

BSc (Hons) Business and Management (In Company) Programme Specification

Academic Year:	2020/21
Degree Awarding Body:	University of Bradford
Final and interim award(s):	<p>BSc (Honours) Business and Management [Framework for Higher Education Qualifications (FHEQ) level 6]</p> <p>BSc (Ordinary) Business and Management [Framework for Higher Education Qualifications (FHEQ) level 6]</p> <p>Diploma of Higher Education Business and Management [Framework for Higher Education Qualifications (FHEQ) level 5]</p> <p>Certificate of Higher Education Business and Management [Framework for Higher Education Qualifications (FHEQ) level 4]</p>
Programme duration:	3 years
QAA Subject benchmark statement(s):	Business and Management (2015)
Date last confirmed and/or minor modification approved by Faculty Board	February 2018; March 2019; March 2020; September 2020

Please note: This programme specification has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but changes may occur given the interval between publishing and commencement of teaching. Any change which impacts the terms and conditions of an applicant's offer will be communicated to them. Upon commencement of the programme, students will receive further detail about their course and any minor changes will be discussed and/or communicated at this point.

Introduction

In March 2015, the Skills Funding Agency launched degree apprenticeships, an exciting new model which enables apprentices to achieve a full bachelor's degree, which together

with appropriate training and experience, enables candidates to achieve Chartered Manager Status. The BSc (Hons) is a core component of the Chartered Manager Degree Apprenticeship. The award of Chartered Manager status within the Apprenticeship will be undertaken by the Chartered Management Institute, the only independent body recognised by the Privy Council to award Chartered Manager status.

The Chartered Manager Degree Apprenticeship is for professional managers who take lead responsibility for people, projects, operations and/or services to deliver long term organisational success. It is applicable to professional managers from all sectors - the private, public or third sector, and all sizes of organisation. It will typically take up to 4 years to complete; 3 years to gain the award of BSc (Hons) Business and Management (In Company), with an additional period of up to 6 months for end point assessments for candidates to achieve Chartered Manager Status. The exact duration will be dependent on the previous experience of the individual.

The SFA also funds apprenticeships for eligible apprentices and employers. The level of funding or co-funding from the SFA varies depending on age and programme and is for the costs of delivery and assessment only.

In addition to the core modules which meet the required standard for formal learning it is possible to select subject specific modules which meet the needs of management/the employer

The University of Bradford's Corporate Strategy 'Making Knowledge Work' 2015-2025 states that the University's vision "is summarised well in the phrase making knowledge work. On the one hand, cutting-edge research underpins knowledge transfer into productive capacity, leading to the creation of new jobs. On the other hand, high quality university teaching produces educated self-learners, whose career prospects are substantially enhanced."

Chartered Manager Degree Apprenticeship is open to potential professional managers from different business sectors and organisations. The core modules provide the learning outcomes leading towards the Chartered Manager status and subject specific modules provide the higher learning for a particular sector.

The formal learning and application within students' business environment will lead to the University award of BSc (Honours) Business and Management (In Company). Following successful completion of the degree, to gain Chartered Manager status assessment of students' experience and professional development will take place.

Programme Aims

The programme is intended to:

- ensure that the aspects of the standards for Chartered Manager Status are met:
- deliver a programme of study giving students the opportunity to allow integration of theory and practice in the workplace.
- provide a supportive, structured environment in which students are encouraged to develop independent learning skills whilst employed.

- develop student awareness of the broad range of knowledge required in modern management and an opportunity to equip themselves with specialised knowledge to enable them to pursue further programmes of study and/or to progress in their chosen career.
- develop the personal transferable and managerial skills fundamental for student career development and future progression.
- provide educational opportunities for mature and alternatively qualified applicants, as well as for traditionally qualified applicants.
- develop student understanding of the principles of sustainability such as environmental protection or restoration, economic justice, business ethics, human rights, consumer protection and diversity in the context of business.

Programme Learning Outcomes

To be eligible for the award of Certificate of Higher Education at FHEQ level 4, students will be able to:

- LO1 Discuss key concepts and techniques in how to create marketing and sales strategies. Know how to segment and target relevant markets and customers (global and local), analysis of opportunities and ways to market. Understand the need for innovation in product and service design.
- LO2 Apply customer insight and analysis of data to determine and drive customer service outcomes and improve customer relationships. Using creative approaches to developing solutions to meet customer need.
- LO3 Apply different forms of communication (written, verbal non-verbal, digital) and be aware how to maintain personal presence and present to large groups.
- LO4 Discuss key concepts and techniques in disciplines involved in management and business including principles of sustainability, production and operations management, information management, business information systems, organisational behaviour relevant to the students' work situation and their business area.
- LO5 Identify different inclusive leadership styles and models, how to develop teams and support people using coaching and mentoring approaches.
- LO6 Identify the implications of organisational culture and diversity in management.
- LO7 Demonstrate a knowledge of how to recruit, manage and develop people, using inclusive talent management approaches. How to use HR systems and processes to ensure legal requirements, H&S, and well-being needs.
- LO8 Set goals and be able to manage performance.
- LO9 Identify approaches to stakeholder, customer, and supplier management, developing engagement, facilitating cross functional working and negotiation.

