



Programme Handbook

BA (Hons) Business Management

(4 Year, 3 Year, 2 Year, 1 Year)

**BLOOMSBURY
INSTITUTE**
LONDON



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Welcome

Welcome to the BA (Hons) Business Management courses offered by the School of Business at Bloomsbury Institute, in partnership with the University of Northampton.

This Programme Handbook provides key information about the course that you are following. For all other non-course specific information, please refer to your Student Handbook.

We wish you all the very best with your studies.

Dr Marcus Astley,
Head of School of Business and Management

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1. Key Information

Course:	BA (Hons) Business Management (4 Year, 3 Year*, 2 Year*, 1 Year)	Qualification(s)	BA (Hons) Business Management
Duration:	Four Years, Three Years*, Two Years*, One Year Top-Up (full-time)	Campus:	Bloomsbury
Start Dates:	September	Awarding Body:	University of Northampton

2. Overview

The BA (Hons) Business Management courses are delivered by Bloomsbury Institute and lead to awards which are conferred on students by the University of Northampton. Students who complete the courses will graduate at the University of Northampton, alongside students who studied on the University's campus. Bloomsbury Institute also holds its own graduation ceremony.

Most classes take place at Birkbeck College's Cambridge House (located at 373-375 Euston Road, London NW1 3AR), with occasional classes being held in other teaching facilities provided by Birkbeck College. Students are provided with access to Bloomsbury Online Library and Databases (BOLD) library resources. Additionally, students can use our computing lab at Bedford Square.

The courses are recognised by the Chartered Management Institute (CMI) and Chartered Institute of Management Accountants (CIMA). **See Section 12.1 and 12.2** below for further information.

3. Academic Regulations

The Academic Regulations which apply to you throughout your studies are those of the University of Northampton. The Regulations, and the University's Student Handbook which provides an explanation of the Regulations, are available at:

<https://www.northampton.ac.uk/about-us/governance-and-management/management/university-policies-procedures-and-regulations/>

Some of the University's Academic Regulations apply differently to our courses because they consist of 30-credit modules. The following differences are particularly important:

- ✓ Accumulated failure (Regulation 3.7.2)

Where students have a profile of non-engagement with assessments and learning across the year, they may also still be considered for termination under the accumulated failure regulation, shown below (if the levels are breached):

- More than 60 credits at Level 3 (Foundation Study Framework)
- More than 80 credits at Level 4
- More than 60 credits at Level 5
- More than 60 credits at Level 6
- ✓ Progression to next stage for Level 3 students (Regulation 3.7.3)
 - As an exception to 3.7.3, if you are studying the Level 3 year of the Foundation Study Framework, you are not permitted to progress to Level 4 until you have passed all 120 credits at Level 3.
- ✓ Condonement (Regulation 3.7.13)

Condonement does not apply and, therefore, you must pass every module at a minimum grade of D- in order to successfully complete your degree.



Maximum number of credits that can be studied each academic year (Regulation 3.3.2)

You can only take four 30-credit modules [120 credits in total] in one academic year.

If you are taking a 2-year accelerated course, then you can study a total of six 30 credit modules [180 credits in total] in one academic year.

If, after exhausting all opportunities for reassessment, you fail a module your studies will continue into an additional academic year, provided you are not in breach of the accumulated failure rule.

You can obtain further advice from our Academic Registrar or your Course Leader.

3.1 Foundation Year

University of Northampton regulations state:

- **3.7.1-3.7.14 Progression regulations for programmes 'with foundation'**

- **3.7.2** A student will be withdrawn from further study if s/he has taken and failed, having exhausted all opportunities for re-assessment, modules to the value of:
 - More than 60 credits at Level 3 (Foundation Study Framework)
- **3.7.4** Students who are studying the Level 3 year of the Foundation Study Framework are not permitted to progress to Level 4 until they have passed all 120 credits at Level 3.

3.2 2 Year Course*

3.2.1 Number of credits

- Maximum number of credits that can be studied each academic year (Regulation 3.3.2).

On 3- or 4-Year programmes, you can only take four 30 credit modules [120 credits total] in one academic year. **However**, a student on an Intensive (2 Year) programme is permitted to take no more than a maximum of 180 credits per academic year. This takes precedence over **Regulation 3.3.2** above.

3.2.2 Progression

Section 3.9.3 of the University of Northampton's Supplementary Regulations: Faculty of Business & Law state that:

- If any module is not successfully completed after all assessment opportunities are exhausted, the student will transfer to the three-year programme.

Additionally:

- **Section 3.8.1:** Where a student withdraws from any module then s/he will automatically transfer to the three-year Business Management programme.

