

PROGRAMME OF STUDY HANDBOOK

UNDERGRADUATE BUSINESS PORTFOLIO, including EVENTS PROGRAMMES

Swansea Campus

LEVELS 4-6

INSTITUTE OF MANAGEMENT AND HEALTH

2019-2020

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INTRODUCTION

This handbook provides you with information about your Programme of Study for the academic year 2019-2020. Module descriptors are presented in the accompanying Module Directory document.

The University has made every effort to make the information as full and as accurate as possible, but you should note that minor changes in the organisation of modules between the planning stage and the actual teaching are inevitable. We shall try to keep any such changes to a minimum, and you will receive advance warning in the event of any alteration. We would also be grateful if you would let us know about any changes that you think might be helpful if introduced into future handbooks.

FEEDBACK

Feedback on your programme of study and modules is welcome and important and will help us to improve and enhance your learning experience. You can give feedback in a number of ways: through the student representative for your programme of study, through module evaluation questionnaires, through informal meetings with your personal tutor, teaching staff, or Programme Director, through focus groups to gain feedback from students on particular issues, or through the Students' Union. If there are issues, then it is important that you share these with us so that we can address them. Your opinion is valued.

PROGRAMMES OF STUDY AND PROGRAMME DIRECTORS

This handbook covers the following Programmes of Study. The name and contact details of the Programme Directors are also listed below.

Programme of Study	Programme Director	Tel. No.	E-mail
BUSINESS PORTFOLIO PROGRAMMES VALIDATED 2017/18			
BA (Hons) Business Management	Julie Hayward	01792 481233	julie.hayward@uwtsd.ac.uk
BA (Hons) Business Management with Placement Year			
HND Business Management			
HNC Business Management			
BA (Hons) Business Management (Marketing)			
BA (Hons) Business Management (Marketing) with Placement Year			
BA (Hons) Business Management (Human Resource Management)			
BA (Hons) Business Management (Human Resource Management) with Placement Year			
BA (Hons) Business Management (Finance)			
BA (Hons) Business Management (Finance) with Placement Year			
BA (Hons) Business Management (Events and Festivals)			
BA (Hons) Business Management (Events and Festivals) with Placement Year			
BA (Hons) Digital Marketing			
BA (Hons) Digital Marketing with Placement Year			
BA (Hons) Accounting	Richard Dunstan	01792 481190	richard.dunstan@uwtsd.ac.uk
BA (Hons) Accounting with Placement Year			
BA (Hons) International Business Management	Julie Hayward	01792 481233	julie.hayward@uwtsd.ac.uk
BA (Hons) International Finance			
BA (Hons) Events and Festivals Management	Suzanne Wells	01792 481234	suzanne.wells@uwtsd.ac.uk
BA (Hons) Events and Festivals Management with Placement Year			
HND Events and Festivals Management			
HNC Events and Festivals Management			

Programme of Study	Programme Director	Tel. No.	E-mail
BUSINESS PORTFOLIO PROGRAMMES VALIDATED 2014 – LEVEL 6 TEACH-OUT ONLY			
BA (Hons) Business & Finance	Julie Hayward	01792 481233	julie.hayward@uwtsd.ac.uk
BA (Hons) Business & Finance with Pre-sessional			
BA (Hons) Business and Management			
BA (Hons) Business Management – Placement Programme			
BA (Hons) Human Resource Management			
BA (Hons) Human Resource Management with Pre-sessional			
BA (Hons) Marketing Management			
BA (Hons) Marketing Management with Pre-Sessional			
EVENTS PROGRAMMES (Validated in Leisure and Tourism Portfolio 2016) – LEVEL 6 TEACH-OUT ONLY			
BA (Hons) Events Management	Suzanne Wells	01792 481234	suzanne.wells@uwtsd.ac.uk
BA (Hons) Events Management with Placement Year			

SUPPORT DURING YOUR STUDIES

A member of academic staff will be identified at the beginning of the academic year to act as a point of first contact for support issues. Further support can also be accessed through the Student Services department.

EXTERNAL EXAMINERS

All taught Programmes of Study which lead to an award of the University have at least one External Examiner. The principal purposes of the University's external examiner system are to ensure that:

- the standard of each award is maintained at the appropriate level;
- the standards of student performance are comparable with standards on similar programmes or subjects in other UK institutions with which they are familiar;
- the processes for assessment and the determination of awards are sound and fairly conducted.

Students may request a copy of the previous year's External Examiner's Report for their programme of study by contacting the Programme Director.

Please note that students are not permitted to make direct contact with the External Examiners without permission and to do so may be considered a disciplinary offence.

The current External Examiners for the Programmes of Study are:

Programme of Study	External Examiner for 2019/20 (forename/surname)	External Examiner for 2018/19 (if different to current)
<i>BUSINESS PORTFOLIO PROGRAMMES VALIDATED 2017/18</i>		
BA (Hons) Business Management	1. Helen Sharp 2. Mr Harin de Silva (Finance modules only) 3. Kelly Young (Welsh-medium modules only)	n/a
BA (Hons) Business Management with Placement Year		
HND Business Management		
HNC Business Management		
BA (Hons) Business Management (Marketing)		
BA (Hons) Business Management (Marketing) with Placement Year		
BA (Hons) Business Management (Human Resource Management)		
BA (Hons) Business Management (Human Resource Management) with Placement Year		
BA (Hons) Business Management (Finance)		
BA (Hons) Business Management (Finance) with Placement Year		
BA (Hons) Business Management (Events and Festivals)		
BA (Hons) Business Management (Events and Festivals) with Placement Year		
BA (Hons) Digital Marketing		
BA (Hons) Digital Marketing with Placement Year		
BA (Hons) Accounting		
BA (Hons) Accounting with Placement Year		
BA (Hons) International Business Management		

Programme of Study	External Examiner for 2019/20 (forename/surname)	External Examiner for 2018/19 (if different to current)
BA (Hons) International Finance		
BA (Hons) Events and Festivals Management		
BA (Hons) Events and Festivals Management with Placement Year		
HND Events and Festivals Management		
HNC Events and Festivals Management		
BUSINESS PORTFOLIO PROGRAMMES VALIDATED 2014 – LEVEL 6 TEACH-OUT ONLY		
BA (Hons) Business & Finance	1. Helen Sharp 2. Mr Harin de Silva (Finance modules only) 3. Kelly Young (Welsh-medium modules only)	n/a
BA (Hons) Business & Finance with Pre-sessional		
BA (Hons) Business and Management		
BA (Hons) Business Management – Placement Programme		
BA (Hons) Human Resource Management		
BA (Hons) Human Resource Management with Pre-sessional		
BA (Hons) Marketing Management		
BA (Hons) Marketing Management with Pre-Sessional		

ACADEMIC YEAR 2019/2020

The academic year 2019/2020 will be divided up as follows:

Induction	23/09/19 - 27/09/19
Semester 1:	23/09/19 - 24/01/20
Exam Period 1:	08/01/20 - 17/01/20
Mid-sessional Boards:	03/02/20 - 14/02/20
Semester 2:	27/01/20 - 10/07/20
Exam Period 2:	06/05/20 - 19/05/20
Examining Boards:	01/06/20 - 18/06/20
Re-sit Period:	20/07/20 - 24/07/20

INFORMATION ABOUT YOU AND YOUR PROGRAMME OF STUDY

Information about you and your programme of study is held by the University on a central Student Record System managed by the University Registry. It is essential that the University Registry has an accurate record of your personal details at all times. It is equally important to ensure that you are enrolled on the correct Programme of Study and on the correct modules. Failure to inform the Registry of any changes in this respect can result in a range of problems including:

- delays in obtaining your student loan;
- failure to contact you in an emergency;
- clashes on your examination timetable;
- not being able to borrow materials from the Library and Learning Resources; and
- not being able to use the Information Technology services.

Please take time to check the enrolment information provided by the University Registry and be sure to notify the Registry of any errors or changes.

DISCLOSURE AND BARRING SERVICE (DBS) – ENHANCED

If your programme involves you coming into contact with children or vulnerable adults, you will be required to undertake a DBS check (Enhanced). Further details will be provided by the University Registry or Programme Director.

As part of each programme's procedures relating to DBS, continuing students will normally be required to inform their Programme Director immediately of any change to their criminal convictions' status.

You will also be asked to complete a formal self-declaration during the enrolment period at the beginning of the academic year, which confirms your criminal conviction status. This declaration will be kept within Registry.

MODULAR TERMINOLOGY

Level (of Study):

A level is assigned to each module to define the standard of its academic demand in line with the National Qualifications Framework which incorporates both Further Education and Higher Education.

The level is not necessarily synonymous with a year, though very often Level 4 will be the first year of a Programme of Study, Level 5 will be the second year, and Level 6 will be the third year. The basic characteristics of the relevant levels of study are outlined by the Welsh Assembly government and available on their website:
<https://gov.wales/sites/default/files/publications/2018-02/level-descriptors.pdf>

ASSESSMENT

At the start of each module, tutors will provide on Moodle full details of the means by which you will be assessed in that module. This will include a full assessment brief and guidelines on the criteria that will be used for marking your work as well as clear information about when the assessments are due and the turn-around feedback time for the assessments. It will also detail how you will be able to discuss the feedback on your work and your performance and what to do if you have any questions.

All assessed written coursework needs to be submitted in electronic copy via Turnitin; alternative instructions will be provided by the Programme Director for any forms of coursework that cannot be submitted via Turnitin.

The University offers programmes in both English and Welsh. The normal expectation is that you will be assessed in the same language in which the programme or modules are delivered. If you have been taught in English and wish to be assessed in Welsh, or vice versa, you should consult your Programme Director about the options available to you.

You will receive confirmation of your assessment marks at the end of each year. Any marks released prior to formal approval by the Progression / Award Examining Board are provisional.

(1) Extenuating Circumstances

If you believe that there are extenuating circumstances which may have adversely affected your ability to complete coursework or examinations, you should follow the University's procedures for Extenuating Circumstances for Taught Provision, which can be found on the University's website:

<http://www.uwtsd.ac.uk/academic-office/procedures-for-academic-appeals-complaints-and-other-student-cases/>

(2) Additional needs in terms of assessment

If you have any additional needs in terms of assessment, it is your responsibility to liaise with Student Services regarding those needs at the start of the academic year, so that a Statement of Compensatory Measures can be drafted in line with the University's procedures for assessment of students with additional needs.

<http://www.uwtsd.ac.uk/services-for-disabled-students/>

(3) Academic Appeals

Information about how to appeal is provided in the 'Academic Appeal Procedure' in Chapter 13 of the Academic Quality Handbook, and in supporting documentation published on the Academic Office section on the University's website:

<http://www.uwtsd.ac.uk/academic-office/procedures-for-academic-appeals-complaints-and-other-student-cases/>

Additional advice is available from the Students' Union. It is very important that you note carefully the grounds on which appeals may be made and submit your appeal on the appropriate form because incomplete or ineligible appeals cannot be processed.

(4) Assessment Regulations

The rules and regulations that govern the assessment of your Programme of Study are available in Chapters 6 and 7 of the University's Academic Quality Handbook, a copy of which is available on the Academic Office section of the website:

<http://www.uwtsd.ac.uk/academic-office/academic-quality-handbook/>

(5) Responsibilities of students in relation to the assessment process

As noted in section 7.3 (5) of Chapter 7 of the Academic Quality Handbook, you are responsible for ensuring that:

- i) You are correctly enrolled on their programme of study (including re-enrolment for each academic year after initial enrolment).
- ii) You read and understand the information provided about how you will be assessed, how your final award will be determined, and the action to take in the event that they experience difficulties relating to assessment.
- iii) You attempt every assessment component of a module.
- iv) You attend examinations and other assessment events, including re-examination and re-assessment events, as required; and that you are available to attend oral examinations if required to do so within the published dates of terms or semesters, or other date notified to them in advance.
- v) You submit work for assessment as required and in accordance with the required format and deadline.
- vi) You inform your Programme Director or Student Services of any disability or long-term impairment which might require special provisions for assessment.
- vii) You familiarise themselves with the University's definition of unfair practice and undertake assessments in a manner that does not attempt to gain unfair advantage.
- viii) You follow the prescribed procedures in the event that you experience extenuating circumstances or wish to appeal against the decision of an Examining Board.
- ix) You keep a copy of work presented for assessment wherever feasible.
- x) You make your work available for sampling for external examining purposes and for archiving.

VIRTUAL LEARNING ENVIRONMENT (VLE)

Moodle is the University's Virtual Learning Environment (VLE). The VLE is used to support learning and teaching. It can be accessed by **enrolled** students from anywhere in the world using the internet and a web browser.

Some of Moodle's features allow students to:

- Access course materials
- Facilitate communication between students and tutors
- Support group tasks
- Take online assessments with automatic marking and feedback facilities

Moodle can be used for administration tasks such as:

- Displaying announcements e.g. lecture venue changed
- Submission of assignments electronically
- Administration of online surveys, such as module questionnaires

How to Access:

You can access Moodle in 3 different ways:

1. From MyDay
Access your MyDay dashboard either by logging into a campus PC and opening Internet Explorer, or accessing <http://myday.uwtsd.ac.uk> from any browser on an internet-connected device. Click on the Moodle tile.
2. From the University Website
Navigate to <http://uwtsd.ac.uk> and select Quick Links (top left side of screen) and then Moodle.
3. URL Input
Open any browser on an internet-connected device and navigate to <http://moodle.uwtsd.ac.uk>

Log in using your Network username and password which are the same used to access campus PC.

If you are missing courses/modules in the **My Courses** block please contact your **lecturers** to ask if they use Moodle. Please note it can take 24hrs for enrolment data to feed into Moodle. If you have problems finding resources (timetables, lecture notes, assignment briefs etc.) please contact the **lecturer** that delivers the course/module.

For any technical issues or error messages contact the **IT Service Desk** via:

Web: <https://webhelp.uwtsd.ac.uk>

Tel: 0300 500 5055

Or email: ITServiceDesk@uwtsd.ac.uk

In any correspondence please include your name and username (your student number) together with details of your issue.

ASSESSMENT FEEDBACK VIA TURNITIN

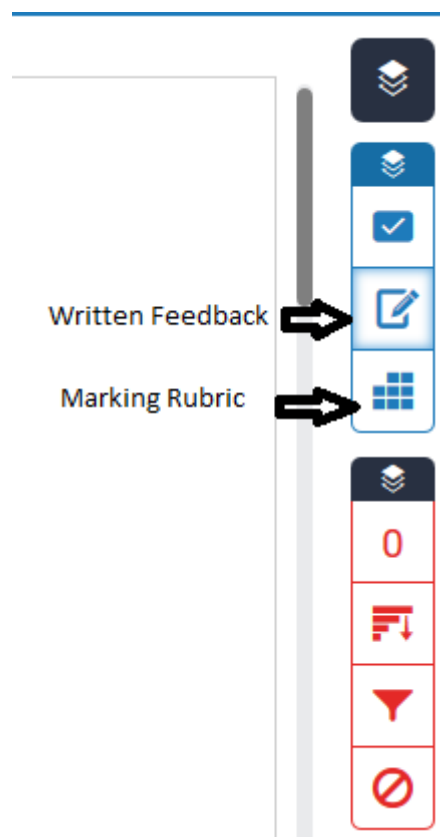
For feedback provided through Turnitin, there are two areas to get your feedback: written feedback, and the marking rubric.

Written feedback will comment on the overall work.

The marking rubric will focus on how the piece of work meets the criteria listed in the relevant rubric.

The marking rubric does not give a mathematically calculated result based on the sum of individual components, but is used holistically to help determine the mark.

Written Feedback and the Marking Rubric can be found by clicking the buttons as shown when you view your submitted assignment in Turnitin.



