

Programme Handbook

Academic Year: 2025-26

BA Business Management

**(3 Year, 2 Year Accelerated, 1 Year
Top-up)**

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Welcome

Welcome to the BA Business Management courses offered by the School of Business at Bloomsbury Institute, in partnership with Birkbeck, University of London.

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 (the Appendix of this handbook provides the Index of your Student Handbook).

We wish you all the very best with your studies.

Dr Joan O'Mahony
Principal

Amadou Jammeh
Course Leader

Note: this Programme Handbook is available in electronic form from Canvas, your virtual learning environment.

1. Key Information

Course:	BA Business Management	Qualification(s)	BA Business Management BA Business Management (Marketing) BA Business Management (Entrepreneurship) BA Business Management (Human Resource Management)
Duration:	Three Years (full-time) Two Years (full-time, accelerated) One Year, Top-up (full-time)	Campus:	Bloomsbury
Start Dates:	October 2025, (1 year top-up has additional start dates in February and June)	Awarding Body:	Birkbeck, University of London

2. Overview

Business and Management as a discipline develops critical understanding of organisations, their cultures and structures, and their wider economic, environmental and social contexts. It promotes responsible leadership and prepares graduates for diverse careers, equipping them to be reflective, inclusive and globally minded professionals.

Degree programmes are broad, interdisciplinary and dynamic, reflecting the evolving nature of business. They embed responsible management practice, equality, diversity and inclusion, and Education for Sustainable Development, with a focus on creating positive impact for a wide range of stakeholders.

Graduates demonstrate knowledge of organisations, governance and the wider business environment, and an ability to respond to change, manage risk and consider organisational impact on society. They develop understanding across areas such as ethics and sustainability; markets and economies; marketing and finance; people and organisational behaviour; operations and innovation; data analytics and digital business; strategy; public and non-profit management; and entrepreneurship.

Key skills include leadership and collaboration, communication, critical thinking, problem-solving, research and evaluation, commercial awareness, innovation, quantitative analysis, networking and self-management, alongside strong digital literacy and inclusive working practices.

All modules on the BA Business Management cover academic knowledge and understanding. The practical workplace/entrepreneurship focus will require students to apply that academic knowledge and understanding to real-life practice. Students will be required to complete classroom activities and formative and summative assessments which will 'mimic' workplace/entrepreneurship-type scenarios. Whenever possible, students will be asked to draw on their own work experience and work with authentic, occasionally 'live', case studies.

Students will be able to specialise in: Marketing, Human Resource Management or Entrepreneurship. Students may also choose not to specialise (by taking optional modules 'belonging' to two different specialisations).

Students have the option of undertaking an internship module to further broaden their work experience, however, this module is not available to international sponsored students.

3. Academic Regulations

Your programme is delivered by Bloomsbury Institute and leads to an award of Birkbeck, University of London. This means that the Academic Regulations which apply to you throughout your studies are those of Birkbeck, University of London.

These regulations set out the rules for assessment, progression, reassessment, and the classification of awards, and ensure that standards are applied fairly and consistently. While this handbook summarises key programme information, the formal regulations of the awarding partner take precedence in all cases. Students are responsible for familiarising themselves with the regulations that apply to their course and for complying with them throughout their studies.

The Regulations are available at:

<https://www.bbk.ac.uk/documents/common-award-scheme-regulations-25-26.pdf>

4. Programme Specification

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

The Programme Specification includes information on the following:

- Admissions Requirements
- The educational aims of the Programme
- Distinctive Features
- Course Structure
- 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
- Professional body requirements
- Academic Regulations and course management
- 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

The aims of the programme are to:

1. Provide students with an innovative, rigorous, and coherent study of the theory and practice of substantive areas of business management.
2. Develop students' understanding of how business is shaped by and impacts on ethical, social, political, environmental and economic norms.
3. Develop students' critical understanding of ethical principles and practice, and their ability to readily identify ethical questions and dilemmas and supply appropriate solutions, thus equipping graduates to become effective global citizens.
4. Transform students into independent and critical learners, and to develop their subject-specific skills of independent research, enquiry, analysis, synthesis, critical evaluation, devising and sustaining arguments, decision-making in complex and unpredictable contexts, and problem-solving.
5. Develop students' transferable skills that will enhance and augment their personal, educational and career development.
6. Through a process of Personal Development Planning (delivered through the Let's Grow Programme), empower students to reflect upon their own learning, performance, experiences and achievements, and to plan for their personal, educational and career development.
7. Prepare and provide support for students to secure an internship¹.
8. Provide employers (nationally and globally) with adaptable and transformative graduates who possess the specialist and practical business management knowledge and skills needed in their sector.

Provide students with a programme which is accredited by the Chartered Management Institute.

4.2 Learning outcomes

At the end of the Programme you will be able to:

- Identify and critically analyse and evaluate business management issues (including in specialist areas for optional pathway studies), and make decisions in complex and unpredictable contexts
- Apply appropriate business concepts, principles, models and/or techniques to critically analyse and evaluate issues relating to businesses
- Communicate such critical analysis and evaluation effectively using appropriate, written, verbal, audio-visual or electronic formats
- Apply knowledge to provide evidenced conclusions to complex problems in the area of business
- Identify ethical questions and dilemmas relating to business and select appropriate solutions
- Apply a range of tools to research, analyse or evaluate business management issues and to use theoretical concepts to interpret the issue and recommend practical solutions, (including in the specialist areas of entrepreneurship, marketing and HR management for students following specialist pathways).

5. Modules and Course Structure

Level	Module Code	Module Title	Credit	Core/Option
Full-time (standard) – 3 years				
BA Business Management				
Year 1				
4	BUS4A3	Contemporary Business Environment	30	Core
4	BUS4A4	Marketing Principles and Practice	30	Core
4	BUS4A5	People and Talent	30	Core
4	BUS4A6	Financial Knowledge and Skills for Modern Businesses	30	Core
Year 2				
5	BUS5A22	Organisational Leadership and Culture	30	Core
5	BUS5A23	Business Intelligence	30	Core
5	BUS5A24	Operations and Project Management	30	Core
5	BUS5A25	Business Ethics, Sustainability and Social Impact	30	Core
Year 3				
6	BUS6A3	Applied Business Strategy	30	Core
6		Option 1	30	Optional
6		Option 2	30	Optional
6		Option 3	30	Optional
Level 6 Options				
6	BUS6A4	Digital Marketing	30	Optional
6	BUS6A5	Human Resources and the Business	30	Optional
6	BUS6A6	Innovation and Business Planning for Entrepreneurs	30	Optional
6	BUS6A7	Advanced Marketing with Consumer Behaviour	30	Optional
6	BUS6A8	Applied Human Resource Management	30	Optional
6	BUS6A9	Business Development for Entrepreneurs	30	Optional
6	BUS6A10	Business Project	30	Optional
6	BUS6A11	Internship (Business)*	30	Optional
6	BUS6A12	Independent Learning Module	30	Optional
BA Business Management (Marketing):				
Year 1 and 2 as shown above for BA Business Management				
Year 3				
6	BUS6A3	Applied Business Strategy	30	Core
6	BUS6A4	Digital Marketing	30	Core
6	BUS6A7	Advanced Marketing with Consumer Behaviour	30	Core