Section 3.8.2: At any point during their studies a student on the Intensive programme may transfer to the three-year Business Management programme.



* Not recruited to in 2021-22



4. Programme Specification

A summary of the main features of the programme is contained in the 'Programme Specification BA (Hons) Business Management'.

The Programme Specification includes information on the following:

- The educational aims of the Programme
- The subject-specific knowledge and skills (i.e. the learning outcomes) that a student will demonstrate achievement of through formal assessment
- The transferable skills that a student will have developed (with an indication of those skills that a student will demonstrate achievement of through formal assessment)

- The teaching, learning and assessment methods and strategies
- The structure of the course
- Professional body requirements
- Assessment Regulations
- Support for students and their learning, career and progression opportunities
- Methods for evaluating and enhancing the quality and standards of teaching and learning
- Indicators of quality and standards

The Programme Specification is published within the Programme area of Canvas, your virtual learning environment.

4.1 Educational aims of the programme

Important abilities and qualities of mind are acquired through the study of business management that are readily transferable to many occupations and careers. Some of these qualities and abilities are generic, in that they are imparted by most degree courses in the human and social sciences. But degree level study in business management also instils ways of thinking that are intrinsic to the subject, while being no less transferable.

These abilities and skills include: people management; problem solving and critical analysis; analysing facts and circumstances to determine the cause of a problem and identify and select appropriate solutions; the ability to analyse and evaluate a range of business data, sources of information and appropriate methodologies, and to use that research for evidence-based decision-making; commercial acumen; innovation, creativity and enterprise; the ability to act entrepreneurially to generate, develop and communicate ideas, manage and exploit intellectual property, gain support, and deliver successful outcomes; numeracy; and networking and negotiating.¹

¹ This is extracted from the QAA Subject Benchmark Mark Statement for Business and Management, which is available at: <https://www.qaa.ac.uk/quality-code/subject-benchmark-statements#>

The overall aims of the BA (Hons) Business Management course are to:

1. Develop and demonstrate a full knowledge and understanding of the theory and practice of organisations (regardless of business size and sector, including non-profit making businesses), the business environment in which they operate (at a national and global level) and management enabling students to manage and solve business problems.
2. Empower students from a variety of educational backgrounds to fulfil their academic potential through their own personal development, reflection and research, and the study of, inter alia, international business management, servant leadership, digital literacy, employability and ethics.
3. Develop and empower students to build upon any existing work experience to broaden and extend their knowledge and understanding of the range of issues that impact upon an organisation's ability to deliver improved products/services.
4. Develop a critical understanding of ethical principles and practice, and an awareness of effective management practice, equipping graduates to become effective global citizens.
5. Prepare and provide support for students to secure an internship.
6. Develop a range of cognitive, subject, practical and transferable skills to aid employment, lifelong learning, and entrepreneurial spirit both nationally and internationally.
7. Provide employers (national and globally) with adaptable and transformative graduates who possess the specialist technical knowledge and skills needed in their sector.
8. [For the Foundation Year] Provide students with the basic understanding of interdisciplinary and disciplinary themes for study at HE level and develop the key knowledge and understanding to enable them to engage and perform successfully in a work and academic environment. (Level 3, RQF).

4.2 Learning outcomes

As you progress through the course, you will acquire:

- Knowledge and understanding
- Subject specific/practical skills
- Key skills

The components of each of these are set out in learning outcomes, as follows:



4.2.1 Knowledge and understanding

At the end of the course students will be able to demonstrate:

- | | |
|--|---|
| <p>A1 Demonstrate a sound knowledge and systematic understanding of organisations (regardless of business size and sector, including non-profit making businesses), the business environment in which they operate (at a national and global level) and management through a study of some or all of the following areas of business and management: markets, marketing and sales (including digital marketing), accounting and finance, customers, human resources, organisational behaviour, operations, information systems and business intelligence, communications, business policy and strategy, business innovation and enterprise, and social responsibility (including environmental and ethical responsibility).</p> <p>A2 Demonstrate a sound understanding of the national and international business environment in which organisations operate.</p> <p>A3 Demonstrate a broad knowledge and understanding of different types of organisation: small, medium, multinational and non-profit making organisations.</p> | <p>A4 Demonstrate a systematic understanding and knowledge of current business and management principles and practice and the ethical, social, economic and historical contexts that underpin them.</p> <p>A5 Demonstrate knowledge of the internal aspects, functions and processes of organisations with reference to the following: their diverse nature, purposes, structures, governance, operations and management, together with the individual and corporate behaviours and cultures which exist within and between organisations and their influence upon the external environment.</p> <p>A6 Develop a conceptual understanding of the theory and practice of business and management enabling students to manage and solve business problems and recognise the importance of resource management to organisational success.</p> <p>A7 Critically assess the holistic nature of business organisations.</p> |
|--|---|

A1-A7 above cover the subject knowledge and understanding identified in Sections 3.4 – 3.7 of the Business and Management Subject Benchmark Statement, November 2019.

