decision-making skills using appropriate tools to identify, formulate and solve business problems as well as create, identify and evaluate options.	Effective self-management in terms of time; ability to conduct research independently, into legal, professional, moral, social and ethical that pertain to business management

	Level 4	Level 5	Level 6	Level 6 Honours Degree
	understood by the intended audience.			related issues. Able to inform and adapt their work to satisfy these issues. Demonstrates an ability to carry out research and critical thinking.

Subject Skills

	Level 4	Level 5	Level 6	Level 6 Honours Degree
C1	Be able to write and communicate their ideas in a fluid and confident style.	Collect and gather information from a wide variety of sources.	Execute advanced interrogation of key literature sources across a breadth or learning resource platforms.	Undertake an independent research project from which they develop their study skills, fieldwork and research skills within a defined business management area.
C2	Identify and understand the need to manage evidence in making rational arguments in a business context.	Explain and communicate more complex concepts with confidence.	Demonstrate an independence of thought which enables them to devise their own solutions and knowledge base.	Select and evaluate own use of creative business project management methods and tools in a self-led and managed project.
C3	Ability to offer informed opinion on current business issues.	Analyse situations and suggest realistic alternative solutions based on quantitative evidence	Demonstrate and further enhance interpersonal skills of effective listening, negotiating and persuasion.	Specify and critically evaluate business concepts, theories, practices, environments or materials in response to defined problem scenarios in a research project and evaluate the quality of the solution.
C4	Develop basic skills in numeracy, analysis and IT that underpin good practice in business.	Demonstrate more advanced skills in numeracy, analysis and IT that underpin good	Demonstrate an advanced understanding of skills in numeracy, analysis and IT	Demonstrate professional skills in investigative strategies and analysis and integrate them within the

	Level 4	Level 5	Level 6	Level 6 Honours Degree
		<p>business practice and elements of professionalism relevant to the business world</p> <p>Self-reflect on their own potential leadership and management style.</p>	<p>appropriate to practice and professionalism in the world of business.</p> <p>Able to apply and evaluate a variety of rules to different situations and pay attention to detail whilst working under very tight time pressures.</p>	<p>utilisation of IT research tools and methodologies.</p> <p>Analyse and critically appraise current and emerging theories within the field of business & HRM.</p> <p>Propose, plan, undertake and report a self-directed individual programme of investigation, design and implementation which will enable the effective use of self-directed investigative, design, creative and other business-related skills to be demonstrated through the research project.</p>

Practical, professional and employability skills

	Level 4	Level 5	Level 6	Level 6 Honours Degree
D1	Be able to provide an account of own actions and activities in a succinct and clear manner in written and oral communication. Utilise basic reflective practise techniques	Communicates in a clear, systematic and concise way, in writing and orally, in more formal academic and professional styles, and in longer pieces of work of a technical nature. Be able to draw upon and effectively integrate supporting resources.	Engages effectively in a variety of roles; debates; produces clear, well-structured academic reports and other extended pieces of work; gives clear, subject-specific business presentations in a variety of contexts. Engage with and apply professional reflective practises.	Provide professional levels of information through a variety of verbal and non-verbal communication mediums and reflect upon own interaction and ability to support own opinions and arguments for a variety of audiences.
D2	Increase awareness of career development opportunities in the field of business management and demonstrate effective self-management and the ability to continue learning. Interacts effectively with tutors and fellow students; participates in clearly defined group situations.	Develops more advanced interpersonal skills that would be appropriate for a workplace environment. Interacts effectively with tutors and fellow students; participates in clearly defined group situations.	Apply a variety of problem-solving skills and creativity in workplace scenarios. Interacts effectively within a learning or subject-specific group, demonstrates basic negotiating, role, leadership and group-support skills.	Interacts effectively within learning or professional groups; demonstrates appropriate negotiating, role, leadership and group-support skills to an advanced level.
D3	Discuss the importance of data, analytics and business theories in a business environment.	Demonstrates advanced self-awareness and sensitivity to diversity in people and different situations.	Seek and make effective use of feedback in addition to critical self-awareness. Conducts effective searches for information to identify potential creative business resources for a specific purpose and critically evaluate their merit.	Uses and accesses a broader selection of more specialist creative business skills related to analysing business & HRM topics. Conducts effective searches for information to identify potential creative business resources for a specific

				research project and critically evaluate their merit.
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BA (Hons) International Tourism & Hospitality Management