PROGRAMMES OF STUDY

Undergraduate Business 2018 Validated Programmes

Levels 4 and 5:

teaching for 2019/20 for all Programmes

Level 6:

teaching for BA (Hons) Business Management (Accounting) only

MODULE SUMMARY TABLES (CR=Core, CM=Compulsory, O=Optional)

Module Code	Module Title	Credits	Level	BA Business Management	BA Business Management with Placement Year	BA Business Management (Marketing)	BA Business Management (Marketing) with Placement Year	BA Business Management (Human Resource Management)	BA Business Management (Human Resource Management) with Placement Year
BMBM4000	Creative Events Design and Planning	20	4	N/A	N/A	N/A	N/A	N/A	N/A
BMBM4001	Entrepreneurial Innovation	20	4	CM	CM	CM	CM	CM	CM
BMBM4002	Events and Festivals in Context	20	4	N/A	N/A	N/A	N/A	N/A	N/A
BMBM4003	Finance for Business	20	4	CM	CM	CM	CM	CM	CM
BMBM4004	Introduction to the Digital Workplace	20	4	CM	CM	CM	CM	CM	CM
BMBM4005/C	Marketing Fundamentals/Hanfodion Marchnata	20	4	CM	CM	CM	CM	CM	CM
BMBM4006	People and Organisations	20	4	CM	CM	CM	CM	CM	CM
BMBM4007/C	Project Management and Professional Development Rheoli Prosiect a Datblygiad Proffesiynol	20	4	CM	CM	CM	CM	CM	CM
BMBM5000	Accounting Software	20	5	N/A	N/A	N/A	N/A	N/A	N/A
BMBM5001	Business Research Project	40	5	O	O	O	O	O	O
BMBM5002	Consumer Behaviour and the Customer Journey (not running in 2019/20)	20	5	N/A	N/A	N/A	N/A	N/A	N/A
M5X01822	Contract Law	20	5	O	O	O	O	O	O
BMBM5004	Creative Project (not running in 2019/20)	20	5	N/A	N/A	N/A	N/A	N/A	N/A
BMBM5005	Developing Professional Practice	20	5	CM	CM	CM	CM	CM	CM
BMBM5006	Digital Intelligence & Analytics	20	5	CM	CM	CM	CM	CM	CM
BMBM5007	Digital and Social Media Marketing	20	5	O	O	O	O	O	O
BMBM5008	Digital Design and Implementation (not running in 2019/20)	20	5	N/A	N/A	N/A	N/A	N/A	N/A
BMBM5009	Event Operations Management	20	5	N/A	N/A	N/A	N/A	N/A	N/A
BMBM5010	Financial Performance Management	20	5	O	O	O	O	O	O
BMBM5011	Financial Reporting	20	5	N/A	N/A	N/A	N/A	N/A	N/A
BMBM5012	Live Events Project	20	5	N/A	N/A	N/A	N/A	N/A	N/A
BMBM5013	Marketing in Practice	20	5	CM	CM	CM	CM	CM	CM

Module Code	Module Title	Credits	Level	BA Business Management	BA Business Management with Placement Year	BA Business Management (Marketing)	BA Business Management (Marketing) with Placement Year	BA Business Management (Human Resource Management)	BA Business Management (Human Resource Management) with Placement Year
BMBM5014/C	Professional Placement/Lleoliad Proffesiynol	40	5	O	O	O	O	O	O
BMBM5015	International Independent Study Abroad	60	5	O	O	O	O	O	O
BMBM5016	Taxation	20	5	N/A	N/A	N/A	N/A	N/A	N/A
BMBM6000/C	Applied Internship/Interniaeth Cymhwysol	40	6	O	O	O	O	O	O
BMBM6001	Auditing and Corporate Governance	20	6	N/A	N/A	N/A	N/A	N/A	N/A
BMBM6002	Consultancy Project	40	6	O	O	O	O	O	O
BMBM6004	Corporate Reporting and Social Responsibility	20	6	N/A	N/A	N/A	N/A	N/A	N/A
BMBM6007	Financial Management	20	6	O	O	O	O	O	O
BMBM6015	Strategic Management and Sustainability	20	6	CM	CM	CM	CM	CM	CM

Module Code	Module Title	Credits	Level	BA (Hons) Business Management (Finance)	BA (Hons) Business Management (Finance) with Placement Year	BA (Hons) Business Management (Events and Festivals) Management	BA (Hons) Business Management (Events and Festivals) with Placement Year	BA (Hons) Digital Marketing	BA (Hons) Digital Marketing with Placement Year	BA Accounting	BA Accounting with Placement Year
BMBM4000	Creative Events Design and Planning	20	4	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
BMBM4001	Entrepreneurial Innovation	20	4	CM	CM	CM	CM	CM	CM	CM	CM
BMBM4002	Events and Festivals in Context	20	4	N/A	N/A	CM	CM	N/A	N/A	N/A	N/A
BMBM4003	Finance for Business	20	4	CM	CM	CM	CM	CM	CM	CM	CM
BMBM4004	Introduction to the Digital Workplace	20	4	CM	CM	N/A	N/A	CM	CM	CM	CM
BMBM4005/C	Marketing Fundamentals/Hanfodion Marchnata	20	4	CM	CM	CM	CM	CM	CM	CM	CM
BMBM4006	People and Organisations	20	4	CM	CM	CM	CM	CM	CM	CM	CM
BMBM4007/C	Project Management and Professional Development Rheoli Prosiect a Datblygiad Proffesiynol	20	4	CM	CM	CM	CM	CM	CM	CM	CM
BMBM5000	Accounting Software	20	5	N/A	N/A	N/A	N/A	N/A	N/A	CM	CM
BMBM5001	Business Research Project	40	5	O	O	O	O	O	O	N/A	N/A
BMBM5002	Consumer Behaviour and the Customer Journey (not running in 2019/20)	20	5	N/A	N/A	N/A	N/A	CM	CM	N/A	N/A
M5X01822	Contract Law	20	5	N/A	N/A	N/A	N/A	N/A	N/A	O	O
BMBM5004	Creative Project (not running in 2019/20)	20	5	N/A	N/A	N/A	N/A	CM	CM	N/A	N/A
BMBM5005	Developing Professional Practice	20	5	CM	CM	CM	CM	CM	CM	CM	CM
BMBM5006	Digital Intelligence & Analytics	20	5	CM	CM	CM	CM	N/A	N/A	N/A	N/A
BMBM5007	Digital and Social Media Marketing	20	5	N/A	N/A	N/A	N/A	CM	CM	N/A	N/A
BMBM5008	Digital Design and Implementation (not running in 2019/20)	20	5	N/A	N/A	N/A	N/A	CM	CM	N/A	N/A

Module Code	Module Title	Credits	Level	BA (Hons) Business Management (Finance)	BA (Hons) Business Management (Finance) with Placement Year	BA (Hons) Business Management (Events and Festivals) Management	BA (Hons) Business Management (Events and Festivals) with Placement Year	BA (Hons) Digital Marketing	BA (Hons) Digital Marketing with Placement Year	BA Accounting	BA Accounting with Placement Year
BMBM5009	Event Operations Management	20	5	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
BMBM5010	Financial Performance Management	20	5	O	O	N/A	N/A	N/A	N/A	O	O
BMBM5011	Financial Reporting	20	5	N/A	N/A	N/A	N/A	N/A	N/A	CM	CM
BMBM5012	Live Events Project	20	5	N/A	N/A	O	O	N/A	N/A	N/A	N/A
BMBM5013	Marketing in Practice	20	5	CM	CM	CM	CM	CM	CM	N/A	N/A
BMBM5014/C	Professional Placement/Lleoliad Proffesiynol	40	5	O	O	O	O	N/A	N/A	N/A	N/A
BMBM5015	International Independent Study Abroad	60	5	O	O	O	O	N/A	N/A	O	O
BMBM5016	Taxation	20	5	N/A	N/A	N/A	N/A	N/A	N/A	CM	CM
BMBM6000/C	Applied Internship/Interniaeth Cymhwysol	40	6	O	O	O	O	N/A	N/A	O	O
BMBM6001	Auditing and Corporate Governance	20	6	N/A	N/A	N/A	N/A	N/A	N/A	CM	CM
BMBM6002	Consultancy Project	40	6	O	O	O	O	O	O	O	O
BMBM6004	Corporate Reporting and Social Responsibility	20	6	N/A	N/A	N/A	N/A	N/A	N/A	CM	CM
BMBM6007	Financial Management	20	6	CM	CM	N/A	N/A	N/A	N/A	CM	CM
BMBM6015	Strategic Management and Sustainability	20	6	CM	CM	CM	CM	N/A	N/A	CM	CM

Module Code	Module Title	Credits	Level	BA International Business Management	BA International Finance	BA Events and Festivals Management	BA Events and Festivals Management with Placement Year	HND Events and Festivals Management	HNC Events and Festivals Management	HND Business Management	HNC Business Management
BMBM4000	Creative Events Design and Planning	20	4	N/A	N/A	CM	CM	CM	CM	N/A	N/A
BMBM4001	Entrepreneurial Innovation	20	4	CM	CM	CM	CM	CM	CM	CM	CM
BMBM4002	Events and Festivals in Context	20	4	N/A	N/A	CM	CM	CM	CM	N/A	N/A
BMBM4003	Finance for Business	20	4	CM	CM	N/A	N/A	N/A	N/A	CM	CM
BMBM4004	Introduction to the Digital Workplace	20	4	CM	CM	N/A	N/A	N/A	N/A	CM	CM
BMBM4005/C	Marketing Fundamentals/Hanfodion Marchnata	20	4	CM	CM	CM	CM	CM	CM	CM	CM
BMBM4006	People and Organisations	20	4	CM	CM	CM	CM	CM	CM	CM	CM
BMBM4007/C	Project Management and Professional Development Rheoli Prosiect a Datblygiad Proffesiynol	20	4	CM	CM	CM	CM	CM	CM	CM	CM
BMBM5000	Accounting Software	20	5	N/A	CM	N/A	N/A	N/A	N/A	N/A	N/A
BMBM5001	Business Research Project	40	5	O	O	N/A	N/A	N/A	N/A	O	N/A
BMBM5002	Consumer Behaviour and the Customer Journey (not running in 2019/20)	20	5	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
M5X01822	Contract Law	20	5	O	O	N/A	N/A	N/A	N/A	O	N/A
BMBM5004	Creative Project (not running in 2019/20)	20	5	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
BMBM5005	Developing Professional Practice	20	5	CM	CM	N/A	N/A	N/A	N/A	CM	N/A
BMBM5006	Digital Intelligence & Analytics	20	5	CM	CM	N/A	N/A	N/A	N/A	CM	N/A
BMBM5007	Digital and Social Media Marketing	20	5	O	N/A	CM	CM	CM	N/A	O	O
BMBM5008	Digital Design and Implementation (not running in 2019/20)	20	5	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
BMBM5009	Event Operations Management	20	5	N/A	N/A	CM	CM	CM	N/A	N/A	N/A
BMBM5010	Financial Performance Management	20	5	O	O	N/A	N/A	N/A	N/A	O	N/A
BMBM5011	Financial Reporting	20	5	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Module Code	Module Title	Credits	Level	BA International Business Management	BA International Finance	BA Events and Festivals Management	BA Events and Festivals Management with Placement Year	HND Events and Festivals Management	HNC Events and Festivals Management	HND Business Management	HNC Business Management
BMBM5012	Live Events Project	20	5	N/A	N/A	CM	CM	CM	N/A	N/A	N/A
BMBM5013	Marketing in Practice	20	5	CM	N/A	CM	CM	CM	N/A	CM	N/A
BMBM5014/C	Professional Placement/Lleoliad Proffesiynol	40	5	O	N/A	CM	CM	CM	N/A	O	N/A
BMBM5015	International Independent Study Abroad	60	5	O	N/A	N/A	N/A	N/A	N/A	O	N/A
BMBM5016	Taxation	20	5	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
BMBM6000/C	Applied Internship/ Interniaeth Cymhwysol	40	6	N/A	N/A	O	O	N/A	N/A	N/A	N/A
BMBM6001	Auditing and Corporate Governance	20	6	N/A	N/A	N/A	N/A		N/A	N/A	N/A
BMBM6002	Consultancy Project	40	6	N/A	N/A	O	O	N/A	N/A	N/A	N/A
BMBM6004	Corporate Reporting and Social Responsibility	20	6	N/A	CM	N/A	N/A	N/A	N/A	N/A	N/A
BMBM6007	Financial Management	20	6	CM	N/A	N/A	N/A	N/A	N/A	N/A	N/A
BMBM6015	Strategic Management and Sustainability	20	6	CM	CM	N/A	N/A	N/A	N/A	N/A	N/A

(1) BA (Hons) Business Management

Programme Learning Outcomes

Knowledge and understanding (KU)

Graduates of the programme will be able to demonstrate a systematic understanding of key aspects of Business Management, including acquisition of coherent and detailed knowledge relating to organisations, their management, the economy and the business environment, at least some of which is at, or informed by, the forefront of defined aspects of the business discipline. This includes the following:

KU1	The development, access and operation of markets for resources, goods and services.
KU2	Marketing approaches for segmentation, targeting, positioning generating sales and the need for innovation in product and service design.
KU3	Management of customer expectations, relationships and development of service excellence.
KU4	The sources, uses and management of finance and the use of accounting and other information systems for planning, control, decision making and managing financial risk.
KU5	Leadership, management and development of people and organisations.
KU6	The design and development of organisations, including cross-cultural issues, change, diversity and values.
KU7	The management of operations and resources.
KU8	The development, management, application and implementation of information systems for business intelligence and their impact upon organisations.
KU9	The use of relevant communications for application in business and management, including the use of digital tools.
KU10	The development of strategic priorities to deliver business at speed in an environment where digital technology has reshaped traditional revenue and business models.
KU11	The development of appropriate business policies and strategies within a changing environment to meet stakeholder interests, and maximise achievement of strategic objectives.
KU12	Business innovation and enterprise development.
KU13	Social responsibility: the need for individuals and organisations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study).

Cognitive (thinking) skills (CS)

Graduates of the programme will be able to:

CS1	Source, evaluate and comment upon particular aspects of current research, or equivalent advanced scholarship, in Business Management, with an appreciation of the uncertainty, ambiguity and limits of knowledge.
CS2	Demonstrate conceptual and critical thinking, analysis, synthesis and evaluation of assumptions, abstract concepts and data (that may be incomplete).

CS3	Devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of the business discipline.
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Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study).

Practical Skills (PS)

Business and management degrees are strongly related to practice and therefore provide a clear link between the development of relevant skills and employability of graduates.

Graduates of the programme will be able to:

PS1	Deploy accurately established techniques of analysis and enquiry relating to Business Management practice to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects.
PS2	Demonstrate commercial acumen, innovation, creativity and enterprise based on an awareness of the key drivers for business success, causes of failure and the importance of providing customer satisfaction and building customer loyalty.
PS3	Use quantitative skills to manipulate data, evaluate, estimate and model business problems, functions and phenomena.
PS4	Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences, including an awareness of the interpersonal skills of effective listening, negotiating, persuasion and presentation.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study).

Key Skills (KS)

Graduates of the programme will be able to demonstrate the qualities and transferable skills necessary for employment requiring:

KS1	The exercise of initiative and personal responsibility, self-management, that is, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.
KS2	Decision-making in complex and unpredictable contexts.
KS3	The ability to work collaboratively both internally and with external customers and an awareness of mutual interdependence.
KS4	Self-reflection, emotional intelligence, empathy and sensitivity to diversity in terms of people and cultures. This includes a continuing appetite for development and the learning ability needed to undertake appropriate further training of a professional or equivalent nature.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study).

Levels 4 and 5

All Level 4 and Level 5 students must normally pursue 120 credits at each Level. The credit rating of each module is specified in the Module Summary Tables.

Modules

Please refer to the Module Summary Tables for the module codes, titles and credit values of core, compulsory and optional modules in Semesters 1 and 2.