Knowledge and understanding: Foundation Year (Level 0)

At the end of the Level 0 Foundation Year, students will be able to:

- A01 Demonstrate a basic understanding of the purpose and process of academic research.
- A02 Understand the role of the individual in the workplace and reflect on the sources and resolutions of workplace challenges and conflict.
- A03 Demonstrate an awareness of current global themes that will be encountered within a UK university academic environment.
- A04 Understand and demonstrate introductory business concepts and knowledge.

4.2.2 Subject specific/practical skills

At the end of the course students will have developed the following subject specific and practical skills:

- B1 Communicate effectively using appropriate written, verbal, audio-visual or electronic format in a professional manner, leading to positive team building, motivation, and favourable outcomes in negotiations.

- B2 Evidence effective problem solving and decision making using appropriate quantitative and qualitative skills including identifying, evaluating, synthesising and solving business problems.
- B3 Apply appropriate business concepts, models or techniques to critically analyse business problems.
- B4 Demonstrate a deep understanding of the key drivers for business success and the importance of providing customer satisfaction and building customer loyalty.
- B5 Synthesise and critically evaluate different academic views on a variety of business focussed issues.
- B6 Demonstrate the ability to undertake independent learning and to conduct independent research. Identify, evaluate, synthesise and critically analyse problems and issues within organisations.

B1-B6 above cover the subject skills of particular relevance to business and management as identified in Section 3.9 of the Business and Management Subject Benchmark Statement, November 2019.

Subject specific/practical skills: Foundation Year (Level 0)

At the end of the Level 0 Foundation Year, students will have developed the following subject specific and practical skills:

B01 Recognise the ethical dimensions of contemporary themes and be able to apply a basic framework of critical analysis to thematic knowledge as well as gaining an understanding of equality, diversity and inclusion considerations.

B02 Explore digital literacy and reflect upon its use and importance in work and study environments.

B03 Through an understanding of Servant Leadership, reflect on an individual's role within an academic or workplace environment.

4.2.3 Key skills

Students are expected to develop a wide range of key transferable skills during their degree studies.

These key transferable skills will help you to be successful on your degree and also provide you with skills that are valued by employers. As transferable skills, they will be of use whatever career you choose to pursue.

You will develop these key transferable skills within the business and management modules, and also through our employability service, 'Let's Grow' (see Section 11 below).

Please see the **QAA Subject Benchmark Statement for Business and Management** for further details of key transferable skills.

At the end of the course students will have developed the following key skills:

C1 Learning to learn: demonstrate lifelong learning skills including the development and enhancement of a range of general transferable intellectual and study skills.

C2 Communication: application of literacy, ability to produce clear, structured written work and oral literacy, including listening and questioning skills.

C3 Group work: respecting others, co-operating, negotiating, persuading, contributing to discussions, and building and sustaining relationships from diverse cultures.

C4 Self-management: students' readiness to accept responsibility, flexibility, resilience, self-starting, appropriate assertiveness, time management, readiness to improve one's performance based on self-reflection and continuous professional and personal development.

C5 Problem solving: critical thinking and analysis, synthesis and evaluation of facts and circumstances to determine the cause of a problem and identifying and selecting appropriate solutions.

C6 Use and application of information technology: basic IT skills, including familiarity with commonly used programmes.

C7 Processing of numerical data: manipulation of numbers, general mathematical awareness and its application in practical contexts.

C1-C7 above cover the cognitive abilities and generic skills identified in Section 3 of the Business and Management Benchmark Statement, November 2019.

Key skills: Foundation Year (Level 0)

At the end of the Level 0 Foundation Year, students will have developed the following key skills:

C01 Be able to communicate ideas clearly and accurately in written or spoken academic situations.

C02 Be able to develop the transferrable skills of working creatively and flexibly as part of an academic group.

C03 Understand the need for and use of appropriate academic language and conventions.

C04 Be able to interpret and use numerical information to draw conclusions, make informed decisions and present findings.

C05 Develop a number of key intellectual and transferable skills which will enhance lifelong learning skills (self-management, reflection and analysis).





5. Modules and Award Map: 4 Year Students

A module is set at one of four levels: Level 0 and Levels 4-6, Level 0 being the least complex and Level 6 being the most complex. The module level is demonstrated by the learning outcomes for the module.