Knowledge & Understanding

	Level 4	Level 5	Level 6	Level 6 Honours Degree
A1	Develop a broad understanding of how successful businesses function and are managed and the components of the global business environment.	Develop a wider understanding and evaluation of leadership skills in the workplace and ways in which employee performance could be enhanced.	Show a confident familiarity with established techniques of strategic management for business problems and choose appropriate theory for analysis.	Undertake an independent research project which develops a depth of understanding in a research field pertaining to international tourism and hospitality management.
A2	Evaluate the principles of management decision making and the ways in which they contribute to business efficiency, growth and development.	Develop and demonstrate aptitude in applying business techniques in planning, decision making, performance evaluation, and control scenarios in a digital business environment.	Critically appraise professional situations and scenarios where organisations operate in terms of social, legal, ethical, moral, economic and sustainability issues.	Demonstrate increasing independence, confidence and flexibility in applying a range of social, legal, ethical, moral, economic and sustainability issues to the business project, and in the application of knowledge and skills in finding solutions to these issues.
A3	Demonstrate a working knowledge of the various models of business communication and analytics and how to use different techniques for different business situations.	Familiarity and ability to choose and evaluate appropriate concepts, principles and regulations pertaining to international visitor attractions, sustainability in the tourism and hospitality sector and international events.	Show a confident evaluative familiarity with the concept of strategic marketing within the business environment, including the management and appreciation of the principles, theories and practices that underpin marketing as an academic discipline. Reveal a critical working understanding strategic marketing and of its limits.	Critical and reflective about the research topic, design and evaluation methodologies and tools, with full understanding of the associated risks, controls and potential impact to the world of International Tourism & Hospitality Management.

	Level 4	Level 5	Level 6	Level 6 Honours Degree
A4	Recognise the various principles, theories, concepts and techniques by which a business organization can improve operationally and analyse the business environment.	Demonstrate an understanding of sustainability and innovation necessary to make informed decisions in a variety of business scenarios.	Critically demonstrate an awareness and appreciation of food and drink tourism within an international context and contemporary issues within the hospitality sector.	Reflect upon own practices and conduct in carrying out a substantive project and discuss the social, legal, ethical, moral, economic and sustainability issues that are relevant to the project.

Intellectual skills

	Level 4	Level 5	Level 6	Level 6 Honours Degree
B1	Develop strong reasoning and analytical skills to support business performance.	Apply knowledge of business theory to real life scenarios and case studies.	Develop an ability to think on a level above technical or tactical details and yet still make insightful inferences.	Synthesise and evaluate key sources of information and present it in a meaningful and constructive format.
B2	Apply problem solving techniques using appropriate tools to identify, formulate and solve business problems as well as create, identify and evaluate options.	Apply critical thinking and analysis to scenarios to provide a reliable argument that is substantiated by evidence.	Accurately identify the nature and characteristics of a business problem within the domain of tourism & hospitality.	Critically assess theories and real-life business scenarios and formulate plausible and defensible conclusions.
B3	Demonstrate basic numeracy and quantitative aptitude that can be applied to assist business situations.	Demonstrate an ability to absorb complex information and demonstrate ability to explain complex business-related concepts in the tourism & hospitality sector.	Critically apply theories and real-life business scenarios and formulate plausible and defensible conclusions.	Apply problem solving and decision-making skills using appropriate tools to identify, formulate and solve business problems as well as create, identify and evaluate options.
B4	Work autonomously to undertake basic research and be able to capture, analyse and disseminate the outputs of the research	Develop skills in logical reasoning and perception for decision-making and performance measurement in a business context.	Apply problem solving and decision-making skills using appropriate tools to identify, formulate and solve business problems as well	Effective self-management in terms of time; ability to conduct research independently, into legal, professional, moral, social

	Level 4	Level 5	Level 6	Level 6 Honours Degree
	in a form which can be understood by the intended audience.		as create, identify and evaluate options.	and ethical that pertain to business management related issues. Able to inform and adapt their work to satisfy these issues. Demonstrates an ability to carry out research and critical thinking.