PROGRAMME STRUCTURE

BA (Hons) Business Management 3 Year Full-Time Delivery Plan

Module Code	Module Title	Credits	Module Type
Year 1, Level 4, Semester 1			
BMBM4004	Introduction to the Digital Workplace	20	Compulsory
BMBM4006	People & Organisations	20	Compulsory
BMBM4007	Project Management & Professional Development (<i>Semester 1 & 2</i>)	20	Compulsory
On completion of Level 4, Business Management students could opt to transfer to a pathway specific programme			
Year 1, Level 4, Semester 2			
BMBM4001	Entrepreneurial Innovation	20	Compulsory
BMBM4003	Finance for Business	20	Compulsory
BMBM4005	Marketing Fundamentals	20	Compulsory
BMBM4007	Project Management & Professional Development (<i>Semester 1 & 2</i>)	20	Compulsory
Year 2, Level 5, Semester 1			
BMBM5005	Developing Professional Practice	20	Compulsory
BMBM5006	Digital Intelligence & Analytics	20	Compulsory
BMBM5013	Marketing in Practice	20	Compulsory
Year 2, Level 5, Semester 2			
BMBM5001	Business Research Project	40	Optional
M5x01822	Contract Law	20	Optional
BMBM5007	Digital and Social Media Marketing	20	Optional
BMBM5010	Financial Performance Management	20	Optional
BMBM5015	International Independent Study Abroad	60	Optional
BMBM5014	Professional Placement	40	Optional

**BA (Hons) Business Management 2 Year Fast-Track Full-Time Delivery Plan
(Typical)**

NB: The optional Digital and Social Media Marketing module will not be available to students on the BA Business Management 2 year accelerated programme.

Module Code	Module Title	Credits	Module Type
Year 1, Level 4, Semester 1 September - January			
BMBM4004	Introduction to the Digital Workplace	20	Compulsory
BMBM4006	People & Organisations	20	Compulsory
BMBM4007	Project Management & Professional Development (<i>Semester 1 & 2</i>)	20	Compulsory
Year 1, Level 4, Semester 2 January - May			
BMBM4001	Entrepreneurial Innovation	20	Compulsory
BMBM4003	Finance for Business	20	Compulsory
BMBM4005	Marketing Fundamentals	20	Compulsory
<i>BMBM4007</i>	<i>Project Management & Professional Development (Semester 1 & 2)</i>	<i>20</i>	<i>Compulsory</i>
Year 1, Level 5, Semester 1 June – September			
BMBM5005	Developing Professional Practice	20	Compulsory
BMBM5006	Digital Intelligence & Analytics	20	Compulsory
BMBM5013	Marketing in Practice	20	Compulsory

(2) BA (Hons) Business Management with Placement Year

Programme Learning Outcomes

The programme learning outcomes mirror the BA (Hons) Business Management programme with the addition of an additional practical skill detailed below (PS5). Please refer to section (1) BA (Hons) Business Management for the relevant programme learning outcomes.

PS5	Undertake an extended placement experience in which he or she will demonstrate self-management skills with a readiness to accept responsibility and flexibility, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.
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Levels 4 and 5

All Level 4 and Level 5 students must normally pursue 120 credits at each Level. The credit rating of each module is specified in the Module Summary Tables.

PROGRAMME STRUCTURE

This programme structure mirrors the standard 3-year duration of the BA (Hons) Business Management programme with the addition of a year out in industry. Please refer to section (1) BA (Hons) Business Management for the relevant programme structure. Students will complete levels 4 and 5 then undertake the placement year before returning to complete level 6.

(3) HND Business Management

Programme Learning Outcomes

Knowledge and understanding (KU)

Graduates of the programme will be able to demonstrate knowledge and a critical understanding of well-established principles of Business Management, relating to organisations, their management, the economy and the business environment, and of the way in which those principles have developed. This includes the following:

KU1	The development, access and operation of markets for resources, goods and services.
KU2	Marketing approaches for segmentation, targeting, positioning generating sales and the need for innovation in product and service design.
KU3	Management of customer expectations, relationships and development of service excellence.
KU4	The management of finance for planning, control, decision making and managing financial risk.
KU5	Leadership, management and development of people and organisations.
KU6	The design and development of organisations, including cross-cultural issues, change, diversity and values.
KU7	The development, management, application and implementation of information systems for business intelligence and their impact upon organisations.
KU8	The use of relevant communications for application in business and management, including the use of digital tools.
KU9	The development of strategic priorities to deliver business at speed in an environment where digital technology has reshaped traditional revenue and business models.
KU10	The development of appropriate business policies and strategies within a changing environment to meet stakeholder interests, and maximise achievement of strategic objectives.
KU11	Business innovation and enterprise development.
KU12	Social responsibility: the need for individuals and organisations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Cognitive (thinking) skills (CS)

Graduates of the programme will be able to:

CS1	Use a range of established business management techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis.
CS2	Evaluate critically the appropriateness of different approaches to solving business management problems, based on knowledge of the main methods of enquiry and research.
CS3	Recognise the limits of their knowledge, and how this influences analyses and interpretations based on that knowledge.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Practical skills (PS)

Business and management awards are strongly related to practice and therefore provide a clear link between the development of relevant skills and employability of graduates. Graduates of the programme will be able to:

PS1	Apply underlying concepts and principles in different business management contexts including, where appropriate, the application of those principles in an authentic organisational or employment context.
PS2	Demonstrate commercial acumen, creativity and enterprise based on an awareness of the key drivers for business success, causes of failure and the importance of providing customer satisfaction and building customer loyalty.
PS3	Use quantitative skills to manipulate data, evaluate, estimate and model business problems, functions and phenomena.
PS4	Effectively communicate information, arguments and analysis to both specialist and non-specialist audiences, including an awareness of the interpersonal skills of effective listening, negotiating, persuasion and presentation.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Key skills (KS)

Graduates of the programme will be able to demonstrate the qualities and transferable skills necessary for employment requiring:

KS1	The exercise of personal responsibility, self-management, that is, to be resilient, self-starting, to plan, organise and manage time.
KS2	Decision-making in authentic contexts.
KS3	The ability to work collaboratively both internally and with external customers and an awareness of mutual interdependence.
KS4	Self-reflection, emotional intelligence, empathy and sensitivity to diversity in terms of people and cultures. This includes a continuing appetite for development and the learning ability needed to acquire new competences that will enable them to assume significant responsibility within organisations.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Levels 4 and 5

All Level 4 and Level 5 students must normally pursue 120 credits at each Level. The credit rating of each module is specified in the Module Summary Tables.

Modules

Please refer to the Module Summary Tables for the module codes, titles and credit values of core, compulsory and optional modules in Semesters 1 and 2.

PROGRAMME STRUCTURE

The typical delivery schedule for the programme mirrors Levels 4 and 5 of the standard 3-year duration of the BA (Hons) Business Management programme. Please refer to section (1) BA (Hons) Business Management for the relevant programme structure.

(4) HNC Business Management

Programme Learning Outcomes

Knowledge and understanding (KU)

Successful candidates of the programme will be able to demonstrate knowledge of the underlying concepts and principles associated with Business Management, relating to organisations, their management, the economy and the business environment.

This includes the following:

KU1	The operation of markets for resources, goods and services.
KU2	Marketing approaches for segmentation, targeting, positioning generating sales and the need for innovation in product and service design.
KU3	Management of customer expectations, relationships and development of service excellence.
KU4	The sources, uses and management of finance and the use of accounting and other information systems for planning, control, decision making and managing financial risk.
KU5	Management and development of people and organisations.
KU6	The design and development of organisations, including cross-cultural issues, change, diversity and values.
KU7	The development, application and implementation of information systems for business intelligence and their impact upon organisations.
KU8	The use of relevant communications for application in business and management, including the use of digital tools.
KU9	Consideration of organisational priorities to deliver business at speed in an environment where digital technology has reshaped traditional revenue and business models.
KU10	Business policies and strategies within a changing environment to meet stakeholder interests, and maximise achievement of strategic objectives.
KU11	Business innovation and enterprise development.
KU12	Social responsibility: the need for individuals and organisations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Cognitive (thinking) skills (CS)

Successful candidates of the programme will be able to:

CS1	Evaluate the underlying concepts and principles associated with business management and interpret these within that context.
CS2	Evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of business management.
CS3	Evaluate the appropriateness of different approaches to solving problems related to business management.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Practical skills (PS)

Business and management awards are strongly related to practice and therefore provide a clear link between the development of relevant skills and employability of graduates.

Successful candidates of the programme will be able to:

PS1	Communicate and present the results of their study/work accurately and reliably, and with structured and coherent arguments.
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Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Key skills (KS)

Successful candidates of the programme will be able to demonstrate the qualities and transferable skills necessary for employment requiring:

KS1	The exercise of some personal responsibility, self-management, that is, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.
KS2	The ability to work collaboratively.
KS3	A continuing appetite for development and the learning ability needed to undertake further training and develop new skills within a structured and managed environment.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Level 4

All Level 4 students must normally pursue 120 credits at Level 4. The credit rating of each module is specified in the Module Summary Tables.

Modules

Please refer to the Module Summary Tables for the module codes, titles and credit values of core, compulsory and optional modules in Semesters 1 and 2.

PROGRAMME STRUCTURE

The typical delivery schedule for the programme mirrors Level 4 the standard 3-year duration of the BA (Hons) Business Management programme. Please refer to section (1) BA (Hons) Business Management for the relevant programme structure.

(5) BA (Hons) Business Management (Marketing)

Programme Learning Outcomes

Graduates of the programme pathway will be able to demonstrate a systematic understanding of key aspects of Business Management and Marketing, including acquisition of coherent and detailed knowledge relating to organisations, their management, the economy and the business environment, at least some of which is at, or informed by, the forefront of defined aspects of the business discipline with relevance to the marketing context. This includes the following:

KU1	The development, access and operation of markets for resources, goods and services.
KU2	Marketing approaches for segmentation, targeting, positioning generating sales and the need for innovation in product and service design.
KU3	Management of customer expectations, relationships and development of service excellence.
KU4	The sources, uses and management of finance and the use of accounting and other information systems for planning, control, decision making and managing financial risk.
KU5	Leadership, management and development of people and organisations.
KU6	The design and development of organisations, including cross-cultural issues, change, diversity and values.
KU7	The management of operations and resources.
KU8	The development, management, application and implementation of information systems for business intelligence and their impact upon organisations including their use to inform marketing decisions.
KU9	The use of relevant communications for application in business and marketing, including the use of digital tools.
KU10	The development of strategic priorities to deliver business at speed in an environment where digital technology has reshaped traditional revenue and business models.
KU11	The development of appropriate business policies and marketing strategies within a changing environment to meet stakeholder interests, and maximise achievement of strategic objectives.
KU12	Business innovation and enterprise development.
KU13	Social responsibility: the need for individuals and organisations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Cognitive (thinking) skills (CS)

Graduates of the programme pathway will be able to:

CS01	Source, evaluate and comment upon particular aspects of current research, or equivalent advanced scholarship, in Business Management and Marketing, with an appreciation of the uncertainty, ambiguity and limits of knowledge
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CS02	Demonstrate conceptual and critical thinking, analysis, synthesis and evaluation of assumptions, abstract concepts and data (that may be incomplete).
CS03	Devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of the business and marketing discipline.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Practical skills (PS)

Business and management degrees are strongly related to practice and therefore provide a clear link between the development of relevant skills and employability of graduates. Graduates of the programme will be able to:

PS01	Deploy accurately established techniques of analysis and enquiry relating to Business Management and Marketing practice to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects.
PS02	Demonstrate commercial acumen, innovation, creativity and enterprise based on an awareness of the key drivers for business success, causes of failure and the importance of providing customer satisfaction and building customer loyalty.
PS03	Use quantitative skills to manipulate data, evaluate, estimate and model business problems, functions and phenomena.
PS04	Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences, including an awareness of the interpersonal skills of effective listening, negotiating, persuasion and presentation.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Key skills (KS)

Graduates of the programme pathway will be able to demonstrate the qualities and transferable skills necessary for employment requiring:

KS01	The exercise of initiative and personal responsibility, self-management, that is, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.
KS02	Decision-making in complex and unpredictable contexts.
KS03	The ability to work collaboratively both internally and with external customers and an awareness of mutual interdependence.
KS04	Self-reflection, emotional intelligence, empathy and sensitivity to diversity in terms of people and cultures. This includes a continuing appetite for development and the learning ability needed to undertake appropriate further training of a professional or equivalent nature.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study).

Levels 4 and 5

All Level 4 and Level 5 students must normally pursue 120 credits at each Level. The credit rating of each module is specified in the Module Summary Tables.

Modules

Please refer to the Module Summary Tables for the module codes, titles and credit values of core, compulsory and optional modules in Semesters 1 and 2.

PROGRAMME STRUCTURE

The table below indicates the typical delivery schedule for the programme. The team reserves the right to re-organise the delivery of modules per semester, in accord with resource availability and student requests (which will be accommodated where possible).

Module Code	Module Title	Credits	Module Type
Year 1, Level 4, Semester 1			
BMBM4004	Introduction to the Digital Workplace	20	Compulsory
BMBM4006	People & Organisations	20	Compulsory
BMBM4007	Project Management & Professional Development (<i>Semester 1 & 2</i>)	20	Compulsory
Year 1, Level 4, Semester 2			
BMBM4001	Entrepreneurial Innovation	20	Compulsory
BMBM4003	Finance for Business	20	Compulsory
BMBM4005	Marketing Fundamentals	20	Compulsory
BMBM4007	Project Management & Professional Development (<i>Semester 1 & 2</i>)	20	Compulsory
Year 2, Level 5, Semester 1			
BMBM5005	Developing Professional Practice	20	Compulsory
BMBM5006	Digital Intelligence and Analytics	20	Compulsory
BMBM5013	Marketing in Practice	20	Compulsory
Year 2, Level 5, Semester 2			
BMBM5001	Business Research Project	40	Optional
M5X01822	Contract Law	20	Optional
BMBM5007	Digital and Social Media Marketing	20	Optional
BMBM5010	Financial Performance Management	20	Optional
BMBM5015	International Independent Study Abroad	60	Optional
BMBM5014/C	Professional Placement	40	Optional

(6) BA (Hons) Business Management (Marketing) with Placement Year

Programme Learning Outcomes

The programme learning outcomes mirror the BA (Hons) Business Management (Marketing) programme with the addition of an additional practical skill detailed below (PS5). Please refer to section (5) BA (Hons) Business Management (Marketing) for the relevant programme learning outcomes.

PS5	Undertake an extended placement experience in which he or she will demonstrate self-management skills with a readiness to accept responsibility and flexibility, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.
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Levels 4 and 5

All Level 4 and Level 5 students must normally pursue 120 credits at each Level. The credit rating of each module is specified in the Module Summary Tables.

Modules

Please refer to the Module Summary Tables for the module codes, titles and credit values of core, compulsory and optional modules in Semesters 1 and 2.

PROGRAMME STRUCTURE

The typical delivery schedule for the programme mirrors the standard duration of the BA (Hons) Business Management (Marketing) programme with the addition of a year out in industry. Please refer to section (5) BA (Hons) Business Management (Marketing) for the relevant programme structure. Students will complete levels 4 and 5 then undertake the placement year before returning to complete level 6.