6	BUS6A10 BUS6A11 BUS6A12	Option selected from: - Business Project - Internship (Business)* - Independent Learning Module	30	Option
BA Business Management (Human Resource Management):				
Year 1 and 2 as shown above for BA Business Management				
6	BUS6A3	Applied Business Strategy	30	Core
6	BUS6A5	Human Resources and the Business	30	Core
6	BUS6A8	Applied Human Resource Management	30	Core
6	BUS6A10 BUS6A11 BUS6A12	Option selected from: - Business Project - Internship (Business)* - Independent Learning Module	30	Option
BA Business Management (Entrepreneurship):				
Year 1 and 2 as shown above for BA Business Management				
6	BUS6A3	Applied Business Strategy	30	Core
6	BUS6A6	Innovation and Business Planning for Entrepreneurs	30	Core
6	BUS6A9	Business Development for Entrepreneurs	30	Core
6	BUS6A10 BUS6A11 BUS6A12	Option selected from: - Business Project - Internship (Business)* (- Independent Learning Module	30	Option
Full-Time Accelerated degree route (2-years):				
1. Students on the 2-year accelerated degree will complete: (i) Year 1 - 4 x Level 4 modules and 2 x Level 5 modules; and (ii) Year 2 - 2 x Level 5 modules and 4 x Level 6 modules in Year 2.				
Full-Time Top Up-degree (1 year)				
Students on the 1-year Top-Up degree will complete 4 x Level 6 modules.				
<i>*The Internship (Business) module is not available to international sponsored students</i>				

Core: Module must be taken and passed by student

Option: Student can choose to take this module

6. Module descriptions

6.1 Level 4

Contemporary Business Environment

You'll learn to identify and describe the internal organisational structures, functions and processes of businesses in this module. This will help you to explain and analyse the risks and opportunities that internal and external factors have on contemporary organisations.

Marketing Principles and Practice

Marketing is the practice of anticipating, identifying and satisfying customer needs for the benefit of all stakeholders. This module considers how you can apply and adapt a range of marketing concepts and tools to satisfy both customer needs and business goals in various scenarios. You will discuss the concepts of marketing and the principles that underpin marketing techniques as well as analyse the latest marketing trends.

People and Talent

This module focuses on the role of Human Resources and People Development. Using the Employee Life Cycle model, you will analyse different approaches to how people are valued in the workplace. You'll also learn how to apply appropriate techniques to resolve issues, or promote best practice in various scenarios, and reflect on their effectiveness.

Financial Knowledge and Skills for Modern Businesses

Common financial terms used in modern business are examined in this module; how to interpret basic financial statements, make recommendations for financial planning, and prepare a financial budget, are all covered. You will be able to complete basic financial tasks using technological solutions where appropriate, discuss trends in financial services and analyse their impact on modern businesses after successfully completing the Financial Knowledge and Skills for Modern Business module.

6.2 Level 5

Organisational Leadership and Culture

This module considers organisational behaviour concepts which inform practice so that you can confidently explain how leadership and culture influence each other and organisations as a whole. You'll also analyse and evaluate your own capabilities to consider how you can manage yourself and lead others in a professional context by creating a personal development plan.

Business Intelligence

How Business Intelligence (BI) supports businesses' decision-making and evaluating the suitability of BI technology is examined in this module. You'll uncover how to interpret data and information as well as how to visualise it to help others interpret it.

Operations and Project Management

Key principles, models and approaches for project and operations management are considered in this module. You will learn how to design a comprehensive project plan using suitable software and how to make recommendations.

Business Ethics, Sustainability and Social Impact

In the modern-day, all businesses and organisations must consider their environmental consequences and the social impact of their operations. This module will help you to identify and discuss the significant ethical and sustainability-focused issues confronting contemporary organisations. Using the 2030 Sustainable Development Goals (SDG) Agenda as a framework, this module will enable you to provide solutions to ethical issues arising in business.

6.3 Level 6

Each module is worth 30 credits and only the Applied Business Strategy module is mandatory at Level 6. You must complete four Level 6 modules and can select your other three Level 6 modules to specialise your degree. The Applied Business Strategy module and one optional module will take place in Term 1 of Year 3 and the remaining two optional modules will take place in Term 2 of Year 3. In addition, students enrolled on BUS6A10 Business Project will complete the taught component in Term 1, followed by the research and written component in Term 2.

Note: All optional modules are delivered subject to sufficient student demand. If an optional module cannot be delivered, students can complete an Independent Learning Module and base their study around the content of the optional module.