In your first year (Stage 1) you will complete Level 0 modules, followed by Level 4 modules in your second year (Stage 2), Level 5 modules in your third year (Stage 3) and Level 6 modules in your final year (Stage 4). The details of each module are set out in the Module Specifications which are published within the module areas of the VLE.

Upon successful completion of a module, you are awarded the specified number of credits at the specified level.

Full-time students complete 4 x 30-credit modules each academic year, two in Semester 1 and two in Semester 2:

- At Level 0 (Stage 1) students complete 4 x 30 credit compulsory modules
- At Level 4 (Stage 2) students complete 4 x 30 credit compulsory modules
- At Level 5 (Stage 3) students complete 3 x 30 credit compulsory modules and 1 x 30 credit option module
- At Level 6 (Stage 4) students complete 1 x 30 credit compulsory module, 1 x 30 credit research project and 2 x 30 credit option modules (one in each Semester)

The Award Map sets out the modules that you will take as part of your course:

Level / Stage	Semester 1		Semester 2	
Level 0 Stage 1	Study and Research Skills	Contemporary Themes	Professional Skills	Introduction to Business and Management
Level 4 Stage 2	Business Environment	Marketing Principles and Practice	Organisations: Leadership and Management	Managing Information and Technology
Level 5 Stage 3	Managerial Finance	Digital Marketing	Managing Operations and Projects	Option
Level 6 Stage 4	Strategy, Enterprise and Innovation	Option	Business Research Project	Option

5.1 Stage 1: Level 0

Module Code	Semester	Module Title	Credits	Status	Pre-requisites
LSBM004	1	Study and Research Skills	30	Compulsory	None
LSBM002	1	Contemporary Themes	30	Compulsory	None
LSBM003	2	Professional Skills	30	Compulsory	None
LSBM001	2	Introduction to Business and Management	30	Compulsory	None

5.2 Stage 2: Level 4

Module Code	Semester	Module Title	Credits	Status	Pre-requisites
LSBM103	1	Business Environment	30	Compulsory	None
LSBM101	1	Marketing Principles and Practice	30	Compulsory	None
LSBM102	2	Organisations: Leadership and Management	30	Compulsory	None
LSBM100	2	Managing Information and Technology	30	Compulsory	None

5.3 Stage 3: Level 5

Module Code	Semester	Module Title	Credits	Status	Pre-requisites
LSBM203	1	Managerial Finance	30	Compulsory	None
LSBM200	1	Digital Marketing	30	Compulsory	MPP
LSBM204	2	Managing Operations and Projects	30	Compulsory	None
LSBM201	2	Ethics, Sustainability and Social Impact*	30	Option	None
LSBM205	2	Talent Management*	30	Option	None

* Subject to student demand.



6. Modules and Award Map: 3 Year Students*

5.4 Stage 4: Level 6

Module Code	Semester	Module Title	Credits	Status	Pre-requisites
LSBM306	1	Strategy, Enterprise and Innovation	30	Compulsory	None
LSBM300	2	Business Research Project	30	Compulsory	None
LSBM303	1	Critical Issues in Business Management	30	Option	None
LSBM301	1	Consumer Behaviour*	30	Option	None
LSBM304	2	Cross Cultural Management*	30	Option	None
LSBM302	2	Corporate Risk Management*	30	Option	None
LSBM305	2	Small Business Management*	30	Option	None
LSBM325	2	Business Internship	30	Option	None

* Subject to student demand.

A module is set at one of four levels: Level 0 and Levels 4-6, Level 0 being the least complex and Level 6 being the most complex. The module level is demonstrated by the learning outcomes for the module.

In your first year (Stage 1) you will complete Level 4 modules, followed by Level 5 modules in your second year (Stage 2) and Level 6 modules in your final year (Stage 3). The details of each module are set out in the Module Specifications which are published within the module areas of the VLE.

Upon successful completion of a module, you are awarded the specified number of credits at the specified level.

Full-time students complete 4 x 30-credit modules each academic year, two in Semester 1 and two in Semester 2:

- At Level 4 (Stage 1) students complete 4 x 30 credit compulsory modules
- At Level 5 (Stage 2) students complete 3 x 30 credit compulsory modules and 1 x 30 credit option module
- At Level 6 (Stage 3) students complete 1 x 30 credit compulsory module, 1 x 30 credit research project and 2 x 30 credit option modules (one in each Semester)

* Not recruited to in 2021-22

The Award Map sets out the modules that you will take as part of your course:

Level / Stage	Semester 1		Semester 2	
Level 4 Stage 2	Business Environment	Marketing Principles and Practice (MPP)	Organisations: Leadership and Management	Managing Information and Technology
Level 5 Stage 3	Managerial Finance	Digital Marketing	Managing Operations and Projects	Option
Level 6 Stage 4	Strategy, Enterprise and Innovation	Option	Business Research Project	Option

6.1 Stage 1: Level 4

Module Code	Semester	Module Title	Credits	Status	Pre-requisites
LSBM103	1	Business Environment	30	Compulsory	None
LSBM101	1	Marketing Principles and Practice	30	Compulsory	None
LSBM102	2	Organisations: Leadership and Management	30	Compulsory	None
LSBM100	2	Managing Information and Technology	30	Compulsory	None

6.2 Stage 2: Level 5

Module Code	Semester	Module Title	Credits	Status	Pre-requisites
LSBM203	1	Managerial Finance	30	Compulsory	None
LSBM200	1	Digital Marketing	30	Compulsory	MPP
LSBM204	2	Managing Operations and Projects	30	Compulsory	None
LSBM201	2	Ethics, Sustainability and Social Impact*	30	Option	None
LSBM201	2	Talent Management*	30	Option	None

6.3 Stage 3: Level 6

Module Code	Semester	Module Title	Credits	Status	Pre-requisites
LSBM306	1	Strategy, Enterprise and Innovation	30	Compulsory	None
LSBM303	1	Critical Issues in Business Management	30	Option	None
LSBM304	2	Cross Cultural Management*	30	Option	None
LSBM302	2	Corporate Risk Management*	30	Option	None
LSBM300	2	Business Research Project	30	Compulsory	None
LSBM301	1	Consumer Behaviour*	30	Option	None
LSBM305	2	Small Business Management*	30	Option	None
LSBM325	2	Business Internship	30	Option	None

* Subject to student demand.



7. Modules and Award Map: 2 Year Students*

A module is set at one of four levels: Level 0 and Levels 4-6, Level 0 being the least complex and Level 6 being the most complex. The module level is demonstrated by the learning outcomes for the module.

In each academic year, you will take six modules:

- At Stage (Year) 1, students take **four** Level 4 modules and **two** Level 5 modules.
- At Stage (Year) 2, students take the remaining **two** Level 5 modules and **four** Level 6 modules (which includes the compulsory Research Project module).

Your six modules each year will be studied as follows:

- Four modules are taken as 'short and fat'. This means that the modules are studied over the course of one semester. You will study two 'short and fat' modules per semester.
- One module is taken as 'long and thin'. This means that the module is studied over the course of two semesters.
- One module is studied in the summer. This means that the module will be more intensive, studied across just six weeks

* Not recruited to in 2021-22

The Award Map sets out the modules that you will take as part of your course:

Level / Stage	Semester 1		Semester 2		Summer
Levels 4 & 5 Stage 1	Business Environment (Level 4)	Marketing Principles and Practice (Level 4)	Organisations: Leadership and Management (Level 4)	Managing Information and Technology (Level 4)	Managerial Finance (Level 5)
	Managing Operations and Projects (Level 5)				
Levels 5 & 6 Stage 2	Digital Marketing (Level 5)	Option (Level 6)	Option (Level 5)	Option (Level 6)	Business Research Project (Level 6)
	Strategy Enterprise and Innovation (Level 6)				

7.1 Stage/Year 1: Level 4/5

Module Code	Semester	Module Title	Level	Credits	Status	Pre-requisites
LSBM103	1	Business Environment	4	30	Compulsory	None
LSBM100	1	Marketing Principles and Practice	4	30	Compulsory	None
LSBM102	2	Organisations: Leadership and Management	4	30	Compulsory	None
LSBM101	2	Managing Information and Technology	4	30	Compulsory	None
LSBM204	1 and 2	Managing Operations and Projects	5	30	Compulsory	None
LSBM203	3 (summer)	Managerial Finance	5	30	Compulsory	None

7.2 Stage/Year 2: Levels 5/6

Module Code	Semester	Module Title	Level	Credits	Status	Pre-requisites
LSBM200	1	Digital Marketing	5	30	Compulsory	MPP
LSBM306	1	Consumer Behaviour*	6	30	Option	None
LSBM303	1	Critical Issues in Business Management*	6	30	Option	None
LSBM306	1	Strategy Enterprise and Innovation	6	30	Compulsory	None
LSBM304	2	Cross Cultural Management*	6	30	Option	None
LSBM201	2	Ethics, Sustainability and Social Impact*	5	30	Option	None
LSBM205	2	Talent Management*	5	30	Option	None
LSBM302	2	Corporate Risk Management*	6	30	Option	None
LSBM305	2	Small Business Management*	6	30	Option	None
LSBM325	1 or 2	Business Internship	6	30	Option	None
LSBM300	3	Business Research Project	6	30	Compulsory	None

*Subject to student demand

8. Modules and Award Map: 1 Year (Top-up) Students

On the 1 Year course, all the modules are at Level 6. You take three compulsory Level 6 modules and one Level 6 option module.