(7) BA (Hons) Business Management (Human Resource Management)

Programme Learning Outcomes

Knowledge and understanding (KU)

Graduates of the programme pathway will be able to demonstrate a systematic understanding of key aspects of Business Management and Human Resource Management, including acquisition of coherent and detailed knowledge relating to organisations, their management, the economy and the business environment, at least some of which is at, or informed by, the forefront of defined aspects of the business discipline with relevance to the human resource context. This includes the following:

KU01	The development, access and operation of markets for resources, goods and services.
KU02	Marketing approaches for segmentation, targeting, positioning generating sales and the need for innovation in product and service design.
KU03	Management of external and internal customer expectations, relationships and development of service excellence.
KU04	The sources, uses and management of finance and the use of accounting and other information systems for planning, control, decision making and managing financial risk.
KU05	Leadership, management and development of people and organisations.
KU06	The design and development of organisations, including cross-cultural issues, change, diversity and values.
KU07	The management of operations and human resources.
KU08	The development, management, application and implementation of information systems for business intelligence and their impact upon organisations.
KU09	The use of relevant communications for application in business and management, including the use of digital tools.
KU10	The development of strategic priorities to deliver business at speed in an environment where digital technology has reshaped traditional revenue and business models.
KU11	The development of appropriate business policies and human resource strategies within a changing environment to meet stakeholder interests, and maximise achievement of strategic objectives.
KU12	Business innovation and enterprise development.
KU13	Social responsibility: the need for individuals and organisations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Cognitive (thinking) skills (CS)

Graduates of the programme pathway will be able to:

CS01	Source, evaluate and comment upon particular aspects of current research, or equivalent advanced scholarship, in Business Management
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	and Human Resource Management, with an appreciation of the uncertainty, ambiguity and limits of knowledge
CS02	Demonstrate conceptual and critical thinking, analysis, synthesis and evaluation of assumptions, abstract concepts and data (that may be incomplete).
CS03	Devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of the business discipline.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Practical skills (PS)

Business and management degrees are strongly related to practice and therefore provide a clear link between the development of relevant skills and employability of graduates.

Graduates of the programme pathway will be able to:

PS01	Deploy accurately established techniques of analysis and enquiry relating to Business Management and Human Resource Management practice to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects.
PS02	Demonstrate commercial acumen, innovation, creativity and enterprise based on an awareness of the key drivers for business success, causes of failure and the importance of providing customer satisfaction and building customer loyalty.
PS03	Use quantitative skills to manipulate data, evaluate, estimate and model Business and Human Resource Management problems, functions and phenomena.
PS04	Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences, including an awareness of the interpersonal skills of effective listening, negotiating, persuasion and presentation.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Key skills (KS)

Graduates of the programme pathway will be able to demonstrate the qualities and transferable skills necessary for employment requiring:

KS01	The exercise of initiative and personal responsibility, self-management, that is, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.
KS02	Decision-making in complex and unpredictable contexts.
KS03	The ability to work collaboratively both internally and with external customers and an awareness of mutual interdependence.
KS04	Self-reflection, emotional intelligence, empathy and sensitivity to diversity in terms of people and cultures. This includes a continuing appetite for development and the learning ability needed to undertake appropriate further training of a professional or equivalent nature.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Levels 4 and 5

All Level 4 and Level 5 students must normally pursue 120 credits at each Level. The credit rating of each module is specified in the Module Summary Tables.

Modules

Please refer to the Module Summary Tables for the module codes, titles and credit values of core, compulsory and optional modules in Semesters 1 and 2.

PROGRAMME STRUCTURE

The table below indicates the typical delivery schedule for the programme. The team reserves the right to re-organise the delivery of modules per semester, in accord with resource availability and student requests (which will be accommodated where possible).

Module Code	Module Title	Credits	Module Type
Year 1, Level 4, Semester 1			
BMBM4004	Introduction to the Digital Workplace	20	Compulsory
BMBM4006	People & Organisations	20	Compulsory
BMBM4007	Project Management & Professional Development (<i>Semester 1 & 2</i>)	20	Compulsory
Year 1, Level 4, Semester 2			
BMBM4001	Entrepreneurial Innovation	20	Compulsory
BMBM4003	Finance for Business	20	Compulsory
BMBM4005	Marketing Fundamentals	20	Compulsory
BMBM4007	Project Management & Professional Development (<i>Semester 1 & 2</i>)	20	Compulsory
Year 2, Level 5, Semester 1			
BMBM5005	Developing Professional Practice	20	Compulsory
BMBM5006	Digital Intelligence and Analytics	20	Compulsory
BMBM5013	Marketing in Practice	20	Compulsory
Year 2, Level 5, Semester 2			
BMBM5015	International Independent Study Abroad	60	Optional
M5X01822	Contract Law	20	Optional
BMBM5010	Financial Performance Management	20	Optional
BMBM5014/C	Professional Placement	40	Optional
BMBM5001	Business Research Project	40	Optional
BMBM5007	Digital and Social Media Marketing	20	Optional

(8) BA (Hons) Business Management (Human Resource Management) with Placement Year

Programme Learning Outcomes

The programme learning outcomes mirror the BA (Hons) Business Management (Human Resource Management) programme with the addition of an additional practical skill detailed below (PS5). Please refer to section (7) BA (Hons) Business Management (Human Resource Management) for the relevant programme learning outcomes.

PS5	Undertake an extended placement experience in which he or she will demonstrate self-management skills with a readiness to accept responsibility and flexibility, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.
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Levels 4 and 5

All Level 4 and Level 5 students must normally pursue 120 credits at each Level. The credit rating of each module is specified in the Module Summary Tables.

Modules

Please refer to the Module Summary Tables for the module codes, titles and credit values of core, compulsory and optional modules in Semesters 1 and 2.

PROGRAMME STRUCTURE

The typical delivery schedule for the programme mirrors the standard duration of the BA (Hons) Business Management (Human Resource Management) programme with the addition of a year out in industry. Please refer to section (7) BA (Hons) Business Management (Human Resource Management) for the relevant programme structure. Students will complete levels 4 and 5 then undertake the placement year before returning to complete level 6.

(9) BA (Hons) Business Management (Finance)

Programme Learning Outcomes

Graduates of the programme pathway will be able to demonstrate a systematic understanding of key aspects of Business Management and Finance, including acquisition of coherent and detailed knowledge relating to organisations, their management, the economy and the business environment, at least some of which is at, or informed by, the forefront of defined aspects of the business discipline and within the context of finance.

This includes the following:

KU1	The development, access and operation of markets for resources, goods and services.
KU2	Marketing approaches for segmentation, targeting, positioning generating sales and the need for innovation in product and service design.
KU3	Management of customer expectations, relationships and development of service excellence.
KU4	The sources, uses and management of finance and the use of accounting and other information systems for planning, control, decision making and managing financial risk.
KU5	Leadership, management and development of people and organisations.
KU6	The design and development of organisations, including cross-cultural issues, change, diversity and values.
KU7	An understanding of financial service activity in the economy, and factors that are changing these activities over time.
KU8	The development, management, application and implementation of information systems for business intelligence and their impact upon organisations including the interpretation of financial data.
KU9	The use of relevant communications for application in business and management, including the use of digital tools.
KU10	The development of strategic priorities to deliver business at speed in an environment where digital technology has reshaped traditional revenue and business models.
KU11	The development of appropriate business policies and strategies within a changing environment to meet stakeholder interests, and maximise achievement of strategic objectives.
KU12	Business innovation and enterprise development.
KU13	Social responsibility: the need for individuals and organisations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Cognitive (thinking) skills (CS)

Graduates of the programme pathway will be able to:

CS01	Source, evaluate and comment upon particular aspects of current research, or equivalent advanced scholarship, in Business Management and Finance, with an appreciation of the uncertainty, ambiguity and limits of knowledge
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CS02	Demonstrate conceptual and critical thinking, analysis, synthesis and evaluation of assumptions, abstract concepts and data (that may be incomplete).
CS03	Devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of the business and finance discipline.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Practical skills (PS)

Business and management degrees are strongly related to practice and therefore provide a clear link between the development of relevant skills and employability of graduates. Graduates of the programme pathway will be able to:

PS01	Deploy accurately established techniques of analysis and enquiry relating to Business Management and Finance practice to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects.
PS02	Demonstrate commercial acumen, innovation, creativity and enterprise based on an awareness of the key drivers for business success, causes of failure and the importance of providing customer satisfaction and building customer loyalty.
PS03	Use quantitative skills to manipulate data, evaluate, estimate and model business and finance problems, functions and phenomena.
PS04	Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences, including an awareness of the interpersonal skills of effective listening, negotiating, persuasion and presentation.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Key skills (KS)

Graduates of the programme will be able to demonstrate the qualities and transferable skills necessary for employment requiring:

KS01	The exercise of initiative and personal responsibility, self-management, that is, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.
KS02	Decision-making in complex and unpredictable contexts.
KS03	The ability to work collaboratively both internally and with external customers and an awareness of mutual interdependence.
KS04	Self-reflection, emotional intelligence, empathy and sensitivity to diversity in terms of people and cultures. This includes a continuing appetite for development and the learning ability needed to undertake appropriate further training of a professional or equivalent nature.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Levels 4 and 5

All Level 4 and Level 5 students must normally pursue 120 credits at each Level. The credit rating of each module is specified in the Module Summary Tables.

Modules

Please refer to the Module Summary Tables for the module codes, titles and credit values of core, compulsory and optional modules in Semesters 1 and 2.

PROGRAMME STRUCTURE

The table below indicates the typical delivery schedule for the programme. The team reserves the right to re-organise the delivery of modules per semester, in accord with resource availability and student requests (which will be accommodated where possible).

Module Code	Module Title	Credits	Module Type
Year 1, Level 4, Semester 1			
BMBM4004	Introduction to the Digital Workplace	20	Compulsory
BMBM4006	People & Organisations	20	Compulsory
BMBM4007	Project Management & Professional Development (<i>Semester 1 & 2</i>)	20	Compulsory
Year 1, Level 4, Semester 2			
BMBM4001	Entrepreneurial Innovation	20	Compulsory
BMBM4003	Finance for Business	20	Compulsory
BMBM4005	Marketing Fundamentals	20	Compulsory
<i>BMBM4007</i>	<i>Project Management & Professional Development (Semester 1 & 2)</i>	<i>20</i>	<i>Compulsory</i>
Year 2, Level 5, Semester 1			
BMBM5005	Developing Professional Practice	20	Compulsory
BMBM5006	Digital Intelligence and Analytics	20	Compulsory
BMBM5013	Marketing in Practice	20	Compulsory
Year 2, Level 5, Semester 2			
BMBM5001	Business Research Project	40	Optional
M5X01822	Contract Law	20	Optional [AW1]
BMBM5010	Financial Performance Management	20	Optional
BMBM5015	International Independent Study Abroad	60	Optional
BMBM5014/C	Professional Placement	40	Optional

(10) BA (Hons) Business Management (Finance) with Placement Year

Programme Learning Outcomes

The programme learning outcomes mirror the BA (Hons) Business Management (Finance) programme with the addition of an additional practical skill detailed below (PS5). Please refer to section (9) BA (Hons) Business Management (Finance) for the relevant programme learning outcomes.

PS5	Undertake an extended placement experience in which he or she will demonstrate self-management skills with a readiness to accept responsibility and flexibility, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.
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Levels 4 and 5

All Level 4 and Level 5 students must normally pursue 120 credits at each Level. The credit rating of each module is specified in the Module Summary Tables.

Modules

Please refer to the Module Summary Tables for the module codes, titles and credit values of core, compulsory and optional modules in Semesters 1 and 2.

PROGRAMME STRUCTURE

The typical delivery schedule for the programme mirrors the standard duration of the BA (Hons) Business Management (Finance) programme with the addition of a year out in industry. Please refer to section (9) BA (Hons) Business Management (Finance) for the relevant programme structure. Students will complete levels 4 and 5 then undertake the placement year before returning to complete level 6.

(11) BA (Hons) Business Management (Events and Festivals)

Programme Learning Outcomes

Knowledge and understanding (KU)

Graduates of the programme pathway will be able to demonstrate a systematic understanding of key aspects of Business Management and Events and Festivals Management, including acquisition of coherent and detailed knowledge relating to organisations, their management, the economy and the business environment, at least some of which is at, or informed by, the forefront of defined aspects of the business discipline with relevance to the events context.

This includes the following:

KU01	The nature of events and the structure, composition and management of the events industry.
KU02	Marketing approaches for event segmentation, targeting, positioning generating sales and the need for innovation in product and service design.
KU03	Management of customer expectations, relationships and development of service excellence.
KU04	The sources, uses and management of finance and the use of accounting and other information systems for planning, control, decision making and managing financial risk.
KU05	Leadership, management and development of people and organisations.
KU06	The design and development of organisations, including cross-cultural issues, change, diversity and values.
KU07	Financial management and human resource requirements for all organisations and stages of event delivery, including sources of funding.
KU08	The development, management, application and implementation of information systems for business intelligence and their impact upon organisations.
KU09	The use of relevant communications for application in business and event management, including the use of digital tools.
KU10	The development of strategic priorities to deliver business at speed in an environment where digital technology has reshaped traditional revenue and business models.
KU11	The development of appropriate business policies and strategies within a changing environment to meet stakeholder interests, and maximise achievement of strategic objectives.
KU12	Business innovation and enterprise development.
KU13	Social responsibility: the need for individuals and organisations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Cognitive (thinking) skills (CS)

Graduates of the programme pathway will be able to:

CS01	Source, evaluate and comment upon particular aspects of current research, or equivalent advanced scholarship, in Business, Events and Festivals Management, with an appreciation of the uncertainty, ambiguity and limits of knowledge
CS02	Demonstrate conceptual and critical thinking, analysis, synthesis and evaluation of assumptions, abstract concepts and data (that may be incomplete).
CS03	Devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of the business, events and festivals discipline.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Practical skills (PS)

Business and management degrees are strongly related to practice and therefore provide a clear link between the development of relevant skills and employability of graduates. Graduates of the programme pathway will be able to:

PS01	Deploy accurately established techniques of analysis and enquiry relating to business, events and festivals management practice to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects.
PS02	Demonstrate commercial acumen, innovation, creativity and enterprise based on an awareness of the key drivers for business success, causes of failure and the importance of providing customer satisfaction and building customer loyalty.
PS03	Use quantitative skills to manipulate data, evaluate, estimate and model business, events and festivals problems, functions and phenomena.
PS04	Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences, including an awareness of the interpersonal skills of effective listening, negotiating, persuasion and presentation.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Key skills (KS)

Graduates of the programme pathway will be able to demonstrate the qualities and transferable skills necessary for employment requiring:

KS01	The exercise of initiative and personal responsibility, self-management, that is, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.
KS02	Decision-making in complex and unpredictable contexts.
KS03	The ability to work collaboratively both internally and with external customers and an awareness of mutual interdependence.
KS04	Self-reflection, emotional intelligence, empathy and sensitivity to diversity in terms of people and cultures. This includes a continuing appetite for

	development and the learning ability needed to undertake appropriate further training of a professional or equivalent nature.
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Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study).

Levels 4 and 5

All Level 4 and Level 5 students must normally pursue 120 credits at each Level. The credit rating of each module is specified in the Module Summary Tables.

Modules

Please refer to the Module Summary Tables for the module codes, titles and credit values of core, compulsory and optional modules in Semesters 1 and 2.

PROGRAMME STRUCTURE

The table below indicates the typical delivery schedule for the programme. The team reserves the right to re-organise the delivery of modules per semester, in accord with resource availability and student requests (which will be accommodated where possible).

Module Code	Module Title	Credits	Module Type
Year 1, Level 4, Semester 1			
BMBM4002	Events and Festivals in Context	20	
BMBM4006	People & Organisations	20	Compulsory
BMBM4007	Project Management & Professional Development (<i>Semester 1 & 2</i>)	20	Compulsory
Year 1, Level 4, Semester 2			
BMBM4001	Entrepreneurial Innovation	20	Compulsory
BMBM4003	Finance for Business	20	Compulsory
BMBM4005	Marketing Fundamentals	20	Compulsory
<i>BMBM4007</i>	<i>Project Management & Professional Development (Semester 1 & 2)</i>	20	<i>Compulsory</i>
Year 2, Level 5, Semester 1			
BMBM5005	Developing Professional Practice	20	Compulsory
BMBM5006	Digital Intelligence & Analytics	20	Compulsory
BMBM5013	Marketing in Practice	20	Compulsory
Year 2, Level 5, Semester 2			
BMBM5001	Business Research Project	20	Optional
M5X01822	Contract Law	20	Optional [AW2]
BMBM5015	International Independent Study Abroad	60	Optional
<i>BMBM5012</i>	<i>Live Events Project</i>	20	Optional
BMBM5014	Professional Placement	40	Optional

(12) BA (Hons) Business Management (Events and Festivals) with Placement Year

Programme Learning Outcomes

The programme learning outcomes mirror the BA (Hons) Business Management (Events and Festivals) programme with the addition of an additional practical skill detailed below (PS5). Please refer to section (11) BA (Hons) Business Management (Events and Festivals) for the relevant programme learning outcomes.