Subject Skills

	Level 4	Level 5	Level 6	Level 6 Honours Degree
C1	Be able to write and communicate their ideas in a fluid and confident style.	Collect and gather information from a wide variety of sources.	Execute advanced interrogation of key literature sources across a breadth or learning resource platforms.	Undertake an independent research project from which they develop their study skills, fieldwork and research skills within a defined business management area.
C2	Identify and understand the need to manage evidence in making rational arguments in a business context.	Explain and communicate more complex concepts with confidence.	Demonstrate an independence of thought which enables them to devise their own solutions and knowledge base.	Select and evaluate own use of creative business project management methods and tools in a self-led and managed project.
C3	Ability to offer informed opinion on current business issues.	Analyse situations and suggest realistic alternative solutions based on quantitative evidence	Demonstrate and further enhance interpersonal skills of effective listening, negotiating and persuasion.	Specify and critically evaluate business concepts, theories, practices, environments or materials in response to defined problem scenarios in a research project and evaluate the quality of the solution.
C4	Develop basic skills in numeracy, analysis and IT	Demonstrate more advanced skills in numeracy, analysis and IT	Demonstrate an advanced understanding of skills in numeracy, analysis and IT	Demonstrate professional skills in investigative strategies and analysis and

	Level 4	Level 5	Level 6	Level 6 Honours Degree
	that underpin good practice in business.	that underpin good business practice and elements of professionalism relevant to the business world Self-reflect on their own potential leadership and management style.	appropriate to practice and professionalism in the world of business Able to apply and evaluate a variety of rules to different situations and pay attention to detail whilst working under very tight time pressures.	integrate them within the utilisation of IT research tools and methodologies. Analyse and critically appraise current and emerging theories within the field of International Tourism & Hospitality Management. Propose, plan, undertake and report a self-directed individual programme of investigation, design and implementation which will enable the effective use of self-directed investigative, design, creative and other business-related skills to be demonstrated through the research project.

Practical, professional and employability skills

	Level 4	Level 5	Level 6	Level 6 Honours Degree
D1	Be able to provide an account of own actions and activities in a succinct and clear manner in written and oral communication. Utilise basic reflective practise techniques	Communicates in a clear, systematic and concise way, in writing and orally, in more formal academic and professional styles, and in longer pieces of work of a technical nature. Be able to draw upon and effectively integrate supporting resources.	Engages effectively in a variety of roles; debates; produces clear, well-structured academic reports and other extended pieces of work; gives clear, subject-specific business presentations in a variety of contexts. Engage with and	Provide professional levels of information through a variety of verbal and non-verbal communication mediums and reflect upon own interaction and ability to support own opinions and arguments for a variety of audiences.

			apply professional reflective practises.	
D2	Increase awareness of career development opportunities in the field of business management and demonstrate effective self-management and the ability to continue learning. Interacts effectively with tutors and fellow students; participates in clearly defined group situations.	Develops more advanced interpersonal skills that would be appropriate for a workplace environment. Interacts effectively with tutors and fellow students; participates in clearly defined group situations.	Apply a variety of problem-solving skills and creativity in workplace scenarios. Interacts effectively within a learning or subject-specific group, demonstrates basic negotiating, role, leadership and group-support skills.	Interacts effectively within learning or professional groups; demonstrates appropriate negotiating, role, leadership and group-support skills to an advanced level.
D3	Discuss the importance of data, analytics and business theories in a global business environment.	Demonstrate advanced self-awareness and sensitivity to diversity in people and different situations.	Seek and make effective use of feedback in addition to critical self-awareness. Conducts effective searches for information to identify potential creative business resources for a specific purpose and critically evaluate their merit.	Uses and accesses a broader selection of more specialist creative business skills related to analysing International Tourism & Hospitality Management topics. Conducts effective searches for information to identify potential creative business resources for a specific research project and critically evaluate their merit.

10 Learning and teaching strategy

This new suite of undergraduate business programmes applies a learning and teaching strategy based upon Wrexham Glyndwr's University's commitment to Universal Design for Learning (UDL), the key principle of which holds that students are encouraged to participate in higher education when they are exposed to flexible ways of learning by staff that engage them in different ways using innovative and creative approaches. To this end the programmes apply the University's Active Learning Framework (ALF) supporting accessible, and flexible learning.