The details of each module are set out in the Module Specifications which are published within the module areas of the VLE. The Award Map sets out the modules that you will take as part of your course:

The Award Map sets out the modules that you will take as part of your course:

Level	Semester 1		Semester 2	
Level 6 Year 1	Strategy, Enterprise and Innovation (30 credits)	Critical Issues in Business Management (30 credits)	Business Research Project (30 credits)	Option (30 credits)

8.1 Level 6

Module Code	Semester	Module Title	Credits	Status	Pre-requisites
LSBM306	1	Strategy, Enterprise and Innovation	30	Compulsory	None
LSBM303	1	Critical Issues in Business Management	30	Compulsory	None
LSBM300	2	Business Research Project	30	Compulsory	None
LSBM302	2	Corporate Risk Management*	30	Option	None
LSBM305	2	Small Business Management*	30	Option	None
LSBM304	2	Cross Cultural Management	30	Option	None
LSBM323	2	Business Internship	30	Option	None
LSBM324	2	Independent Learning Module	30	Option	None

*Subject to student demand.



9. Module descriptions

9.1 Level 0

Professional Skills

This module will introduce students to a range of skills that they will require in their studies and subsequent employment. The broad areas to be covered include numeracy, digital literacy, written and spoken interaction in a professional context, reflection on performance, exploring the complexity of work interactions, dealing with work related conflict and challenges, and client care.

Contemporary Themes

This module will introduce students to a series of inter-disciplinary themes that they will encounter during their studies and when in employment. Students will start to engage with these themes through academic reading circles.

Study and Research Skills

This module will introduce students to the concept, terminology and principles of research, provide an overview of the kinds of research under the qualitative

and quantitative paradigm, and explore how to conduct quality research. The module will also explore the academic skills, conventions, and language required to present research findings. Finally, the module will explore ethical considerations when undertaking research.

Introduction to Business and Management

The business environment is in constant flux with concepts such as globalisation, ethics, outsourcing and leadership being discussed constantly in conventional and social media. This module provides a foundational knowledge of these concepts, and many others, to give students an understanding of how businesses operate and respond to their changing environment as well as providing insight into the management theories and tools at their disposal. Students will learn how organisations set objectives and develop strategies to achieve them, and the inherent conflict between business and ethics.



9.2 Level 4

Business Environment

The module introduces and analyses the business environment model and presents tools and methods of assessment to analyse the model, allowing students to view the business environment both internally and externally to determine business strategies.

Managing Information and Technology

This module will cover the various Information Systems for effective management in organisations and will describe the main processes of developing, maintaining, and management information systems considering a range of key issues.

Organisations: Leadership & Management

This module provides a firm basis of practical "People Management" knowledge for non-specialist and specialist managers of people in any type of organisation. It forms a basic foundational knowledge level which can lead to further, more theoretical study for many students in the more specialist HRM, and Organisational Behavioural modules at Levels 5 & 6.

Marketing Principles and Practice

This module presents an overview of the nature and scope of the marketing function and the environment affecting marketing managers. Topics covered include insights into the marketing environment, social responsibility and marketing ethics, consumer buying behaviour, market segmentation, and marketing mix strategies.

9.3 Level 5

Managerial Finance

This module will cover the overall function three crucial areas of financial accounting, management accounting and finance. It will introduce financial statements, analysis, various management accounting and finance techniques.

Digital Marketing

Digital Marketing is about using digital technologies to achieve marketing objectives. This means developing strategies to acquire and retain customers profitably in the context of a constantly changing multi-channel buying process. Digital Marketing uses a range of online tools to enable marketers to target consumers in an accountable and measurable way in order to build a sustainable, long term customer relationship that is profitable for the organisation and fulfilling for the consumer. These tools include website development, social media, search engine and email marketing which are underpinned by data analytics that enable marketers to understand and influence the evolving 'customer journey'.

This module builds on students' existing marketing knowledge and introduces them to the concepts, evolution, technology, tools and drivers of digital marketing.

Managing Operations & Projects

This module will introduce students to the theory and practice surrounding operations and project management.

Emphasis will be placed upon understanding the various theories and accepted frameworks and examining how these may be applied to various organisational contexts. Both qualitative and quantitative methodologies will be examined, and students will also be required to adopt a critical approach when applying the frameworks.