PS5	Undertake an extended placement experience in which he or she will demonstrate self-management skills with a readiness to accept responsibility and flexibility, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.
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Levels 4 and 5

All Level 4 and Level 5 students must normally pursue 120 credits at each Level. The credit rating of each module is specified in the Module Summary Tables.

Modules

Please refer to the Module Summary Tables for the module codes, titles and credit values of core, compulsory and optional modules in Semesters 1 and 2.

PROGRAMME STRUCTURE

The typical delivery schedule for the programme mirrors the standard duration of the BA (Hons) Business Management (Events and Festivals) programme with the addition of a year out in industry. Please refer to section (11) BA (Hons) Business Management (Events and Festivals) for the relevant programme structure. Students will complete levels 4 and 5 then undertake the placement year before returning to complete level 6.

(13) BA (Hons) Digital Marketing

Programme Learning Outcomes

Graduates of the programme will be able to demonstrate a systematic understanding of key aspects of Digital Marketing, including acquisition of coherent and detailed knowledge relating to organisations, their management, the economy and the business environment, at least some of which is at, or informed by, the forefront of defined aspects of the marketing discipline.

This includes the following:

KU01	The development, access and operation of markets for resources, goods and services.
KU02	Marketing approaches for segmentation, targeting, positioning generating sales and the need for innovation in product and service design.
KU03	Management of customer expectations, relationships and development of service excellence.
KU04	The sources, uses and management of finance and the use of accounting and other information systems for planning, control, decision making and managing financial risk.
KU05	Leadership, management and development of people and organisations.
KU06	The design and development of organisations, including cross-cultural issues, change, diversity and values.
KU07	The development, management, application and implementation of information systems for business intelligence and their impact upon organisations. Including social media platforms and digital technologies.
KU09	The use of relevant communications for application in business and management, including the use of digital tools.
KU10	The development of strategic priorities to deliver business at speed in an environment where digital technology has reshaped traditional revenue and business models.
KU11	The development of appropriate business policies and strategies within a changing environment to meet stakeholder interests, and maximise achievement of strategic objectives, including predicting and forecasting industry trends.
KU12	Business innovation and enterprise development from a digital perspective.
KU13	Social responsibility: the need for individuals and organisations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues.
KU14	Evaluate the application of models, frameworks, theories and techniques to the advancement of digital marketing practices

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Cognitive (thinking) skills (CS)

Graduates of the programme will be able to:

CS01	Source, evaluate and comment upon particular aspects of current research, or equivalent advanced scholarship, in Digital Marketing, with an appreciation of the uncertainty, ambiguity and limits of knowledge
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CS02	Demonstrate conceptual and critical thinking, analysis, synthesis and evaluation of assumptions, abstract concepts and data (that may be incomplete).
CS03	Devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of Digital Marketing.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Practical skills (PS)

Business and Marketing related degrees are strongly associated with practice and therefore provide a clear link between the development of relevant skills and employability of graduates. Graduates of the programme will be able to:

PS01	Deploy accurately established techniques of analysis and enquiry relating to Marketing and Digital Marketing practice to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects.
PS02	Demonstrate commercial acumen, innovation, creativity and enterprise based on an awareness of the key drivers for business success, causes of failure and the importance of providing customer satisfaction and building customer loyalty.
PS03	Use quantitative skills to manipulate data, evaluate, estimate and model business problems, functions and phenomena.
PS04	Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences, including an awareness of the interpersonal skills of effective listening, negotiating, persuasion and presentation.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Key skills (KS)

Graduates of the programme will be able to demonstrate the qualities and transferable skills necessary for employment requiring:

KS01	The exercise of initiative and personal responsibility, self-management, that is, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.
KS02	Decision-making in complex and unpredictable contexts.
KS03	The ability to work collaboratively both internally and with external customers and an awareness of mutual interdependence.
KS04	Self-reflection, emotional intelligence, empathy and sensitivity to diversity in terms of people and cultures. This includes a continuing appetite for development and the learning ability needed to undertake appropriate further training of a professional or equivalent nature.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study).

Level 4

All Level 4 students must normally pursue 120 credits at Level 4. The credit rating of each module is specified in the Module Summary Tables.

Modules

Please refer to the Module Summary Tables for the module codes, titles and credit values of core, compulsory and optional modules in Semesters 1 and 2.

PROGRAMME STRUCTURE

Please note: only Level 4 of the BA (Hons) Digital Marketing will be running during 2019/20.

The table below indicates the typical delivery schedule for the programme. The team reserves the right to re-organise the delivery of modules per semester, in accord with resource availability and student requests (which will be accommodated where possible).

Module Code	Module Title	Credits	Module Type
Year 1, Level 4, Semester 1			
BMBM4004	Introduction to the Digital Workplace	20	Compulsory
BMBM4006	People & Organisations	20	Compulsory
BMBM4007	Project Management & Professional Development (<i>Semester 1 & 2</i>)	20	Compulsory
Year 1, Level 4, Semester 2			
BMBM4001	Entrepreneurial Innovation	20	Compulsory
BMBM4003	Finance for Business	20	Compulsory
BMBM4005	Marketing Fundamentals	20	Compulsory
<i>BMBM4007</i>	<i>Project Management & Professional Development (Semester 1 & 2)</i>	<i>20</i>	<i>Compulsory</i>

(14) BA (Hons) Digital Marketing with Placement Year

Programme Learning Outcomes

The programme learning outcomes mirror the BA (Hons) Digital Marketing programme with the addition of an additional practical skill detailed below (PS5). Please refer to section (13) BA (Hons) Digital Marketing for the relevant programme learning outcomes.

PS5	Undertake an extended placement experience in which he or she will demonstrate self-management skills with a readiness to accept responsibility and flexibility, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.
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Level 4

All Level 4 students must normally pursue 120 credits at Level 4. The credit rating of each module is specified in the Module Summary Tables.

Modules

Please refer to the Module Summary Tables for the module codes, titles and credit values of core, compulsory and optional modules in Semesters 1 and 2.

PROGRAMME STRUCTURE

Please note: only Level 4 of the BA (Hons) Digital Marketing will be running during 2019/20.

The typical delivery schedule for the programme mirrors the standard duration of the BA (Hons) Digital Marketing programme with the addition of a year out in industry. Please refer to section (13) BA (Hons) Digital Marketing for the relevant programme structure. Students will complete levels 4 and 5 then undertake the placement year before returning to complete level 6.

(15) BA (Hons) Accounting

Programme Learning Outcomes

Knowledge and understanding (KU)

Graduates of the programme will be able to demonstrate a systematic understanding of key aspects of Accounting, including how the design, operation and validation of accounting systems affect, and are affected by, the development of accounting theory, individuals, organisations, information technologies, markets, society and the environment.

This includes the following:

KU01	The contexts in which accounting can be seen as operating including the legal, ethical, social and natural environment; the accountancy profession; the business entity; the capital markets and the public sector.
KU02	The main current technical language and practices of accounting.
KU03	Management of customer expectations, relationships and development of service excellence.
KU04	Recording and summarising transactions and other economic events; preparation of financial statements; analysis of the operations of business; financial analysis and projections.
KU05	Leadership, management and development of people and organisations.
KU06	Alternative technical languages and practices of accounting.
KU07	The management of operations and resources.
KU08	The contexts in which accounting data and information is processed and provided within a variety of organisational environments and the relationships with other systems providing information in organisations
KU09	The use of relevant communications for application in business and management, including the use of digital tools.
KU10	The development of strategic priorities to deliver business at speed in an environment where digital technology has reshaped traditional revenue and business models.
KU11	The financial aspects of a business paying particular attention to: the sources, uses and management of finance and the use of accounting and other information systems for planning, control, decision making and managing financial risk.
KU12	Contemporary theories and empirical evidence concerning the operation and effects of accounting and the ability to critically evaluate such theories and evidence.
KU13	Social responsibility: the need for individuals and organisations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study).

Cognitive (thinking) skills (CS)

Graduates of the programme will be able to:

CS01	Source, evaluate and comment upon particular aspects of current research, or equivalent advanced scholarship, in Accounting, with an appreciation of the uncertainty, ambiguity and limits of knowledge
CS02	Demonstrate conceptual and critical thinking, analysis, synthesis and evaluation of assumptions, abstract concepts and data (that may be incomplete).
CS03	Devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of the Accounting discipline.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study).

Practical skills (PS)

Accounting degrees are strongly related to practice and therefore provide a clear link between the development of relevant skills and employability of graduates. Graduates of the programme will be able to:

PS01	Deploy accurately established techniques of analysis and enquiry relating to Accounting practice to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects.
PS02	Demonstrate commercial acumen, innovation, creativity and enterprise based on an awareness of the key drivers for business success, causes of failure and the importance of providing customer satisfaction and building customer loyalty.
PS03	Use quantitative skills to manipulate data, evaluate, estimate and model accounting problems, functions and phenomena.
PS04	Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences, including an awareness of the interpersonal skills of effective listening, negotiating, persuasion and presentation.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study).

Key skills (KS)

Graduates of the programme will be able to demonstrate the qualities and transferable skills necessary for employment requiring:

KS01	The exercise of initiative and personal responsibility, self-management, that is, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.
KS02	Decision-making in complex and unpredictable contexts.
KS03	The ability to work collaboratively both internally and with external customers and an awareness of mutual interdependence.
KS04	Self-reflection, emotional intelligence, empathy and sensitivity to diversity in terms of people and cultures. This includes a continuing appetite for development and the learning ability needed to undertake appropriate further training of a professional or equivalent nature.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Levels 4 and 5

All Level 4 and Level 5 students must normally pursue 120 credits at each Level. The credit rating of each module is specified in the Module Summary Tables.

Modules

Please refer to the Module Summary Tables for the module codes, titles and credit values of core, compulsory and optional modules in Semesters 1 and 2.

PROGRAMME STRUCTURE

The table below indicates the typical delivery schedule for the programme. The team reserves the right to re-organise the delivery of modules per semester, in accord with resource availability and student requests (which will be accommodated where possible).

Module Code	Module Title	Credits	Module Type
Year 1, Level 4, Semester 1			
BMBM4004	Introduction to the Digital Workplace	20	Compulsory
BMBM4006	People & Organisations	20	Compulsory
BMBM4007	Project Management & Professional Development (<i>Semester 1 & 2</i>)	20	Compulsory
Year 1, Level 4, Semester 2			
BMBM4001	Entrepreneurial Innovation	20	Compulsory
BMBM4003	Finance for Business	20	Compulsory
BMBM4005	Marketing Fundamentals	20	Compulsory
BMBM4007	<i>Project Management & Professional Development (Semester 1 & 2)</i>	20	<i>Compulsory</i>
Year 2, Level 5, Semester 1			
BMBM5000	Accounting Software	20	Compulsory
BMBM5005	Developing Professional Practice	20	Compulsory
BMBM5011	Financial Reporting	20	Compulsory
Year 2, Level 5, Semester 2			
M5X01822	Contract Law	20	Optional
BMBM5010	Financial Performance Management	20	Optional
BMBM5015	International Independent Study Abroad	60	Optional
BMBM5016	Taxation	20	Compulsory
Year 3, Level 6, Semester 1			
BMBM6001	Auditing and Corporate Governance	20	Compulsory
BMBM6007	Financial Management	20	Compulsory
BMBM6015	Strategic Management and Sustainability	20	Compulsory
Year 3, Level 6, Semester 2			
BMBM6000	Applied Internship	40	Optional
BMBM6002	Consultancy Project	40	Optional
BMBM6004	Corporate Reporting and Social Responsibility	20	Compulsory

(16) BA (Hons) Accounting with Placement Year

Programme Learning Outcomes

The programme learning outcomes mirror the BA (Hons) Business Management (Accounting) programme with the addition of an additional practical skill detailed below (PS5). Please refer to section (15) BA (Hons) Business Management (Accounting) for the relevant programme learning outcomes.

PS5	Undertake an extended placement experience in which he or she will demonstrate self-management skills with a readiness to accept responsibility and flexibility, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.
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Levels 4, 5 and 6

All Level 4, 5 and 6 students must normally pursue 120 credits at each Level. The credit rating of each module is specified in the Module Summary Tables.

Modules

Please refer to the Module Summary Tables for the module codes, titles and credit values of core, compulsory and optional modules in Semesters 1 and 2.

PROGRAMME STRUCTURE

The typical delivery schedule for the programme mirrors the standard duration of the BA (Hons) Business Management (Accounting) programme with the addition of a year out in industry. Please refer to section (15) BA (Hons) Business Management (Accounting) for the relevant programme structure. Students will complete levels 4 and 5 then undertake the placement year before returning to complete level 6.

(17) BA (Hons) International Business Management

Programme Learning Outcomes

Knowledge and understanding (KU)

Graduates of the programme will be able to demonstrate a systematic understanding of key aspects of Business Management from an international perspective, including acquisition of coherent and detailed knowledge relating to organisations, their management, the economy and the business environment, at least some of which is at, or informed by, the forefront of defined aspects of the business discipline. This includes the following

KU01	The development, access and operation of international markets for resources, goods and services.
KU02	Marketing approaches for segmentation, targeting, positioning generating sales and the need for innovation in product and service design.
KU03	Management of customer expectations, relationships and development of service excellence.
KU04	The sources, uses and management of finance and the use of accounting and other information systems for planning, control, decision making and managing financial risk.
KU05	Leadership, management and development of people and global organisations.
KU06	The design and development of organisations, including cross-cultural issues, change, diversity and values.
KU07	The management of operations and resources.
KU08	The development, management, application and implementation of information systems for business intelligence and their impact upon international organisations.
KU09	The use of relevant communications for application in business and management, including the use of digital tools.
KU10	The development of strategic priorities to deliver business at speed in an environment where digital technology has reshaped traditional revenue and business models.
KU11	The development of appropriate business policies and strategies within a changing environment to meet stakeholder interests, and maximise achievement of strategic objectives.
KU12	Global business innovation and enterprise development.
KU13	Social responsibility: the need for individuals and organisations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Cognitive (thinking) skills (CS)

Graduates of the programme will be able to:

CS01	Source, evaluate and comment upon particular aspects of current research, or equivalent advanced scholarship, in International Business Management, with an appreciation of the uncertainty, ambiguity and limits of knowledge
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CS02	Demonstrate conceptual and critical thinking, analysis, synthesis and evaluation of assumptions, abstract concepts and data (that may be incomplete).
CS03	Devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of the business discipline.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Practical skills (PS)

International business and management degrees are strongly related to practice and therefore provide a clear link between the development of relevant skills and employability of graduates.

Graduates of the programme will be able to:

PS01	Deploy accurately established techniques of analysis and enquiry relating to International business Management practice to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects.
PS02	Demonstrate commercial acumen, innovation, creativity and enterprise based on an awareness of the key drivers for business success, causes of failure and the importance of providing customer satisfaction and building customer loyalty.
PS03	Use quantitative skills to manipulate data, evaluate, estimate and model International business problems, functions and phenomena.
PS04	Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences, including an awareness of the interpersonal skills of effective listening, negotiating, persuasion and presentation.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Key skills (KS)

Graduates of the programme will be able to demonstrate the qualities and transferable skills necessary for employment requiring:

KS01	The exercise of initiative and personal responsibility, self-management, that is, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.
KS02	Decision-making in complex and unpredictable contexts.
KS03	The ability to work collaboratively both internally and with external customers and an awareness of mutual interdependence.
KS04	Self-reflection, emotional intelligence, empathy and sensitivity to diversity in terms of people and cultures. This includes a continuing appetite for development and the learning ability needed to undertake appropriate further training of a professional or equivalent nature.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Levels 4 and 5

All Level 4 and Level 5 students must normally pursue 120 credits at each Level. The credit rating of each module is specified in the Module Summary Tables.