The North Wales Business School implements the standards laid down in the University's 'Academic Quality Handbook' and provides each module at all levels with a module handbook, providing full details of the aims and learning outcomes relevant to the module and how teaching will be processed. The module handbook also provides information on the assessments, hand in dates, tutor support arrangements and a reading list.

The business programmes are delivered by a team with extensive experience of delivering face to face, flexible synchronous and a-synchronous online teaching and support. Staff are industry professionals who also hold recognised teaching qualifications and/or are Fellows of the HEA. In 2020 BA Business was rated 90% for overall satisfaction in the National Student Survey.

In accordance with sound educational research and current best practice, the programmes will be delivered and assessed through a broad range of methods, reflecting the distinctive features of the programme, providing learning opportunities in a supportive environment to ensure knowledge transfer is affected. Students studying the undergraduate business programmes at the North Wales Business School will have access to multiple learning opportunities on every module including face to face or online classes (with core and guest lecturers), seminars, access to short, pre-recorded lectures, lecture notes and handouts, and directions to relevant essential and additional reading. An interactive approach to learning is always maintained and staff will typically engage students with key issue by drawing on case studies and their practice experiences in the world of business. Lectures on all programmes will be organised around lecture inputs, quizzes, recorded video content, larger and small group discussions and debates. Face to Face or video mediated appointments can be made with tutoring staff via Microsoft Teams to discuss module content and assignments.

Learning and teaching undergoes a change in style at the compulsory dissertation stage. Individual specialist supervision is provided to support the student through the individual chapters which make up the submission and work within the confines of the research design and question.

On all the undergraduate business programmes there will be a focus on future employability in business through our teaching and assessment strategies. Importance will be attached to students developing Key Skills for Employability and the University's Strategy for Supporting Student Learning and Achievement (SSSLA). That strategy is directly aligned to the University's Vision and Strategy, focussing upon the domain 'Teaching that inspires', where learning is informed by and is relevant to the applied world of work, and students are able to leave the University as skilled, knowledgeable and entrepreneurial citizens able to meet the challenges of the 21st century.

Students will be encouraged to join or create a programme specific society – such as a 'Business Society' which would take a lead role in organising educational visits and social events (quizzes, guest lecturers, visits to local businesses etc.) for students enrolled on particular courses. Students will also be encouraged to join the planned departmental

Twitter and Facebook accounts run by the Business staff that seeks to keep students up to date with developments in the business world.

11 The Wrexham Glyndwr Graduate

At Glyndŵr University we aim to help students develop and enhance key employability skills and capabilities during their study. There are three key areas with different attributes, attitudes and skillsets and the aim is to help students to enhance and develop skills such as resilience, adaptability, confidence, team working, emotional intelligence and communication, creativity and acting ethically and sustainably. Programmes are designed to enable students to develop and enhance these skills via module content, module learning outcomes and assessment opportunities. Each module will help provide different opportunities for developing and enhancing these capabilities.

The Careers team are available to provide information, advice and guidance and access to resources for potential students, current students and graduates. WGUConnect provides students with access to an online directory of vacancies.

The Careers team can support students with employability and interview skills such as use of the STAR (Situation, Task, Action, Result) technique that many recruiters use to gather relevant information about a specific capability that the job requires.

12 Work based/placement learning statement

All students will benefit in general from modules that are designed to support students to further develop their employability and career opportunities. The learning, teaching and assessment strategy reflect the challenges of working in the real world with a mixture of coursework, project work, site visit reports, simulations and presentations. In addition, assessments incorporate the key attributes, attitudes and skills-sets of the Glyndŵr Graduate, and each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each graduate will leave having achieved key employability skills as part of their study. All assessments actively encourage students to apply, incorporate and assess their own worked experience and professional business practice where applicable.

The optional self-funded industry placement is an important, yet supplementary, part of our undergraduate programme of study, which will further enhance employability skills in a real employment setting. It provides an essential opportunity for students to familiarise themselves with an employment setting and gain critical work experience. This is an essential part of the University's efforts to increase employability and provide graduates with a more diverse range of skills and experiences necessary for life post university.

We also believe the placement programme will benefit the university and NWBS as we strive to develop closer relationships with industry both locally, regionally and nationally. By hosting our students, we further believe the placement providers will benefit from the contributions that our students can make to their establishment and to raise awareness of the opportunities that employing graduates from the NWBS can create.

