

BSc (Hons) Business and Management Programme Specification

<https://www.bradford.ac.uk/courses/ug/business-and-management-bsc/>

Academic Year:	2023/24
UK Degree Awarding Body:	The University of Bradford
Target Degree Award:	Bachelor of Science with Honours (BSc Hons) Business and Management [Framework for Higher Education Qualifications (FHEQ) Level 6]
Interim/exit Awards:	Ordinary Degree of Bachelor of Science (BSc) [FHEQ Level 6]; Diploma of Higher Education (DipHE) [FHEQ Level 5]; Certificate of Higher Education (CertHE) [FHEQ Level 4]
Programme Admission:	September
Programme Modes of Study:	3 years full time (UCAS N100); 4 years full time with 'sandwich' placement year (UCAS N101)
Subject Benchmark Statement:	Business and Management (QAA 2015)

Please note: This programme is accredited/recognised at time of publication by the following bodies: The Association of Chartered Certified Accountants (ACCA), Institute of Chartered Accountants in England and Wales (ICAEW). This means that by successfully completing some modules within the programme, students are eligible for exemptions from one or more professional examinations offered by these bodies.

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.

Minor Modifications Schedule

1. February 2018: Annual changes for 2018/19
2. June 2019: Updated Placement and Study Abroad options
3. March 2020: Revised Option modules for stage 2 and 3
4. September 2020: Confirmed adaptations for COVID-19. Specification reformatted and made accessible
5. April 2021: Updated Placement and Study Abroad
6. July 2021: Annual changes for 2021/22. Updated admissions text. Corrected formatting errors and details of accreditations
7. November 2022: Confirmed annual changes for 2022/23.

Introduction

The programme aims to equip future leaders and managers with the essential knowledge, skills and professional standards necessary to work effectively within the contemporary global business environment. The programme is designed in alignment with the University of Bradford's core ethos of sustainability, and so students will develop an understanding of what this means for businesses, leaders and managers. Students will also develop knowledge and skills to support their application of the principles of sustainability in their future working life. Moreover, students will learn about the tools

and techniques necessary for managing their self-development as a manager in alignment with their employability aspirations.

The Business and Management curriculum is specifically designed to provide students with a grounding of fundamental core business principles and functions within stage one study, although they will also have some flexibility in shaping their learning experience through the choice of option modules. Stages two and three study also includes core modules, but will support even greater choice in module options allowing students to tailor their individual learning experience in line with their employment interest. The programme aims to provide students with a breadth of learning experiences and so they can also opt to study abroad in one of our 20 partner institutions, ranging from Canada and the USA to Holland, France, Spain, Sweden, Oman and more. All modules are taught in English and students will be able to transfer module credits from their study abroad learning experience to their degree credits here. Alternatively, students may wish to opt for our four-year study route which allows them to incorporate an exciting placement opportunity or full year of study abroad in their programme of study.

The University of Bradford's School of Management is an exciting and innovative place to study. By taking part in the Business and Management Studies programme students will be taking the first steps in supporting their development and towards fulfilling and worthwhile career in the world of international business.

Programme Aims

The programme is intended, within a structured environment in which students are encouraged and supported, to develop in students:

- A1. the knowledge, understanding and skills to enable students to become an effective and responsible manager of the future in national and international settings
- A2. effective problem-solvers capable of applying logical, critical and creative thinking to a range of business-related problems at local, national and international levels
- A3. personal transferable and managerial skills (including innovation and enterprise skills) fundamental for their career development and future progression
- A4. the skills and competences to enhance their employability and which will open up opportunities for meaningful employment when they graduate
- A5. professional knowledge to work both autonomously and collaboratively as a graduate
- A6. an appreciation and commitment to ethical action, social responsibility and sustainable development as a professional and citizen in local, national and global contexts

Programme Learning Outcomes

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

1. Demonstrate an understanding of the key business topics and concepts including, for example, business environment, economics, accounting and finance, information management and human resources management

2. Demonstrate an understanding of the of role people, operational and information in business and the need for skills relevant to the creation and maintenance of a sustainable local, national and international business activities
3. Demonstrate confidence in report writing, presenting data, oral presentation, effective teamwork and the ability to work with others.