Modules

Please refer to the Module Summary Tables for the module codes, titles and credit values of core, compulsory and optional modules in Semesters 1 and 2.

PROGRAMME STRUCTURE

The table below indicates the typical delivery schedule for the programme. The team reserves the right to re-organise the delivery of modules per semester, in accord with resource availability and student requests (which will be accommodated where possible).

Module Code	Module Title	Credits	Module Type
Year 1, Level 4, Semester 1			
BMBM4004	Introduction to the Digital Workplace	20	Compulsory
BMBM4006	People & Organisations	20	Compulsory
BMBM4007	Project Management & Professional Development (<i>Semester 1 & 2</i>)	20	Compulsory
Year 1, Level 4, Semester 2			
BMBM4001	Entrepreneurial Innovation	20	Compulsory
BMBM4003	Finance for Business	20	Compulsory
BMBM4005	Marketing Fundamentals	20	Compulsory
<i>BMBM4007</i>	<i>Project Management & Professional Development (Semester 1 & 2)</i>	<i>20</i>	<i>Compulsory</i>
Year 2, Level 5, Semester 1			
BMBM5005	Developing Professional Practice	20	Compulsory
BMBM5006	Digital Intelligence and Analytics	20	Compulsory
BMBM5013	Marketing in Practice	20	Compulsory
Year 2, Level 5, Semester 2			
BMBM5001	Business Research Project	40	Optional
M5X01822	Contract Law	20	Optional
BMBM5007	Digital and Social Media Marketing	20	Optional
BMBM5010	Financial Performance Management	20	Optional
BMBM5015	International Independent Study Abroad	60	Optional
BMBM5014/C	Professional Placement	40	Optional

(18) BA (Hons) International Finance

Programme Learning Outcomes

Knowledge and understanding (KU)

Graduates of the programme will be able to demonstrate a systematic understanding of key aspects of International Finance, including acquisition of coherent and detailed knowledge relating to organisations, their management, the economy and the business environment, at least some of which is at, or informed by, the forefront of defined aspects of finance from an international perspective. This includes the following

KU1	The development, access and operation of global markets for resources, goods and services.
KU2	Marketing approaches for segmentation, targeting, positioning generating sales and the need for innovation in product and service design.
KU3	Management of customer expectations, relationships and development of service excellence.
KU4	The sources, uses and management of finance and the use of accounting and other information systems for planning, control, decision making and managing financial risk from an international perspective
KU5	Leadership, management and development of people and organisations.
KU6	The design and development of organisations, including cross-cultural issues, change, diversity and values.
KU7	An understanding of international financial service activity in the economy, and factors that are changing these activities over time.
KU8	The development, management, application and implementation of information systems for business intelligence and their impact upon organisations including the interpretation of financial data.
KU9	The use of relevant communications for application in business and management, including the use of digital tools.
KU10	The development of strategic priorities to deliver business at speed in an environment where digital technology has reshaped traditional revenue and business models.
KU11	The development of appropriate business policies and strategies within a changing global environment to meet stakeholder interests, and maximise achievement of strategic objectives.
KU12	Business innovation and enterprise development.
KU13	Social responsibility: the need for individuals and organisations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study).

Cognitive (thinking) skills (CS)

Graduates of the programme will be able to:

CS01	Source, evaluate and comment upon particular aspects of current research, or equivalent advanced scholarship, in International Finance, with an appreciation of the uncertainty, ambiguity and limits of knowledge
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CS02	Demonstrate conceptual and critical thinking, analysis, synthesis and evaluation of assumptions, abstract concepts and data (that may be incomplete).
CS03	Devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of the international finance discipline.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Practical skills (PS)

Finance degrees are strongly related to practice and therefore provide a clear link between the development of relevant skills and employability of graduates. Graduates of the programme will be able to:

PS01	Deploy accurately established techniques of analysis and enquiry relating to international finance practice to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects.
PS02	Demonstrate commercial acumen, innovation, creativity and enterprise based on an awareness of the key drivers for business success, causes of failure and the importance of providing customer satisfaction and building customer loyalty.
PS03	Use quantitative skills to manipulate data, evaluate, estimate and model business and international finance problems, functions and phenomena.
PS04	Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences, including an awareness of the interpersonal skills of effective listening, negotiating, persuasion and presentation.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Key skills (KS)

Graduates of the programme will be able to demonstrate the qualities and transferable skills necessary for employment requiring:

KS01	The exercise of initiative and personal responsibility, self-management, that is, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.
KS02	Decision-making in complex and unpredictable contexts.
KS03	The ability to work collaboratively both internally and with external customers and an awareness of mutual interdependence.
KS04	Self-reflection, emotional intelligence, empathy and sensitivity to diversity in terms of people and cultures. This includes a continuing appetite for development and the learning ability needed to undertake appropriate further training of a professional or equivalent nature.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Levels 4 and 5

All Level 4 and Level 5 students must normally pursue 120 credits at each Level. The credit rating of each module is specified in the Module Summary Tables.

Modules

Please refer to the Module Summary Tables for the module codes, titles and credit values of core, compulsory and optional modules in Semesters 1 and 2.

PROGRAMME STRUCTURE

The table below indicates the typical delivery schedule for the programme. The team reserves the right to re-organise the delivery of modules per semester, in accord with resource availability and student requests (which will be accommodated where possible).

Module Code	Module Title	Credits	Module Type
Year 1, Level 4, Semester 1			
BMBM4004	Introduction to the Digital Workplace	20	Compulsory
BMBM4006	People & Organisations	20	Compulsory
BMBM4007	Project Management & Professional Development (<i>Semester 1 & 2</i>)	20	Compulsory
Year 1, Level 4, Semester 2			
BMBM4001	Entrepreneurial Innovation	20	Compulsory
BMBM4003	Finance for Business	20	Compulsory
BMBM4005	Marketing Fundamentals	20	Compulsory
BMBM4007	<i>Project Management & Professional Development (Semester 1 & 2)</i>	20	<i>Compulsory</i>
Year 2, Level 5, Semester 1			
BMBM5000	Accounting Software	20	Compulsory
BMBM5005	Developing Professional Practice	20	Compulsory
BMBM5006	Digital Intelligence and Analytics	20	Compulsory
Year 2, Level 5, Semester 2			
BMBM5001	Business Research Project	40	Optional
M5X01822	Contract Law	20	Optional
BMBM5010	Financial Performance Management	20	Optional
BMBM5014/C	Professional Placement	40	Optional

(19) BA (Hons) Events and Festivals Management

Programme Learning Outcomes

Knowledge and understanding (KU)

Graduates of the programme will be able to demonstrate a systematic understanding of key aspects of Events and Festivals Management, including acquisition of coherent and detailed knowledge relating to event based organisations, individuals and other groups, their management, the economy and the business environment, at least some of which is at, or informed by, the forefront of defined aspects of the events and festivals management area.

This includes the following:

KU01	Theories and concepts which are used to understand the origin, purpose, meanings and development of events from a range of critical perspectives
KU02	The structure of event providers and their sectors, and analyse the political, technological, social, environmental and economic factors which affect, or impact upon, the supply of, and demand for, events
KU03	The different cultural and business concepts, intercultural and international dimensions of events
KU04	How core values, for example, ethics, sustainability, creativity, strategy, and continuous improvement, relate to, and are reflected in, events.
KU05	Appropriate domains including administration, design, operations, marketing and risk, and how they apply to the phases of events, such as initiation, planning, staging of the event and closure and legacy
KU06	The operation and management of resources, including human (paid or volunteer), financial, venue, and subcontracted and technical resources and the development of return on investment models
KU07	Risk management and the legal, ethical and regulatory frameworks that affect event management including health and safety considerations and crowd management
KU08	Plan, project manage, produce, stage, analyse and evaluate events, including the procurement of support service provision, the application of new technologies and logistics
KU09	The use of relevant communications for application in business and event and festival management, including the use of digital tools.
KU10	The psychology of the event consumer and client and resulting issues such as the inclusion and exclusion of certain groups, management of crowds and academic concepts such as co-creation
KU11	The quality of the event experience and its impact on the event consumer and/or client and the wider organisation and the practices of co-production and co-creation
KU12	The legacy and impacts of events and appreciate the complexities of future scenario planning with the ability to forecast and envisage the future for events through the impact of technological, social, environmental, political and economic changes
KU13	Event plans, portfolios and event strategies, which recognise and meet the needs of specific stakeholders.
KU14	Existing and emerging standards, policies, initiatives, frameworks and contemporary issues.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Cognitive (thinking) skills (CS)

Graduates of the programme will be able to:

CS01	Source, evaluate and comment upon particular aspects of current research, or equivalent advanced scholarship, in Events and Festivals Management, with an appreciation of the uncertainty, ambiguity and limits of knowledge
CS02	Demonstrate conceptual and critical thinking, analysis, synthesis and evaluation of assumptions, abstract concepts and data (that may be incomplete).
CS03	Devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of Events and Festivals Management.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Practical skills (PS)

Business, Marketing and Events related degrees are strongly associated with practice and therefore provide a clear link between the development of relevant skills and employability of graduates. Graduates of the programme will be able to:

PS01	Deploy accurately established techniques of analysis and enquiry relating to Events and Festivals Management practice to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects.
PS02	Demonstrate commercial acumen, innovation, creativity and enterprise based on an awareness of the key drivers for Event business success, causes of failure and the importance of providing customer satisfaction and building customer loyalty.
PS03	Use quantitative skills to manipulate data, evaluate, estimate and model business problems, functions and phenomena.
PS04	Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences, including an awareness of the interpersonal skills of effective listening, negotiating, persuasion and presentation.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Key skills (KS)

Graduates of the programme will be able to demonstrate the qualities and transferable skills necessary for employment requiring:

KS01	The exercise of initiative and personal responsibility, self-management, that is, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.
KS02	Decision-making in complex and unpredictable contexts.
KS03	The ability to work collaboratively both internally and with external customers and an awareness of mutual interdependence.

KS04	Self-reflection, emotional intelligence, empathy and sensitivity to diversity in terms of people and cultures. This includes a continuing appetite for development and the learning ability needed to undertake appropriate further training of a professional or equivalent nature.
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Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Levels 4 and 5

All Level 4 and Level 5 students must normally pursue 120 credits at each Level. The credit rating of each module is specified in the Module Summary Tables.

Modules

Please refer to the Module Summary Tables for the module codes, titles and credit values of core, compulsory and optional modules in Semesters 1 and 2.

PROGRAMME STRUCTURE

The table below indicates the typical delivery schedule for the programme. The team reserves the right to re-organise the delivery of modules per semester, in accord with resource availability and student requests (which will be accommodated where possible).

Module Code	Module Title	Credits	Module Type
Year 1, Level 4, Semester 1			
BMBM4002	Events and Festivals in Context	20	Compulsory
BMBM4006	People & Organisations	20	Compulsory
BMBM4007	Project Management & Professional Development (<i>Semester 1 & 2</i>)	20	Compulsory
Year 1, Level 4, Semester 2			
BMBM4000	Creative Events Design and Planning	20	Compulsory
BMBM4001	Entrepreneurial Innovation	20	Compulsory
BMBM4005	Marketing Fundamentals	20	Compulsory
BMBM4007	<i>Project Management & Professional Development (Semester 1 & 2)</i>	20	<i>Compulsory</i>
Year 2, Level 5, Semester 1			
BMBM5009	Events Operations Management	20	Compulsory
BMBM5012	Live Events Project	20	Compulsory
BMBM5013	Marketing in Practice	20	Compulsory
Year 2, Level 5, Semester 2			
BMBM5007	Digital and Social Media Marketing	20	Compulsory
BMBM5014	Professional Placement	40	Compulsory

(20) BA (Hons) Events and Festivals Management with Placement Year

Programme Learning Outcomes

The programme learning outcomes mirror the BA (Hons) Events and Festivals Management programme with the addition of an additional practical skill detailed below (PS5). Please refer to section (19) BA (Hons) Events and Festivals Management for the relevant programme learning outcomes.

PS5	Undertake an extended placement experience in which he or she will demonstrate self-management skills with a readiness to accept responsibility and flexibility, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.
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Levels 4 and 5

All Level 4 and Level 5 students must normally pursue 120 credits at each Level. The credit rating of each module is specified in the Module Summary Tables.

Modules

Please refer to the Module Summary Tables for the module codes, titles and credit values of core, compulsory and optional modules in Semesters 1 and 2.

PROGRAMME STRUCTURE

The typical delivery schedule for the programme mirrors the standard duration of the BA (Hons) Events and Festivals Management programme with the addition of a year out in industry. Please refer to section (19) BA (Hons) Events and Festivals Management for the relevant programme structure. Students will complete levels 4 and 5 then undertake the placement year before returning to complete level 6.

(21) HND Events and Festivals Management

Programme Learning Outcomes

Knowledge and Understanding Skills

Diplomates of the programme will be able to demonstrate knowledge and a critical understanding of well-established principles of Events and Festivals Management, with consideration of the concepts and characteristics of events as an area of academic and applied study. This includes the following:

KU01	Explain, interpret and challenge theories and concepts which are used to understand the origin, purpose, meanings and development of events from a range of critical perspectives
KU02	Display an insight into the structure of event providers and their sectors, and analyse the political, technological, social, environmental and economic factors which affect, or impact upon, the supply of, and demand for, events
KU03	Demonstrate a critical awareness and understanding of how core values, for example, ethics, sustainability, creativity, strategy, and continuous improvement, relate to, and are reflected in, events.
KU04	Demonstrate a critical awareness and understanding of appropriate domains including administration, design, operations, marketing and risk, and how they apply to the phases of events, such as initiation, planning, staging of the event and closure and legacy
KU05	Operate and effectively manage resources, including human (paid or volunteer), financial, venue, and subcontracted and technical resources and the development of return on investment models
KU06	Plan, project manage, produce, stage, analyse and evaluate events, including the procurement of support service provision, the application of new technologies and logistics
KU07	The use of relevant communications for application in business and event and festival management, including the use of digital tools.
KU08	Evaluate the psychology of the event consumer and client and resulting issues such as the inclusion and exclusion of certain groups, management of crowds and academic concepts such as co-creation
KU09	Analyse and evaluate the quality of the event experience and its impact on the event consumer and/or client and the wider organisation and the practices of co-production and co-creation
KU10	Evaluate the legacy and impacts of events and appreciate the complexities of future scenario planning with the ability to forecast and envisage the future for events through the impact of technological, social, environmental, political and economic changes
KU11	Develop event plans, portfolios and event strategies, which recognise and meet the needs of specific stakeholders.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study).

Cognitive Skills

Diplomates of the programme will be able to:

CS1	Use a range of established business management techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis.
CS2	Evaluate critically the appropriateness of different approaches to solving business management problems, based on knowledge of the main methods of enquiry and research.
CS3	Recognise the limits of their knowledge, and how this influences analyses and interpretations based on that knowledge.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Practical Skills

Business and management awards are strongly related to practice and therefore provide a clear link between the development of relevant skills and employability of graduates. Diplomates of the programme will be able to:

PS1	Apply underlying concepts and principles in different business management contexts including, where appropriate, the application of those principles in an authentic organisational or employment context.
PS2	Demonstrate commercial acumen, creativity and enterprise based on an awareness of the key drivers for business success, causes of failure and the importance of providing customer satisfaction and building customer loyalty.
PS3	Use quantitative skills to manipulate data, evaluate, estimate and model business problems, functions and phenomena.
PS4	Effectively communicate information, arguments and analysis to both specialist and non-specialist audiences, including an awareness of the interpersonal skills of effective listening, negotiating, persuasion and presentation.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study).