Applied Business Strategy

This module introduces students to applied business strategy, management theories and concepts so that you can apply a range of tools to conduct strategic audits of organisations and their environment. How to justify sustainable strategies for organisations and produce an implementation plan are all covered in the Applied Business Strategy module.

Digital Marketing (Marketing Specialisation)

Critical evaluation of digital technologies' and digital marketing tools' impact on business activities form the basis of this module. You will learn how to examine and critically evaluate the importance of digital analytics in business performance and apply various tools to develop responsible, sustainable and ethical digital marketing campaigns. Evaluating the effectiveness of digital marketing campaigns is also covered in this module. A key part of this module focuses on marketing simulation where students use industry standard software to develop and market a product to their customers followed by a group presentation.

Human Resource and the Business (Human Resource Management Specialisation)

This module considers the relationship between Human Resources and organisations' business goals and objectives. You will discuss and critically evaluate Human Resources' role in leading change within a business. Workforce planning and development practices are explored in the module, as are critically evaluating the appropriateness of HR policies and strategies within a changing environment and how this meets the interests of a range of stakeholders.

Innovation and Business Planning for Entrepreneurs (Entrepreneurship Specialisation)

For this module, you will evaluate the feasibility of a business idea by developing a business plan for a start-up venture. You will select and apply appropriate techniques to deliver an effective business pitch.

Advanced Marketing with Consumer Behaviour (Marketing specialisation)

This module equips you with a powerful set of tools to take your marketing prowess to the next level. You will explore the latest in marketing and consumer research, as well as delve into consumer behaviour concepts. You'll be able to skilfully critique and dissect the intricacies of strategic marketing decisions and emerge with the ability to craft sustainable and effective marketing recommendations.

Applied Human Resource Management (Human Resource Management specialisation)

By the end of this module, you'll have a comprehensive understanding of the crucial role HR plays in business success. You will learn:

- How to skilfully navigate the most pressing issues facing modern businesses
- Critical techniques to evaluate management practices and find innovative solutions to improve performance.
- How to weigh up societal and environmental developments and their impact on the workplace and its people.

With a wide range of practical tools and techniques at your disposal, you'll be equipped to tackle real-world HR challenges with confidence and promote best practices in any situation.

Business Development for Entrepreneurs (Entrepreneurship specialisation)

Our internship module offers an exciting opportunity for students to gain hands-on experience in a real-life legal setting. This module will provide you with the chance to apply your knowledge and analytical skills to real-world legal issues and develop practical solutions.

In addition to gaining valuable work experience, this module will also give you a deeper understanding of the culture and structure of a working legal environment. You'll develop new capabilities and skills, and engage in reflective practice, all of which will be invaluable as you move forward in your legal career.

(This module will only be available in Term 2 and is not available to international students.)

Business Project

For this module, you will put your degree to the test by diving into a complex business management investigative project of your choice. You'll have the opportunity to showcase your skills and apply everything you've learned to analyse your topic from every angle. From choosing the best research methods to justifying your strategy, you'll need to apply the right methodology for the job.

With your arsenal of theoretical frameworks, you'll critically evaluate all the information you have gathered to draw powerful conclusions and propose feasible solutions to business problems.

Internship

Jumpstart your career and gain practical, real-life experience in the business world. You'll have the chance to identify and tackle relevant, real-life business issues and expand your knowledge and understanding through the practical application of business theory on your Internship module.

With your academic knowledge and understanding, you'll be able to transfer your skills to real-life situations, critically evaluate, and apply your newfound knowledge to produce a project report. As you reflect on your work-based business practice, you'll see how academic knowledge and understanding underpin everything you do.

Independent Learning Module

Take the reins of your own learning journey, in this module, you'll have the freedom to explore a topic of your choice. You'll learn how to negotiate, plan, and conduct a comprehensive study and assignment in your area of interest. With your newfound skills, you'll become a critical thinker, able to identify and evaluate complex issues from multiple perspectives and synthesise compelling arguments to support your conclusions, solutions, or recommendations. This module proves your ability to evaluate and apply knowledge so that you're able to communicate your findings with confidence and impact.