The Industry Placement learning, and developmental experience is captured by the University as part of the Industry Placement module that students study. This module is worth 120 academic credits, lasts one year and contains three elements of assessment that students must pass to successfully complete the module. It is the students' own responsibility to identify and negotiate their placement, as per the handbook. The administration and assessment of the Industry Placement module is the responsibility of the University however it is the students' responsibility to identify and negotiate their own

placement opportunity and to keep the University informed of their intentions. Prior to the placement, in the second semester of L5 study, students will be briefed the placement requirement and process, source the placement and complete the placement proposal form.

During the Placement, we ask that the student be assigned a Mentor, to support them whilst on placement. This person will be a member of staff with whom the student is likely to have daily contact. A Placement Supervisor from the University will maintain contact with the setting and visit the student once during the placement.

The fee to the student payable to the university will be £1850. For more detail, please see the placement handbook.

13 Welsh medium provision

The programmes will be delivered through the medium of English. Students are entitled to submit assessments in the medium of Welsh.

14 Assessment strategy

Assessment is carried out in accordance with Glyndŵr University's Regulations for Initial Modular Undergraduate Degrees, Diplomas, Certificates, and Foundation Degrees. The approach adopted is informed by guidance published by the QAA to ensure integrity in distance teaching, learning and assessment practices QAA (2020) and the QAA UK Quality Code for Higher Education (Advice and Guidance Assessment).

The overall strategy for the programme is to ensure that assessment provides the opportunity for students to demonstrate achievement of the module learning outcomes, and the potential to demonstrate achievement at the threshold and exemplary levels. Assessment tasks will reflect the current QAA Characteristics and the criteria will be contextualised to reflect the learning outcomes of the module.

The practical nature of the programme is reinforced through the importance of coursework as part of the learning process and assessment. Despite the importance of their theoretical basis, many of the concepts are often best grasped by practical exercises and assignments. The coursework for a module typically carries a 50% weighting for the module assessment, although this varies with modules assessed entirely by coursework. Practical coursework includes but is not limited to: exercises for private study or in practical / tutorial classes and team / individual projects and presentations and role plays and will be designed to increase students' employability skills.

Students will receive formative assessment, particularly during the practical and self-study elements of the programme to ensure that they can keep track of their progress and development. This will also be a key factor in ensuring student engagement and retention on all programmes. In the case of practical assessment, this may be a final summative assessment, so more frequent formative assessment provides academic rigour and increases student awareness and confidence in the subject.

This suite of undergraduate business programmes provides students with opportunities to evidence their learning in different ways and fits well with the university's wider focus on assessments that are embedded in employability, it is recognised that particular care needs to be taken to ensure that the resource and intellectual requirements of these assessments are commensurate with the level being assessed. Specific detail on this is given in the relevant module specification. Module assessments will be designed to be sufficiently varied to accommodate different learning styles.

Emphasis will be placed upon students to undertake independent study activities, when completing the dissertation module. Further, each practical oriented module will be usually facilitated by a traditional summative assessment approach at the culmination of the work. However, extensive use of formative feedback, milestones, and guidance from staff will be applied throughout each module.

Assignments are set in advance and provided to students in module handbooks and the commencement of their studies and marked and returned by module (using the online system Turnitin) with students being given in depth electronic feedback on all assessments within an appropriate timescale determined by university regulations (within 3 weeks). Such feedback will be provided on a standard form, which includes feedback on performance and identifies areas for improvement and development (feedforward). Assessment criteria are published in the student programme handbook issued at the beginning of the academic year and are drawn from published good practice guidelines.

The use of Turnitin supports students to develop their academic writing style as well as a tool to detect plagiarism or collaboration. All module assessments will be internally verified with a sample being moderated by the external examiner in accordance with the University's Regulatory Requirements.

An overview of the assessment details will be provided in the Module Handbooks and full details of the assessment criteria for each module is provided in the module specification, which forms part of the module pack available to students. Students will be informed of the penalties which apply for non-submission. In addition, students will be made aware of the procedure relating to extenuating circumstances and will be encouraged to work closely with their tutors should they require support and guidance on this matter.