Key Skills

Diplomates of the programme will be able to demonstrate the qualities and transferable skills necessary for employment requiring:

KS1	The exercise of personal responsibility, self-management, that is, to be resilient, self-starting, to plan, organise and manage time.
KS2	Decision-making in authentic contexts.
KS3	The ability to work collaboratively both internally and with external customers and an awareness of mutual interdependence.
KS4	Self-reflection, emotional intelligence, empathy and sensitivity to diversity in terms of people and cultures. This includes a continuing appetite for development and the learning ability needed to acquire new competences that will enable them to assume significant responsibility within organisations.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study).

Levels 4 and 5

All Level 4 and Level 5 students must normally pursue 120 credits at each Level. The credit rating of each module is specified in the Module Summary Tables.

Modules

Please refer to the Module Summary Tables for the module codes, titles and credit values of core, compulsory and optional modules in Semesters 1 and 2.

PROGRAMME STRUCTURE

The typical delivery schedule for the programme mirrors Levels 4 and 5 of the BA (Hons) Events and Festivals Management. Please refer to section (19) BA (Hons) Events and Festivals Management for the relevant programme structure.

(22) HNC Events and Festivals Management

Programme Learning Outcomes

Knowledge and understanding (KU)

Successful candidates of the programme will be able to demonstrate knowledge of the underlying concepts and principles associated with Events and Festivals Management, with consideration given to the concepts and characteristics of events as an area of academic and applied study

This includes the following:

KU01	Explain, interpret and challenge theories and concepts which are used to understand the origin, purpose, meanings and development of events from a range of critical perspectives
KU02	Display an insight into the structure of event providers and their sectors, and analyse the political, technological, social, environmental and economic factors which affect, or impact upon, the supply of, and demand for, events
KU03	Demonstrate a critical awareness and understanding of how core values, for example, ethics, sustainability, creativity, strategy, and continuous improvement, relate to, and are reflected in, events.
KU04	Demonstrate a critical awareness and understanding of appropriate domains including administration, design, operations, marketing and risk, and how they apply to the phases of events, such as initiation, planning, staging of the event and closure and legacy
KU05	Operate and effectively manage resources, including human (paid or volunteer), financial, venue, and subcontracted and technical resources and the development of return on investment models
KU06	Plan, project manage, produce, stage, analyse and evaluate events, including the procurement of support service provision, the application of new technologies and logistics
KU07	The use of relevant communications for application in business and event and festival management, including the use of digital tools.
KU08	Evaluate the psychology of the event consumer and client and resulting issues such as the inclusion and exclusion of certain groups, management of crowds and academic concepts such as co-creation
KU09	Analyse and evaluate the quality of the event experience and its impact on the event consumer and/or client and the wider organisation and the practices of co-production and co-creation
KU10	Evaluate the legacy and impacts of events and appreciate the complexities of future scenario planning with the ability to forecast and envisage the future for events through the impact of technological, social, environmental, political and economic changes
KU11	Develop event plans, portfolios and event strategies, which recognise and meet the needs of specific stakeholders.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Cognitive (thinking) skills (CS)

Successful candidates of the programme will be able to:

CS1	Evaluate the underlying concepts and principles associated with business management and interpret these within that context.
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CS2	Evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of business management.
CS3	Evaluate the appropriateness of different approaches to solving problems related to business management.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Practical skills (PS)

Business and management awards are strongly related to practice and therefore provide a clear link between the development of relevant skills and employability of graduates.

Successful candidates of the programme will be able to:

PS1	Communicate and present the results of their study/work accurately and reliably, and with structured and coherent arguments.
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Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Key skills (KS)

Successful candidates of the programme will be able to demonstrate the qualities and transferable skills necessary for employment requiring:

KS1	The exercise of some personal responsibility, self-management, that is, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.
KS2	The ability to work collaboratively.
KS3	A continuing appetite for development and the learning ability needed to undertake further training and develop new skills within a structured and managed environment.

Each of the above PLOs is covered by at least 2 modules at the appropriate level (taking into account individual patterns of study)

Level 4

All Level 4 students must normally pursue 120 credits at Level 4. The credit rating of each module is specified in the Module Summary Tables.

Modules

Please refer to the Module Summary Tables for the module codes, titles and credit values of core, compulsory and optional modules in Semesters 1 and 2.

PROGRAMME STRUCTURE

The typical delivery schedule for the programme mirrors Level 4 of the BA (Hons) Events and Festivals Management. Please refer to section (19) BA (Hons) Events and Festivals Management for the relevant programme structure.

PROGRAMMES OF STUDY

Undergraduate Business 2014 Validated Programmes

Level 6:

teach-out arrangements for 2019/20

(23) BA (Hons) Business & Finance (including Pre-Sessional Programme for Wuhan students)

Programme Learning Outcomes

On completion of this programme, students will have greatly increased their competence through intellectual growth and personal development. The programme aims are met by students achieving the learning outcomes given below:

On completion of this programme, students will be able to:

1. Demonstrate detailed knowledge and a systematic understanding of the key issues involved with the financial control and management of a range of business functions including accounting and finance, marketing and human resources.
2. Apply a variety of accounting and business conceptual frameworks and tools to analyse critically complex problems that occur within business organisations in changing environments, and develop and/or appraise business policies and strategies to meet stakeholder interests.
3. Demonstrate vocational, entrepreneurial skills, self-motivation and analytical abilities through an investigation of specific business and IT problems and opportunities.
4. Evaluate critically contemporary issues emerging in the business and finance environment, which may include sustainability, social responsibility and corporate governance.

Level 6

All Level 6 students must normally pursue 120 credits at Level 6. The credit rating of each module is specified in the module details.

Optional Module M3X9089 International Business Communications is only available to students from Wuhan University.

Optional Module M6X00877 Corporate Reporting and Social Responsibility is a recommended Option for students on this Programme of Study.

Optional Module M6X01422 Organisational Consultancy is a Compulsory Module for students not doing the Dissertation module

Optional Module M3X9095 Public Sector Finance & Control is a recommended Option for students on this Programme of Study.

PROGRAMME STRUCTURE – BA (Hons) Business & Finance

Structure: Full-time Students

Module Code	Module Title	Credits	Module Type
Year 3, Level 6, Semester 1			
<i>Organisational Consultancy is compulsory if not choosing Dissertation</i>			
M6X00874	Contemporary Issues in Marketing Management	20	Compulsory
M3X9083	Dissertation	40	Optional
M6X00881	International Financial Management	20	Compulsory
M3X9111	Strategic Management & Sustainability	20	Compulsory
Year 3, Level 6, Semester 2			
M6X00876	Corporate Governance & Social Responsibility	20	Optional
M6X00882	Leadership & Management Theory & Practice	20	Optional
M6X01422	Organisational Consultancy	20	Optional
M3X9095	Public Sector Finance & Control	20	Optional

PROGRAMME STRUCTURE –BA (Hons) Business & Finance with Pre-Sessional (WUHAN students only)

Module Code	Module Title	Credits	Module Type
Year 3, Level 6, Semester 1			
M3X9089	International Business Communications	20	Compulsory
M6X00881	International Financial Management	20	Compulsory
M3X9111	Strategic Management & Sustainability	20	Compulsory
Year 3, Level 6, Semester 2			
M6X00876	Corporate Governance & Social Responsibility	20	Compulsory
M6X01422	Organisational Consultancy	20	Compulsory
M6X00884	Marketing Planning & Practice	20	Compulsory

(24) BA (Hons) Business Management

Programme Learning Outcomes

On completion of this programme, students will have greatly increased their competence through intellectual growth and personal development. The programme aims are met by students achieving the learning outcomes given below:

On completion of this programme, students will be able to:

1. Demonstrate detailed knowledge and a systematic understanding of the key issues involved with the management of a range of business functions including accounting and finance, marketing and human resources.
2. Apply a variety of conceptual frameworks and tools to analyse critically complex problems that occur within business organisations in changing environments, and develop and/or appraise business policies and strategies, including those about sustainability, to meet stakeholder interests.
3. Appraise the role of data management and business intelligence within an organisation and how the management and exploitation of information supports and impacts the functional business areas and competitive advantage.
4. Demonstrate entrepreneurial skills, self-motivation and analytical abilities through an investigation of specific business problems and opportunities, and the production of vocationally- and/or commercially-oriented business plans and reports.

Level 6

All Level 6 students must normally pursue 120 credits at Level 6. The credit rating of each module is specified in the module details.

Optional Module M6X01422 Organisational Consultancy is a Compulsory Module for students not doing the Dissertation module

PROGRAMME STRUCTURE – BA (Hons) Business Management

Structure: Full-time Students

Module Code	Module Title	Credits	Module Type
Year 3, Level 6, Semester 1			
M6X00873	Contemporary Human Resources In Practice	20	Optional
M6X00874	Contemporary Issues in Marketing Management	20	Optional
M3X9083	Dissertation	40	Optional
M6X00881	International Financial Management	20	Compulsory
M3X9111	Strategic Management & Sustainability	20	Compulsory
Year 3, Level 6, Semester 2			
M3X9080	Critical Perspectives On Management	20	Optional
M6X00882	Leadership & Management Theory & Practice	20	Compulsory
M6X00884	Marketing Planning & Practice	20	Optional
M6X01422	Organisational Consultancy	20	Optional

(25) BA (Hons) Business Management – Placement Programme

Programme Learning Outcomes

The programme learning outcomes mirror the BA (Hons) Business Management programme. Please refer to section (24) BA (Hons) Business Management for the relevant programme learning outcomes.

Level 6

All Level 6 students must normally pursue 120 credits at Level 6. The credit rating of each module is specified in the module details.

PROGRAMME STRUCTURE

The typical delivery schedule for the programme mirrors Level 6 of the BA (Hons) Business Management (teach-out) programme with the addition of a year out in industry. Please refer to section (24) BA (Hons) Business Management for the relevant programme structure. After completing Level 5, students will undertake the placement year before returning to complete level 6.

During the Placement Year, students will complete the following module:

Module Code	Module Title	Credits	Module Type
Placement Year out (between Levels 5 and 6)			
M6X00886	Sandwich Placement	20	Compulsory

(26) BA (Hons) Human Resource Management (including Pre-Sessional Programme for Wuhan students)

Programme Learning Outcomes

On completion of this programme, students will have greatly increased their competence through intellectual growth, personal and professional development. The programme aims are met by students achieving the specific intended learning outcomes given below:

1. Demonstrate detailed knowledge and a systematic understanding of the key issues involved with the management of a range of business functions including accounting and finance, marketing and human resources.
2. Apply a variety of conceptual frameworks and tools to analyse critically complex problems that occur within business organisations in changing environments, and develop and/or appraise business policies and strategies to meet stakeholder interests.
3. Appraise the function of HRM within an organisation and how the role of the HR professional supports other functional areas through the fair, efficient and effective resourcing and management of people within diverse organisations.
4. Demonstrate entrepreneurial skills, self-motivation and analytical abilities through an investigation of a specific HRM situation that incorporates the finding of business case solutions to challenges that are related to the deliverance of the strategic aims of a business.

Level 6

All Level 6 students must normally pursue 120 credits at Level 6. The credit rating of each module is specified in the module details.

Optional Module M3X9089 International Business Communications is only available to students from Wuhan University.

Optional Module M6X00882 Leadership & Management Theory and Practice is a recommended Option for students on this Programme of Study.

Optional Module M6X01422 Organisational Consultancy is a Compulsory Module for students not doing the Dissertation module

PROGRAMME STRUCTURE – BA (Hons) Human Resource Management

Structure: Full-time Students

Module Code	Module Title	Credits	Module Type
Year 3, Level 6, Semester 1			
M6X00873	Contemporary Human Resources In Practice	20	Compulsory
M6X00874	Contemporary Issues in Marketing Management	20	Optional
M3X9083	Dissertation	40	Optional
M6X00881	International Financial Management	20	Optional
M3X9111	Strategic Management & Sustainability	20	Compulsory
Year 3, Level 6, Semester 2			
M3X9080	Critical Perspectives On Management	20	Optional
M6X00879	Employment Relations & Reward	20	Compulsory
M6X00882	Leadership & Management Theory & Practice	20	Optional
M6X01422	Organisational Consultancy	20	Optional

PROGRAMME STRUCTURE – BA (Hons) Human Resource Management with Pre-Sessional (WUHAN students only)

Structure: Full-time Students

Module Code	Module Title	Credits	Module Type
Year 3, Level 6, Semester 1			
M6X00873	Contemporary Human Resources In Practice	20	Compulsory
M3X9089	International Business Communications	20	Compulsory
M3X9111	Strategic Management & Sustainability	20	Compulsory
Year 3, Level 6, Semester 2			
M6X00879	Employment Relations & Reward	20	Compulsory
M6X00882	Leadership & Management Theory & Practice	20	Compulsory
M6X01422	Organisational Consultancy	20	Compulsory

(27) BA (Hons) Marketing Management (including Pre-Sessional Programme for Wuhan students)

Programme Learning Outcomes

On completion of the programme, students will have greatly increased their competence through intellectual growth and personal development. The programme aims are met by students' achieving the learning outcomes given below

On completion of this programme, students will be able to:

1. Demonstrate a detailed knowledge and a systematic understanding of the key contemporary issues involved with the marketing environment and the management of marketing in business such as marketing communications, customer service, and marketing research.
2. Demonstrate an understanding and an ability to critically evaluate the key pervasive issues involved with the management of the other major business functions including finance, management and human resources.
3. Apply a variety of conceptual frameworks and tools to analyse critically complex problems that occur within marketing planning in dynamic environments, and develop and/or appraise marketing strategies and policies to meet the interests of the marketer's publics.
4. Critically evaluate a range of key emerging themes and make a critical assessment of their significance for a specific sector or industry. Propose strategic responses, which reflect contemporary practice and demonstrate creativity, to the key emerging themes judged to have the greatest potential impact on a specific sector.

Level 6

All Level 6 students must normally pursue 120 credits at Level 6. The credit rating of each module is specified in the module details.

Optional Module M3X9086 Global Marketing Strategy is a recommended Option for students on this Programme of Study.

Optional Module M6X01422 Organisational Consultancy is a Compulsory Module for students not doing the Dissertation module

PROGRAMME STRUCTURE – BA (Hons) Marketing Management

Structure: Full-time Students

Module Code	Module Title	Credits	Module Type
Year 3, Level 6, Semester 1			
M6X00873	Contemporary HR in Practice	20	Optional
M6X00874	Contemporary Issues In Marketing Management	20	Compulsory
M3X9083	Dissertation	40	Optional
M3X9111	Strategic Management & Sustainability	20	Compulsory
Year 3, Level 6, Semester 2			
M6X00884	Marketing Planning & Practice	20	Compulsory
M3X9080	Critical Perspectives on Management	20	Optional
M3X9086	Global Marketing Strategy	20	Optional
M6X01422	Organisational Consultancy	20	Optional

PROGRAMME STRUCTURE – BA (Hons) Marketing Management with Pre-Sessional (WUHAN students only)

Structure: Full-time Students

Module Code	Module Title	Credits	Module Type
Year 3, Level 6, Semester 1			
M6X00873	Contemporary Human Resources In Practice	20	Compulsory
M6X00874	Contemporary Issues In Marketing Management	20	Compulsory
M3X9111	Strategic Management & Sustainability	20	Compulsory
Year 3, Level 6, Semester 2			
M3X9086	Global Marketing Strategy	20	Compulsory
M6X00884	Marketing Planning & Practice	20	Compulsory
M6X01422	Organisational Consultancy	20	Compulsory

(28) BA (Hons) International Business with Pre-Sessional (for Wuhan students)

Programme Learning Outcomes

On completion of this programme, students will have greatly increased their competence through intellectual growth and personal development. The programme aims are met by students achieving the learning outcomes given below:

On completion of this programme, students will be able to:

1. Demonstrate detailed knowledge and a systematic understanding of the key issues, including sustainability, involved with the management of a range of international business functions including finance, human resources and marketing.
2. Apply a variety of conceptual frameworks and tools to analyse critically complex problems that occur within international business organisations in changing environments, and develop and/or appraise business policies and strategies to meet stakeholder interests.
3. Appraise possible strategies for entering international markets with a view to justifying selection for organisations.
4. To enable students to develop an analytical approach to financial strategy and the attainment of international objectives.