Ethics, Sustainability and Social Impact

This module introduces students to the academic theory concerned with business ethics, the sustainability of organisations and the impact of organisations on society. It also critically examines, the various initiatives and frameworks employed by organisations to enhance ethicality, sustainability and social impact.

Talent Management

The contribution that HRM makes towards effectiveness in organisations is especially reflected in the knowledge economy within which organisations exist today. There is positive recognition by leading academics and business leaders of the importance to organisational performance of the ways in which employees are strategically managed and where individual talents are successfully developed. Study of this module will give students a good understanding of the essential concepts involved in successful talent management, along with the developmental skills required to ensure success for both the organisation and employees.

9.4 Level 6

Strategy, Enterprise and Innovation

The purpose of the module is to provide students with a general understanding of the nature of entrepreneurial opportunity recognition and need for innovation and creativity. The module explores enterprising behaviour within the context of large organizations (including both private and public organisations, as well as those in the third sector) as well as small businesses.

Business Research Project

This module concerns the use of business/ social science Research Methods as an aid to making business decisions. The module seeks to blend the practical and theoretical aspects of business research. In particular, it covers the range of research activities and methods, including problem definition, sources of data, questionnaire design, sampling, data analysis and presentation of research findings.

Corporate Risk Management

This module will introduce students to the main types of risk facing organisations in today's international business environment. It will also explore the various risk measurement and management tools available to organisations in order for them to incorporate risk planning into

their strategies and operations.

Both qualitative and quantitative methodologies will be examined and students will also be required to adopt a critical approach when applying the frameworks.

Small Business Management

This module is aimed at introducing students to the world of enterprise and business planning. Generally defined as an owner or manager of a business enterprise who attempts to make profits by starting and growing his or her business, an entrepreneur is confronted with numerous other challenges. In summary, the module seeks to both the eclectic mix of individuals planning to develop and launch their own businesses as well as those with established small business ventures who would like to expand.

Cross Cultural Management

This global nature of modern organisations requires successful managers to both understand the various cultural differences across markets and spheres of activity and to adopt flexible methods of thinking and behaviour when managing staff and other stakeholders. This module aims to explore the theory base surrounding cross-cultural management and to critically examine the various management frameworks available to management.



Consumer Behaviour

Consumer buying behaviour is a complex activity, which is influenced by many environmental factors, and has more recently placed the consumer at the centre of the marketing concept. As a result, it is not entirely a rational decision-making process, as it is made even more complex by the growing levels of interaction and interlinkages of attitudes, perceptions, behaviour and culture of conflicting consumer segments. As the process of consumer buying behaviour becomes more and more complex it has therefore become necessary for marketers to become more proactive in dealing with the complex behaviour exhibited by consumers.

Critical Issues in Business Management

This module looks at contemporary critical issues that impact contemporary business and the challenges that these issue present to leaders. Students are required to critically analyse and evaluate these pervasive issues and determine appropriate responses to navigate this landscape.

Internship Placement

This internship-based module creates a framework to help students gain the type of skills and experience required to undertake work in contemporary organisations. The module will help students to gain understanding and experience of real life business practice in the workplace. The skills gained provide tangible workplace advantage.



10. Summary of modules

Module Code	Level	Module Title
LSBM002	0	Contemporary Themes
LSBM003	0	Professional Skills
LSBM004	0	Study and Research Skills
LSBM005	0	Introduction to Business and Management
LSBM100	4	Managing Information and Technology
LSBM101	4	Marketing Principles and Practice
LSBM102	4	Organisations: Leadership & Management
LSBM103	4	Business Environment
LSBM200	5	Digital Marketing
LSBM201	5	Ethics, Sustainability and Social Impact
LSBM203	5	Managerial Finance
LSBM204	5	Managing Operations & Projects
LSBM205	5	Talent Management
LSBM300	6	Business Research Project
LSBM301	6	Consumer Behaviour
LSBM302	6	Corporate Risk Management
LSBM303	6	Critical Issues in Business Management
LSBM304	6	Cross Cultural Management
LSBM305	6	Small Business Management
LSBM306	6	Strategy, Enterprise and Innovation
LSBM325	6	Business Internship

11. Academic staff

Business Management leadership staff contact details:

Name	Email	Position
Dr Marcus Astley	marcus.astley@bil.ac.uk	Head of the School of Business and Accounting
Amadou Jammeh	amadou.jammeh@bil.ac.uk	Deputy Head of School Business and Accounting Business Management Course Leader



12. Let's Grow

Our Let's Grow programme (formerly known as 'LEAD') is designed to promote a person-centred approach to personal and professional development. This ensures that students are well-prepared to take on the challenges of postgraduate study, employment, self-employment or entrepreneurship, and lead lives that are rewarding and constructive.