Module code & title	Assessment type and weighting	Indicative submission date
BUS499 Introduction to Management & Business	50% Case Study 50% Portfolio	Wk 7, Tri 1 Wk 11, Tri 1
BUS498 Introduction to Business Finance & Accounting	50% Case Study 50% Report	Wk 7, Tri 1 Wk 11, Tri 1
BUS496 Business Communication Skills	40% Portfolio 60% Presentation & Report	Wk 7, Tri 1 Wk 11, Tri 1
BUS4A2 Understanding Human Resource Management	50% Group Discussion/Report 50% Report	Wk 7, Tri 2 Wk 11, Tri 2
BUS4A1 Marketing Essentials	40% Report 60% Group Project	Wk 7, Tri 2 Wk 11, Tri 2
BUS495 Business Analytics	50% Essay 50% Report	Wk 7, Tri 2 Wk 11, Tri 2
BUS5A13 Managing Corporate Risk and Crime	50% Coursework 50% Coursework	Wk 7, Tri 1 Wk 11, Tri 1
BUS5A5 Digital Business Strategy	50% Case Study 50% Poster Presentation/Report	Wk 7, Tri 1 Wk 11, Tri 1
BUS5A2 Agile Leadership	50% Report 50% Report	Wk 7, Tri 1 Wk 11, Tri 1

BUS5A1 Advanced Management Accounting	50% Coursework 50% Examination	Wk 7, Tri 1 Wk 11, Tri 1
BUS5A21 Sustainable Finance: Theory and Practice	40% Essay 60% Report	Wk 7, Tri 1 Wk 11, Tri 1
BUS5A14 Managing International Visitor Attractions	50% Report 50% Report	Wk 7, Tri 1 Wk 11, Tri 1
BUS5A18 Planning Marketing Campaigns	100% Portfolio	Wk 11, Tri 1
BUS5A7 Entrepreneurship & Innovation	50% Report 50% Report	Wk 7, Tri 2 Wk 11, Tri 2
BUS5A11 International Business and Trade	50% Report 50% Report	Wk 7, Tri 2 Wk 11, Tri 2
BUS5A20 Security Analysis & Valuation	40% Essay 60% Report	Wk 7, Tri 2 Wk 11, Tri 2
BUS5A4 Business Taxation	50% Report 50% Essay	Wk 7, Tri 2 Wk 11, Tri 2
BUS5A3 Business Law	50% Coursework 50% Examination	Wk 7, Tri 2 Wk 11, Tri 2
BUS5A6 Digital Marketing Techniques	100% Portfolio	Wk 11, Tri 2
BUS5A15 Managing Sustainable Planning and Development for HTE	50% Essay 50% Essay	Wk 7, Tri 2 Wk 11, Tri 2
BUS5A19 Professional Behaviours and Valuing People	50% Group discussion/Analysis 50% Self-Reflective Report	Wk 7, Tri 2 Wk 11, Tri 2
BUS5A17 Organisational Performance & Culture in Practice	100% Report	Wk 11, Tri 2
BUS5A16 Organisational Development	100% Case Study	Wk 11, Tri 2
BUS5A12 International Events Management	30% Presentation 70% Group Project	Wk 7, Tri 2 Wk 11, Tri 2
BUS5A10 Industry Placement	Coursework Report Learning logs/journals	Wk1, Tri 1 Wk 7, Tri 1 Wk 11, Tri 2
Strategic Management	50% Report 50% Group Project	Wk 7, Tri 1 Wk 11, Tri 1
BUS693 Employment Law	50% Coursework 50% Examination	Wk 7, Tri 1 Wk 11, Tri 1
BUS688 Advanced Financial Management	30% Essay 70% Examination	Wk 7, Tri 1 Wk 11, Tri 1
BUS697 Managing International Sustainability	40% Report 60% Group Project	Wk 7, Tri 1 Wk 11, Tri 1
BUS695 Global Food and Drink Tourism	40% Presentation 60% Essay	Wk 7, Tri 1 Wk 11, Tri 1
BUS691 Digital Marketing Optimisation	50% Marketing Plan 50% Marketing Report	Wk 7, Tri 1 Wk 11, Tri 1
BUS6A1 Strategic Marketing	50% Report 50% Coursework	Wk 7, Tri 2 Wk 11, Tri 2
BUS689 Audit and Assurance	30% Essay 70% Examination	Wk 7, Tri 2 Wk 11, Tri 2