PROGRAMME STRUCTURE – BA (Hons) International Business with Pre-Sessional (Wuhan students only)

Structure: Full-time Students

Module Code	Module Title	Credits	Module Type
Year 3, Level 6, Semester 1			
M3X9089	International Business Communications	20	Compulsory
M6X00881	International Financial Management	20	Compulsory
M3X9111	Strategic Management & Sustainability	20	Compulsory
Year 3, Level 6, Semester 2			
M3X9080	Critical Perspectives in Management	20	Compulsory
M3X9086	Global Marketing Strategy	20	Compulsory
M6X01422	Organisational Consultancy	20	Compulsory

PROGRAMMES OF STUDY

Undergraduate Events 2016 Validated Programmes

Level 6:
teach-out arrangements for 2019/20

(29) BA (Hons) Events Management

Programme Learning Outcomes

Subject knowledge and understanding:

On completion of this programme, students will be able to:

1. Demonstrate detailed knowledge & systematic understanding of facts, concepts, principles and theories relevant to the events sector.
2. Select and deploy accurately established methodologies, techniques, and tools relevant to the analysis and evaluation of organisations, environments and management.
3. Demonstrate a systematic understanding of current and emerging pervasive themes relevant to the events industry, which may include business innovation, creativity and enterprise, sustainability, globalisation corporate social responsibility, knowledge and risk management.
4. Demonstrate detailed knowledge and systematic understanding of the characteristics and concepts of markets and marketing techniques and the importance of a customer-oriented approach.
5. Evaluate and apply vocationally relevant concepts associated with the operational and strategic management of financial, human and physical resources related to the events sector

Cognitive Abilities:

On completion of this programme, students will be able to:

1. Synthesise and apply the methods and techniques that have been learned, to review, consolidate, evaluate critically and extend knowledge and understanding of the events industry.
2. Demonstrate vocationally-relevant managerial problem solving and decision making skills using appropriate quantitative and qualitative skills including identifying, formulating and solving a range of events problems in a variety of real-world contexts relevant to the events sector.
3. Communicate the results of his/her work accurately and reliably, in a structured and coherent format using a range of media, including written and oral presentations using visual media.
4. Demonstrate numeracy skills including the ability to manipulate, analyse, interpret and extrapolate financial and other numerical data, using established frameworks and models.
5. Use effectively communication and information technology in acquiring, analysing and communicating information, including the use of spreadsheets, word processing software and online databases.

6. Research, integrate and critically evaluate information from a variety of sources, including the acknowledgement and referencing of sources.
7. Demonstrate reflection, self-awareness and self-management in planning and managing their own learning and lifelong continuous professional development.
8. Consider professional, ethical, social, environmental and safety issues which directly pertain to the context of study including relevant legislation.

Practical and Transferable Skills

1. Perform effectively through development and enhancement of core service and professional competencies as required within the events sector.
2. Work within an Events team and be able to recognize and utilize individual contributions in group situations, using interpersonal skills appropriately to manage group projects.
3. Demonstrate self-awareness and confidence in skills transferable to the workplace.
4. Develop competency in the use of information and net source technology.

Level 6

All Level 6 students must normally pursue 120 credits at Level 6. The credit rating of each module is specified in the module details.

PROGRAMME STRUCTURE

LEVEL 6

Semester 1

Module Code	Title	Module type (compulsory or optional)	Credits
BMTH6001	Global Sports Events Management (Tourism)	Compulsory	20
M6X02118	Strategic Festivals and Events Management	Compulsory	20

Semester 2

Module Code	Title	Module type (compulsory or optional)	Credits
M3X9091	Leisure Attraction Management	Compulsory	20
M6X02115 M6X02119 M6X02117	Global Destination Management; Strategic Travel and Tourism Management; Sandwich Internship.	Option	20

Semesters 1 & 2

Module Code	Title	Module type (compulsory or optional)	Credits
BMTH6000	Dissertation for Tourism, Travel, Leisure and Hospitality	Compulsory	40
M6X02113	Consultancy Project	Compulsory	20
M6X02120	The Global Student Conference	Compulsory	20

(30) BA (Hons) Events Management with Placement Year

Programme Learning Outcomes

The programme learning outcomes mirror the BA (Hons) Events Management programme. Please refer to section (29) BA (Hons) Events Management for the relevant programme learning outcomes

Level 6

All Level 6 students must normally pursue 120 credits at Level 6. The credit rating of each module is specified in the module details.

PROGRAMME STRUCTURE

The typical delivery schedule for the programme mirrors Level 6 of the BA (Hons) Events Management (teach-out) programme with the addition of a year out in industry. Please refer to section (29) BA (Hons) Events Management for the relevant programme structure. After completing Level 5, students will undertake the placement year before returning to complete level 6.

During the Placement Year, students will complete the following module:

Module Code	Module Title	Credits	Module Type
Placement Year out (between Levels 5 and 6)			
M6X02117	Sandwich Internship	20	Compulsory

Where appropriate, the University may allow students to study modules in addition to the 120 credits studied for the level of study e.g. Welsh medium or IT modules. Students would need to discuss this with their Programme Director.

Note that on Programmes of Study offering a large number of options, timetable constraints will inevitably mean that not all combinations of options will be possible.

Module details are correct on 1 September 2019, and will not normally be changed during the year. In the unlikely event of changes having to be made to these details during the year, you will be notified in writing. Module descriptors are presented in the accompanying Module Directory document.

UNIVERSITY ATTENDANCE POLICY

Attendance is an important indicator of your engagement with and success in your studies. All students are therefore required to attend all scheduled classes and tutorials and Institutes will record individual academic attendance. It is important that:

- you familiarise yourself with the attendance policy relevant to you (see <https://www.uwtsd.ac.uk/academic-office/other-forms-and-policies/>)
- you are fully aware of procedures to follow in case of unexpected absences.
- you are aware that disciplinary action will be taken for any sustained periods of unauthorised absence.

This is particularly important for **international students with a UKVI Tier 4 Visa**. Failure to adhere to the requirements and conditions of the Attendance Policy will lead to withdrawal from your programme and the University will also inform the UKVI to withdraw your Tier 4 visa sponsorship.

Appeal against withdrawal due to poor attendance – Information on how to appeal against withdrawal due to poor attendance is provided on the University's website (<http://www.uwtsd.ac.uk/academic-office/procedures-for-academic-appeals-complaints-and-other-student-cases/>).

CODES OF CONDUCT

The University is committed to providing all students with a safe and inclusive learning environment where all students have the potential to succeed to the best of their ability.

The University expects all students to abide by the Student Code of Conduct (see <https://www.uwtsd.ac.uk/studentcharter/>).

The University also has Fitness to Study and Fitness to Practise Policies (see <https://uowtsd.sharepoint.com/student-info/SitePages/Regulations.aspx>).

In addition, many programmes have a professional code of conduct that you are expected to adhere to. Your Programme Director will provide you with appropriate details.

ABOUT UNFAIR PRACTICE AND PLAGIARISM

The University defines unfair practice as 'any act, intentional or otherwise, whereby a person may obtain for himself/herself or for another, an unpermitted advantage...'. Committing unfair practice in assessment is one of the most serious offences in academic life, and its consequences can be severe. It undermines the integrity of scholarship, research, and of the examination and assessment process.

It is very important to understand that it is no defence to claim that unfair practice has been committed unintentionally, accidentally, due to extenuating circumstances or a long-term impairment (irrespective of whether or not these circumstances or long-term impairment have been acknowledged by the University).

Plagiarism is one type of unfair practice. Plagiarism is passing off, or attempting to pass off, another's work as your own. It includes copying the words, ideas, images or research results of another **without acknowledgement**, whether those words etc. are published or unpublished. It is plagiarism, for example, to copy the work of another student, of a member of staff or a published article without crediting the author. Persons who allow their work to be plagiarised are also guilty.

It should be noted that re-submitting work that has already been submitted for a different assessment task without noting that this is the case is also regarded as plagiarism (and is called self-plagiarism) and will be treated as such.

Plagiarism is one of the worst offences in academic life, and its consequences can be severe. It undermines the integrity of scholarship, research, and of the examination and assessment process. The guidance that follows explains what is meant by plagiarism, describes the University's regulations for dealing with it, and provides help in avoiding it.

When enrolling as a student at the University of Wales Trinity Saint David you have consented to your work being scrutinised both electronically and in person to check for cases of plagiarism. Normally, your work will be submitted electronically via Moodle.

For submissions outside of the Moodle platform, it is equally important that you reference your sources accurately. In some cases, you will be expected to submit both hard and electronic copies, which can be checked against the database of the UK Higher Education Plagiarism Detection Service. For handwritten, portfolio and process workbook submissions check with your module tutor if you are in any doubt about whether you have infringed the regulations. They are here to assist you; ensure that you take advantage of their expertise.

Plagiarism: Regulations, Procedure and Penalties

Full details of the University's procedures and penalties for dealing with issues of plagiarism can be found in Chapter 13 of the *Academic Quality Handbook*, which can be seen on the University website or obtained from the Institute Offices. These details are also summarised in the *University Regulations – Undergraduate Student Guide* which is published on the Academic Office section on the University's website:

<http://www.uwtsd.ac.uk/academic-office/university-regulations-student-guide/>

Avoiding Plagiarism

Coursework, dissertations, or creative work are meant to be your own original work. Obviously you will use the work of others. Not only is this inevitable, it is expected. All scholarship builds on the work of others. The important thing to remember is always to **acknowledge your sources**. The University recognises four referencing styles:

APA, Harvard, IEEE and MHRA and provides a handbook for each of these styles. For your programme of study, you should be using Harvard Referencing. The handbooks can be found online: <https://www.uwtsd.ac.uk/library/infoskills/referencing-handbooks/> or in print from the Library and Learning Resources. A Referencing Essentials session will be provided during the first term of your first year but as a general rule of thumb observe the following:

- *Anything that is copied or quoted from another source, including electronic sources such as the internet, must be in quotation marks and attributed to the original author. This may be in the body of the text or as a footnote, depending on which Referencing style you are asked to use.*
- *Paraphrasing or summarising the work of others involves putting their ideas into your words. This is fine, but again, acknowledge your source.*
- *Where you are generally indebted for your ideas to one or two main sources, this can be a bit trickier. If the ideas or the way they are presented come from one or two sources, make this clear. Do the same if they come from lectures. It is important not to claim originality where it does not exist but to indicate in general where the information comes from.*
- *Full citations in timed unseen examinations are obviously not expected, but you should indicate general indebtedness and always credit any quotations you have managed to remember.*

The golden rule is; **'if in doubt, provide references'** and your Referencing Handbook will provide you with specific guidance to help you to do this correctly. For support, contact your tutor or Academic Liaison Librarian. There are no penalties for asking for advice and guidance; there are severe penalties for plagiarism and failure to reference means your work could be considered to be plagiarised.

Other types of Unfair Practice

There are other types of unfair practice, including, but not limited to producing work as a group where it is an individual task (called collusion), fabricating data or making false claims to have carried out research, using the service of an essay bank/essay mill, having an unauthorised source of information in an examination, prohibited communication during an examination. The same regulations, procedures and penalties apply to all types of unfair practice.

LIBRARY AND LEARNING RESOURCES

Library and Learning Resources (LLR) supports the learning, teaching and research activities of staff and students across the University with libraries at Carmarthen, Lampeter, London and Swansea and includes online resources, social learning spaces, special collections and archives.

The library prioritises the purchase of e-books over print wherever possible and loan periods are regularly reviewed by the library to ensure that they are appropriate and provide equitable access to resources. It is expected that at least all Essential reading list items are available from the library. The LLR follows a Fairer Fines policy which means students are only fined on items if they are in heavy demand or requested by another library user.

The LLR provides a *Need More?* service which aims to provide a one stop shop for all learning resource needs, for example, if a book, journal or thesis is needed which is not in the library stock then it may be purchased or borrowed from another library. Further information can be found here: <http://www.uwtsd.ac.uk/library/library-guide/need-more/>.

Learning Spaces

There are six libraries across the Carmarthen, Lampeter, London and Swansea campuses. As well as collections, the library provides a variety of modern and flexible learning spaces, reflecting different styles of working e.g. group study spaces and quiet areas, as well as IT facilities, wireless internet, photocopying and printing facilities and excellent customer service.

Online Library

The LLR offers a wide range of printed and electronic resources including an extensive collection of online e-journals and e-books that are available 24/7 providing access to scholarly journals, newspapers, company reports and reference material. The library catalogue searches the whole range of print and online library materials and gives access to your library account from anywhere.

InfoSkills

All students are provided with a library tour, a Basic Skills session and a Referencing Essentials session in the first few weeks at the University. Academic Liaison Librarians will help students to develop the skills required to find, use and evaluate information sources within their subject areas. Numerous sessions are offered throughout the year to help students develop their Information Skills further to support their academic success and employability. These include sessions on identifying fake news, using statistics, commercial awareness, managing the information about them that is available online and accessing information sources in accessible formats. The LLR operates an open door policy which enables students to ask for help and advice on the information resources available throughout the academic year. Academic Liaison Librarians are welcomed to Staff / Student Committees, and also attend other relevant Institute meetings where invited, including the Institute Board. For further information on InfoSkills provision go to: <https://www.uwtsd.ac.uk/library/infoskills/>

Special Collections and Archives

The Library is also home to the Special Collections of UWTSD, including the University's oldest printed books, manuscripts and archives. The Special Collections include over 35,000 printed works, 8 medieval manuscripts, around 100 post medieval manuscripts, and 69 incunables. Material from the Archives includes the institutional archive of St David's College, later The University of Wales, Lampeter, and Trinity College Carmarthen, both constituent members of the University of Wales Trinity Saint David. Students are encouraged to use these wonderful resources as part of their studies, regardless of discipline. Visits and workshops are often arranged within the purpose-built reading rooms in the Lampeter campus library and there is a regular programme of exhibitions across the campuses and online.

For recent service developments, updates and contact information please visit the University Library website at <http://www.uwtsd.ac.uk/library/>. Please also follow the Library and Learning Resources on Facebook, Instagram or Twitter for up-to-date news, service developments and information on new services and resources: @UWTSDLib

STUDENT SERVICES

A professional support service providing high quality information, advice, guidance, practical and emotional support to enable all students to reach their full potential. Support available includes the Careers Service, Financial Support, Learning Support, Counselling Service and support for students from a care background. For further details see <http://www.uwtsd.ac.uk/student-services/>.

STUDY SKILLS

All students have access to study skills support to assist them in their studies. Details of provision are available from the Student Services offices on each campus and at <http://www.uwtsd.ac.uk/study-skills/>.

Topics covered include:

- Developing effective study strategies
- Planning and writing assignments
- Preparing presentations
- Planning for seminars
- Preparing for exams

Drop-in study skills sessions and 1:1 appointments are available on the Carmarthen, Lampeter and Swansea campuses during term time – no appointment necessary. Distance learning students are also able to access the Study Skills Distance service using e-mail, telephone or Skype. Please see the Student Services study skills webpages for further details: <http://www.uwtsd.ac.uk/study-skills/>.

COMPLAINTS

You have a right to make a complaint about any specific concern about the provision of your Programme of Study or a related academic service. Full details of the complaints process can be found in the 'Procedure for Student Complaints' in Chapter 13 of the Academic Quality Handbook and in supporting documentation published on the Academic Office section on the University's website: <http://www.uwtsd.ac.uk/academic-office/procedures-for-academic-appeals-complaints-and-other-student-cases/>