Assessments

We use oral assessments, presentations, simulations, group, and individual, projects in addition to traditional assessment methods (examinations and coursework) so that you can explore and express your abilities in different ways. Assessments are not just a way of assessing whether something has been learned, but an opportunity to develop skills that will equip you in your future life and career.

7. Module Leaders

The Module Leader for each module is as follows:

Level	Module Code	Module Title	Module Leader
4	BUS4A3	Contemporary Business Environment	Amadou Jammeh
4	BUS4A4	Marketing Principles and Practice	Sophia Bhankhor
4	BUS4A5	People and Talent	Amadou Jammeh
4	BUS4A6	Financial Knowledge and Skills for Modern Businesses	Dr Ashiq Zaman
5	BUS5A22	Organisational Leadership and Culture	Dr Isaac Omorogbe
5	BUS5A23	Business Intelligence	Dr Purna Loksom
5	BUS5A24	Operations and Project Management	Umair Farooq
5	BUS5A25	Business Ethics, Sustainability and Social Impact	Dr Isaac Omorogbe
6	BUS6A3	Applied Business Strategy	Luigi Jacopo Borrello
6	BUS6A4	Digital Marketing	Edward Wilson
6	BUS6A5	Human Resources and the Business	Dr Marcus Astley
6	BUS6A6	Innovation and Business Planning for Entrepreneurs	Vidura Alahakoon
6	BUS6A7	Advanced Marketing with Consumer Behaviour	Edward Wilson
6	BUS6A8	Applied Human Resource Management	Dr Marcus Astley
6	BUS6A9	Business Development for Entrepreneurs	Vidura Alahakoon
6	BUS6A10	Business Project	Dr Sebastain Lesniewski
6	BUS6A11	Internship (Business)*	Amadou Jammeh
6	BUS6A12	Independent Learning Module	Amadou Jammeh

8. Academic staff

BABM staff are located on the 2nd Floor of 7 Bedford Square. Their contact details are:

Name	Email	Position
Dr Marcus Astley	Marcus.Astley@bil.ac.uk	Head of Business School
Amadou Jammeh	Amadou.jammeh@bil.ac.uk	Course Leader of UG Business Courses
Dr Purna Loksom	Purna.loksom@bil.ac.uk	Deputy Course Leader of UG Business Courses

9. Professional recognition and career opportunities

9.1 Chartered Management Institute (CMI)

The Chartered Management Institute ([CMI](#)) is the professional body for managers. It is the only organisation in the UK that can award Chartered Manager status and there are over 180,000 members.

The CMI accredits all our business courses and, when you graduate, you will be awarded a CMI qualification alongside your degree.

Bloomsbury Institute students are also enrolled as CMI students for the duration of their course, at no additional cost to the student. This enables you to access CMI resources, such as [ManagementDirect](#), and earn exemptions from CMI examinations should you chose to register as a Chartered Manager.

CMI awards can be conferred depending on individual student choices related to the specialisations/optional modules.

A student may be awarded the CMI Level 5 Award in Management and Leadership on achieving CMI Learning Outcomes equivalent to a minimum of 40 CMI total unit time [TUT] hours.

9.2 ManagementDirect

ManagementDirect is the CMI's online resource centre, providing key practical and theoretical resources in management and leadership.

You will have access to ManagementDirect throughout your studies. The resources that it offers will provide you with additional support to increase your subject knowledge, gain key skills and assist with increasing your employability after graduation.

9.3 Chartered Manager status

Chartered Manager is the highest status that can be achieved in the management and leadership profession. Chartered status recognises managers with exceptional management and leadership skills and commitment to Continuing Professional Development (CPD), demonstrating to employers and peers the value of a professional approach.

CMI Level 5 and Level 7 certificates are widely recognised and highly valued by employers in themselves. With the addition of three years' experience in a manager role however, you can use your CMI certificate to fast-track your registration as a Chartered Manager and earn exemptions from CMI examinations; another example of how Bloomsbury graduates qualify quicker.

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