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

4. Show critical understanding, evaluate principles and concepts related to a range of business and management aspects to inform and assess decision making processes, organisational performance and outcomes and issues across a range of national and international business and organisational sectors
5. Evaluate a range of organisational functions in terms of value-add, practical and ethical contributions to a sustainable business environment
6. Demonstrate the ability to analyse information, apply concepts and principles, knowledge of enquiry methods and understand creative problem solving
7. Review their on-going professional and career development, have an identified plan to maintain and improve their knowledge and skills

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

8. 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
9. Critically evaluate and then apply appropriate theories, models, techniques and tools relevant to the analysis of a range of organisational situations across a range of local, national and international contexts
10. Evaluate the development of strategies and policies in organisations within its changing context to meet stakeholder requirements and engage with the complexities of the sustainability agenda in its broadest sense.
11. Engage in debates using theory and practice, related to a business or organisational issue and present a coherent set of recommendations based on an evaluation of the arguments, assumptions and concepts
12. Use a variety of theoretical and strategic management methods in presenting scholarly arguments and take responsibility for successful collaborative working with fellow learners and organisations
13. Show the skills required to be an independent learner and seek out solutions to unfamiliar problems, using a variety of tools and techniques

Curriculum

The BSc (Hons) Business and Management curriculum is organised into modular units, studied across the "Academic Year" (ACYR) of two Semesters or discretely in a single Semester. Students study 120 credits in each stage/year, some of which are "core" to the programme and required to be studied, and some of which are "optional" to choose one of from a list.

Stage 1 (FHEQ Level 4/CertHE)

During Stage 1, students' study 100 core credits:

Table a: Stage 1 Core Modules

Level	Module Title	Credit	Period	Code
FHEQ 4	Business Economics	20	ACYR	AFE4001-B
FHEQ 4	Foundations of Marketing	20	ACYR	MAR4002-B
FHEQ 4	Introduction to Accounting	20	ACYR	AFE4005-B
FHEQ 4	People Work and Organisations/ Work in Context	20	ACYR	HRM4009-B
FHEQ 4	Principles of Responsible Management and Practice	20	ACYR	OIM4013-B

and select 1 option from the following list:

Table b: Stage 1 Option Modules

Level	Module Title	Credit	Period	Code
FHEQ 4	Fundamentals of Artificial Intelligence and Data Analytics	20	ACYR	OIM4012-B
FHEQ 4	Introduction to Finance	20	ACYR	AFE4004-B
FHEQ 4	Operations and Technology Management	20	ACYR	OIM4011-B
FHEQ 4	Principles and Practice of International Business	20	ACYR	SIB4001-B

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

Stage 2 (FHEQ Level 5/DipHE)

During Stage 2, students study a further 80 core credits:

Table c: Stage 2 Core Modules

Level	Module Title	Credit	Study Period	Code
FHEQ 5	Entrepreneurship and Employability	20	Semester 1	HRM5015-B
FHEQ 5	Human Resource Management	20	Semester 1	HRM5008-B
FHEQ 4	Business Law and Ethics	20	Semester 2	LAW4004-B
FHEQ 5	Strategic Management	20	Semester 2	SIB5003-B

Students in Stage 2 select 1 option in Semester 1 and 1 option in Semester 2 from the following list, to choose 40 credits in total:

Table d: Stage 2 Optional Modules semester 1

Level	Module Title	Credit	Study Period	Code
FHEQ 5	Big Data Analytics for Business	20	Semester 1	OIM5015-B
FHEQ 5	Consumer Behaviour and Digital Insights	20	Semester 1	MAR5012-B
FHEQ 5	Financial Accounting	20	Semester 1	AFE5008-B
FHEQ 5	Financial Management	20	Semester 1	AFE5011-B
FHEQ 5	International Business Strategy	20	Semester 1	SIB5001-B
FHEQ 5	Marketing Management and Strategy in a Digital Age	20	Semester 1	MAR5011-B
FHEQ 5	European Business and Management	20	Semester 1	SIB5006-B