BUS696 International Supply Chain Management	50% Report 50% Case Study	Wk 7, Tri 2 Wk 11, Tri 2
BUS690 Contemporary Issues in Hospitality Management	100% Portfolio	Wk 11, Tri 2
BUS6A2 Talent Management in Organisations	60% HR Business Proposal 40% Group Presentation	Wk 7, Tri 2 Wk 11, Tri 2
BUS698 Managing People in an International Context	60% Report 40% Group Presentation	Wk 7, Tri 2 Wk 11, Tri 2
BUS694 Financial Reporting and Analysis	50% Essay 50% Report	Wk 7, Tri 2 Wk 11, Tri 2
BUS692 Dissertation	20% Research Proposal 80% Report	Wk 7, Tri 1 Wk 11, Tri 2

15 Assessment and award regulations

Derogations

N/A

Non Credit Bearing assessment

N/A

Borderline Classifications (Undergraduate programmes)

In considering borderline cases the Assessment Board shall raise the classification to the next level if all of the following criteria are met:

- At least 50% of the credits at level 6 fall within the higher classification.
- All level 6 modules must have been passed at the first attempt.
- The mark achieved for the *dissertation* module is within the higher classification.

Ordinary Degrees

An ordinary degree may be awarded for completion of no fewer than 300 credits of the programme(s)

Restrictions for trailing modules (Taught Masters)

N/A

Prerequisites for processing to MRes research component

N/A

16 Accreditation

Post validation we will seek accreditation from the Chartered Management Institute (CMI) for the Level 5 diploma in Management and Business Administration, the Chartered Institute of Marketing (CIM) for certain exemptions from their marketing diploma, the Institute of Hospitality (IoH) for International Tourism and Hospitality Management, ACCA and CIPFA accreditation for accounting & finance modules, CIPD accreditation for HRM modules and CPA Australia accreditation for HKIT provision.

17 Quality Management

All provision is expected to comply with the University processes for quality assurance, the QAA Quality Code and any specific PSRB requirements to ensure the quality of the learning and teaching on the programme. The University uses the following mechanisms to help evaluate, enhance and review programmes delivery;

Student Evaluation of Module forms
Student Voice Forum
Individual student feedback
Student representatives
Annual Monitoring reports
Periodic review and re-validation process
External Examiner reports
PSRB requirements and accreditation activities
National Student Survey (NSS)

The NWBS will use its system of Personal Tutors to appoint a specific member of staff to act as a Personal Tutor for the students on the programme and they will ensure the welfare and development of each student allocated to them throughout their period of study.

18 Support for Students

The University has a range of departments that offer support for students such as:

- Library & IT Resources
- Inclusion Services
- Careers Service
- Chaplaincy
- Counselling & Wellbeing
- Student Funding and Welfare
- Student Administration

Please access the Glyndŵr website at www.glyndwr.ac.uk to find out more about the Departments

Glyndŵr Student Union offers support for students, please access their website at to find out more. <https://www.wrexhamglyndwrsu.org.uk/>

All students at Wrexham Glyndŵr University are allocated a Personal Tutor whose main responsibility is to act as the first point of contact for their personal students and to provide pastoral and academic support throughout their studies at the University.

The Programme Team operate an 'open door' policy and offer an appointment system for extra academic support to those students who require it either in person or on Microsoft Teams. The open-door policy allows students with immediate pressing concerns to see a member of staff within a short timeframe. For academic questions or less pressing issues an appointment process is in place.

Students are expected to submit their assignments through the text-matching tool, Turnitin. The use of Turnitin as a diagnostic tool to support students in their writing is an effective method.

Additional support mechanisms include:

- An extensive induction programme introducing the student to the University and their course. The programme will include course related issues, student support, library induction, study skills, career development etc.
- Excellent library and internet support through the help desk.
- A Student Handbook providing information about the Programme structure, University regulations etc.
- Key Skills for Employability incorporated into all modules.

Written feedback provided for all assessments within three weeks of the hand-in date.

19 Equality and Diversity

Glyndŵr University is committed to providing access to all students and promotes equal opportunities in compliance with the Equality Act 2010 legislation. This programme complies fully with the University's Equality and Diversity Policy, ensuring that everyone who has the potential to achieve in higher education is given the chance to do so. Please click on the following link for more information

<https://www.glyndwr.ac.uk/en/AboutGlyndwrUniversity/EqualityandDiversity/>