- LO10 Identify how to shape common purpose, as well as approaches to conflict management and dispute resolution.
- LO11 Demonstrate a knowledge of how to be self-aware and recognise different learning styles.
- LO12 Demonstrate how to use emotional and social intelligence, and active listening and open questioning to work effectively with others using influencing techniques, negotiation and persuasion.
- LO13 Discuss key concepts and techniques in managing budgets, controlling expenditure and production of financial reports.

Additionally, to be eligible for the award of Diploma of Higher Education at FHEQ level 5, students will be able to:

- LO14 Analyse key concepts and approaches to innovation and digital technologies and their impact on organisations, and how their application can be used for organisational improvement and development. Select and apply appropriate tools and techniques to investigate solutions to business problems.
- LO15 Identify service/organisational improvements and opportunities for innovation and growth, using qualitative and quantitative analysis of information and data and benchmarking against others.
- LO16 Contextualise values, ethics and governance of their organisation.
- LO17 Evaluate the scientific merit and practical relevance of the major theories of leadership and methods of leadership development.

Additionally, to be eligible for the fall-back award of Ordinary Degree of Bachelor at FHEQ level 6, students will be able to:

- LO18 Appraise and apply advanced specialist knowledge in a range of business and management disciplines to demonstrate an appreciation of the role of ethics, professionalism, and regulation in effective practices.

Additionally, to be eligible for the award of Honours Degree of Bachelor at FHEQ level 6, students will be able to:

- LO19 Critically evaluate key concepts and techniques in developing and implementation of organisational strategy and plans, including approaches to resource and supply chain management, workforce development, sustainability, taking and managing risk, monitoring and evaluation, and quality assurance.
- LO20 Evaluate how a project moves through planning, design, development, deployment, and evaluation; being aware of risk management models and reporting, risk benefit analysis and H&S implications.
- LO21 Undertake research, data analysis, problem solving and decision-making techniques, to execute a work-related project.

Curriculum

Stage 1

FHEQ Level	Module Title	Type	Credit	Module Code
4	Introduction to Accounting and Finance (In Company)	Core	20	AFE4002-B
4	Personal and Professional Development (In Company)	Core	20	HRM4007-B
4	Human Resource Management (In Company)	Core	20	HRM4008-B
4	Marketing (In Company)	Core	20	MAR4006-B
4	Operations and Technology Management (In Company)	Core	20	OIM4014-B
4	Principles of Management (In Company)	Core	20	OIM4010-B

At the end of stage 1, students will be eligible to exit with the award of Certificate of Higher Education if they have successfully completed at least 120 credits and achieved the award learning outcomes.

Stage 2

FHEQ Level	Module Title	Type	Credit	Module Code
5	Managerial Leadership (In Company)	Core	20	HRM5009-B
5	Business Law and Ethics (In Company)	Core	20	LAW5009-B
5	Consumer Behaviour (In Company)	Core	20	MAR5009-B
5	Digital Business (In Company)	Core	20	OIM5019-B
5	Innovation in Logistics and Supply Chain Management (In Company)	Core	20	OIM5018-B
5	Big Data Analytics for Business (In Company)	Core	20	OIM5017-B

At the end of stage 2, students will be eligible to exit with the award of Diploma of Higher Education if they have successfully completed at least 240 credits and achieved the award learning outcomes.

Stage 3

FHEQ Level	Module Title	Type	Credit	Module Code
6	Project (In Company)	Core	40	MAR6010-D
6	Service Operations Management (In Company)	Core	20	OIM6010-B
6	Project Management (In Company)	Core	20	OIM6011-B
6	Artificial Intelligence for Business (In Company)	Core	20	OIM6018-B
6	Strategic Management (In Company)	Core	20	SIB6010-B

Students will be eligible to exit with the award of Ordinary Degree of Bachelor if they have successfully completed at 120 credits in both Level 4 and 5 and 60 credits at level 6 and achieved the award learning outcomes.

Students will be eligible for the award of Honours Degree of Bachelor if they have successfully completed at least 360 credits and achieved the award learning outcomes.