The aims of Let's Grow are:

- To develop a clear understanding for each student of how their personal values and beliefs feed into how they think, behave, and perform
- To provide a structure through which a student's key transferable skills are developed
- To develop a student's ability to reflect upon their own learning, performance, experiences and achievements
- Through this self-reflection, to develop a student's ability to plan for their personal, academic and career development
- To provide opportunities (within and outside the curriculum) for a student to engage in activities which will enable them to implement and achieve their development goals
- To ensure students formally record their experiences and achievements for subsequent use in applications for further study or employment
- To enable students to communicate their skills and experiences effectively to a range of audiences from employers to investors.

Let's Grow is embedded within the curriculum (i.e. it forms a part of some modules). In addition, it takes place outside the curriculum through the provision of personal, academic and career development opportunities.

13. Professional recognition and career opportunities

13.1 Chartered Management Institute (CMI) recognition

The Business Management programme has been recognised and endorsed by CMI. Upon successful completion of your course, CMI will provide you with and a certificate of attendance and membership of CMI.

13.2 Chartered Institute of Management Accounts (CIMA)

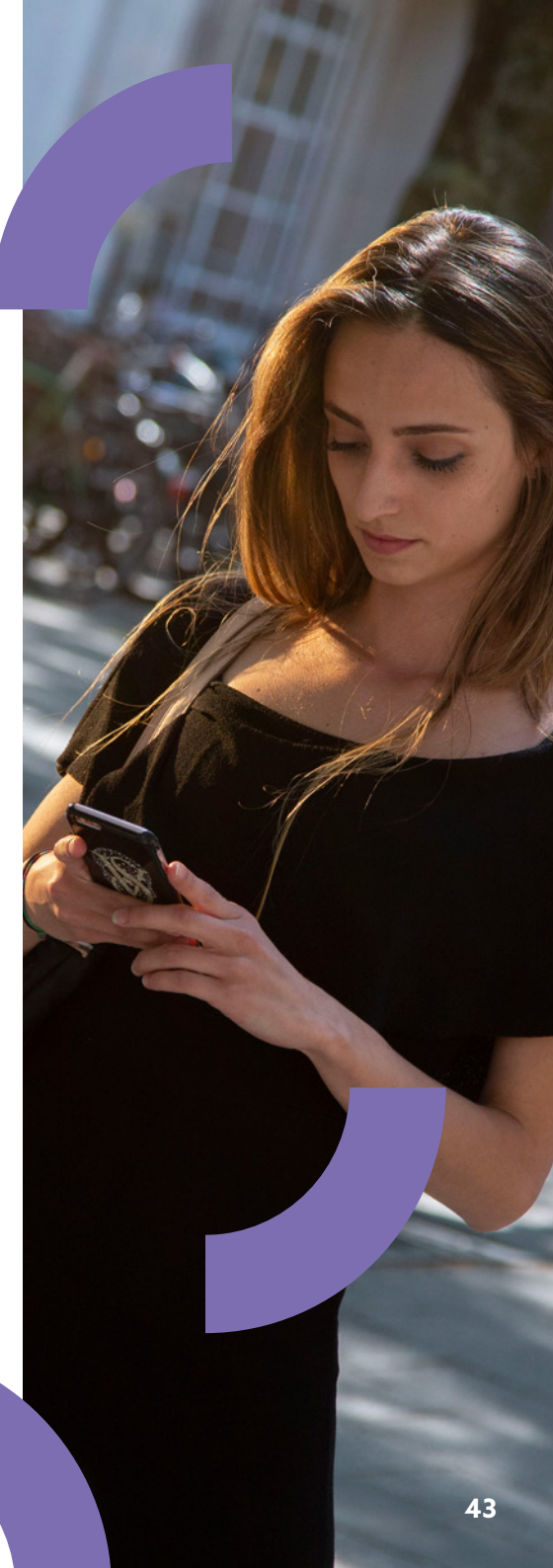
The Business Management programme has been recognised by CIMA. Upon successful completion of your course, you will achieve four exemptions, which make up the CIMA Certificate in Business Accounting.

13.3 Career opportunities

Students who graduate with the BA (Hons) Business Management have a number of careers that are directly related to their course. These include:

- Corporate investment banker
- Human resources officer
- Insurance underwriter
- Management consultant
- Operational researcher
- Risk manager
- Human resources officer
- Logistics and distribution manager
- Marketing executive
- Retail manager
- Sales executive

A business management studies degree prepares you for a career in business, which may stretch across any sector or industry. Your career options are therefore varied.





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