Learning and Teaching Strategy

The approach to teaching and learning aims to integrate applied and theoretical knowledge, taking into consideration the learning outcomes, progression through the

levels of study, the nature of the mode of study and the need for students to take greater responsibility for their own learning as they progress through the programme. Case studies and simulations are included, and certain modules to develop specific professional skills. Each module students take will clearly indicate (in the module descriptor which is included in the handbook for that module), what is expected of them, how they will be taught and how assessed. The assessment will test the learning outcomes and feedback will be given, both formative and summative, in class and via the virtual learning environment, Canvas

The programme will be blended learning and will involve block face to face teaching at the School of Management with some distance learning and work based learning gained in the workplace to allow integration of theory and practice. The programme is designed to reduce the time physically spent at the University as students' progress through the programme, thereby transferring the responsibility for their studies to themselves within the overall aim of developing them as an independent and lifelong learner. A students' company will allocate them a work based mentor. Their mentor will be company based and will bridge university and workplace, guiding them through the professional development process and liaise with their line manager.

The programme is taught in three ways;

- individual modules are delivered over one-week blocks at the School of Management and these will:
- allow students to engage with the School
- provide students with a learning environment outside the workplace
- develop student team building and networking skills
- demonstrate that students are studying within a real university environment.

The second mode of learning is by distance learning mainly around assessment support.

This encourages independent study and complements their study at the School of Management.

The final mode of study is in the workplace. Students will be set tasks based on applying on-going learning to their work experience and issues to which allows them to:

- integrate theory and practice
- appreciate the input of employers and be involved in the workplace activity
- study independently
- have the ability to solve specific company issues.

A workplace Mentor will be appointed by a students' company to support their learning and professional development in the workplace.

By the end of stage 1, students will have completed work-related curriculum tailored to the particular needs of their company and targeted to the development of areas of specialisation within management and business. In addition, they will have developed underpinning research skills and theoretical awareness appropriate to the FHEQ level 4.

By the end of stage 2, students will have completed work-related curriculum tailored to the needs of their company and targeted to the development of areas of specialisation within management and business. The subject specific module is as a result of discussions with an appropriate company. In addition, they will have developed and can apply underpinning research and theoretical awareness appropriate to the FHEQ level 5.

By the end of stage 3, students will have completed work-related curriculum tailored to the needs of their company and targeted to the development of areas of specialisation within management and business. The subject specific modules are as a result of discussions with an appropriate company. In addition, they will have developed and be able to critically evaluate underpinning research and theoretical awareness appropriate to the FHEQ level 6.

Assessment Strategy

Methods of assessment are varied and linked to learning outcomes. They include essays, assignments, coursework, case studies, practical exercises, computer simulation, computer assisted assessment, reflective logs, group work and presentations. Group work is an essential part of this programme and group work stimulates better practice and, therefore, prepares students for the environment in which they are employed. The ability to work effectively in teams is an essential skill and their role as a manager will involve working with teams of other employees to develop systems and products that suit different individual and/or organisational clients. In this context, the programme will enable students to develop personal transferable skills of teamwork, communication, presentation, problem-solving, delegation and leadership which are essential within the company. It is envisaged that the preceding module will be assessed at the commencement of the next block module and where re-assessment is required; this will be accommodated at the following block assessment period but prior to the commencement of the next academic stage.

The Assessment methods have been chosen to enable student knowledge to be assessed and provide evidence of achievement of the required learning outcomes. Throughout the programme, students need to keep an up to date professional development portfolio. Guidance on producing their portfolio will be given in the Personal and Professional Development module and via sessions related to End Point Assessment

Following successful completion of the degree, to gain Chartered Manager status an end point assessment will take place, this involves a:

- Review of a students' professional development portfolio
- Review of a students' work-place project
- Presentation and interview

Assessment Regulations

This Programme conforms to the standard University Regulations which are available at the following link:

<https://www.bradford.ac.uk/regulations/>

Admission Requirements

Applications for entry to the Chartered Manager Degree Apprenticeship Programme are made direct to a students' company and recommendations for admission to the degree programme are then forwarded for final approval to the School of Management.

The University welcomes applications from all potential students and most important in the decision to offer a place is our assessment of a candidate's potential to benefit from their studies and of their ability to succeed on this particular programme. Consideration of applications will be based on a combination of formal academic qualifications and other relevant experience.

The minimum entry requirements for the programme are as follows:

- 120 UCAS points including ONE full A Level or equivalent and Maths and English GCSE at Grade 4(C) or above.

Applications are welcome from students with non-standard qualifications or mature students (those over 21 years of age on entry) with significant relevant experience. All students will be employed by a sponsoring organisation.

Recognition of Prior Learning

If applicants have prior certificated learning or professional experience which may be equivalent to parts of this programme, the University has procedures to evaluate and recognise this learning in order to provide applicants with exemptions from specified modules or parts of the programme.

Minor Modification Schedule

Version Number	Brief description of Modification	Date of Approval (Faculty Board)
1	Specification reformatted and made accessible	December 2020