Table e: Stage 2 Optional Modules semester 2

Level	Module Title	Credit	Study Period	Code
FHEQ 5	Auditing	20	Semester 2	AFE5009-B
FHEQ 5	Management Accounting	20	Semester 2	AFE5004-B
FHEQ 5	Multinational Finance and Investment	20	Semester 2	AFE5013-B
FHEQ 5	Entrepreneurship, Creativity and Innovation	20	Semester 2	EAE5001-B
FHEQ 5	Consultancy Skills and Practice	20	Semester 2	HRM5018-B
FHEQ 5	Integrated Marketing Communications	20	Semester 2	MAR5007-B
FHEQ 5	Digital and Social Media for Business	20	Semester 2	MAR5013-B
FHEQ 5	Business Forecasting and Analysis	20	Semester 2	OIM5016-B
FHEQ 5	Climate, Crisis and You	20	Semester 2	OIM5020-B
FHEQ 5	European Business and Management	20	Semester 2	SIB5006-B

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

In the second year, Bradford students may arrange to study abroad in Semester 1 or Semester 2 (see **Placement Year and Study Abroad Options** section for more details). This programme also provides the option for students who have not already studied abroad during Stage 2 to undertake a work placement or period of study abroad between Stages 2 and 3. See the **Placement Year and Study Abroad Options** section for more details.

Stage 3 (FHEQ Level 6/BSc)

During the final Stage 3, students study 60 core credits and 60 optional credits. While a broad range of options in business and management are selectable, students at Bradford may study a suitable University Elective module in either Semester 1 or Semester 2 (but not in both) instead of a module from the list, which can be from the Faculty or elsewhere in

the University. Your Personal Academic Tutor can advise what modules are available to select for the greatest benefit to your interests and studies.

Table f: Stage 3 Core Modules

Level	Module Title	Credit	Study Period	Code
FHEQ 6	Business Ethics and Social Responsibility	20	Semester 2	HRM6010-B
FHEQ 6	Final Year Business Project	40	Academic Year	HRM6013-D

Table g: Stage 3 Optional Modules Semester 1

Students select 2x Semester 1 options totalling 40 credits from the following list

Level	Module Title	Credit	Study Period	Code
FHEQ 6	International Accounting and Reporting	20	Semester 1	AFE6012-B
FHEQ 6	Risk Management and Derivatives	20	Semester 1	AFE6013-B
FHEQ 6	Empirical Methods in Accounting and Finance	20	Semester 1	AFE6014-B
FHEQ 6	Reward Development and Talent Management	20	Semester 1	HRM6009-B
FHEQ 6	Leading and Managing People	20	Semester 1	HRM6014-B
FHEQ 6	Product and Corporate Brand Management	20	Semester 1	MAR6013-B
FHEQ 6	Digital Campaign Planning and Content Management	20	Semester 1	MAR6014-B
FHEQ 6	Applied Business Analytics and Simulation	20	Semester 1	OIM6014-B
FHEQ 6	Current Issues in International Business	20	Semester 1	SIB6007-B
FHEQ 5	European Business and Management ⁱ	20	Semester 1	SIB5006-B
5/6/7	University Semester 1 Elective ⁱ	20	Semester 1	(ELECTIVE)

Table h: Stage 3 Optional Modules semester 2

Students select 2x Semester 1 options totalling 40 credits from the following list:

Level	Module Title	Credit	Study Period	Code
FHEQ 6	Contemporary Development in Employee Relations	20	Semester 2	HRM6011-B
FHEQ 6	Interactive Services Marketing	20	Semester 2	MAR6011-B
FHEQ 6	Artificial Intelligence for Business	20	Semester 2	OIM6015-B
FHEQ 6	Innovation in Logistics and Supply Chain Management	20	Semester 2	OIM6013-B
FHEQ 6	Cross Cultural Management	20	Semester 2	SIB6009-B
FHEQ 6	Multinationals in Emerging Economies	20	Semester 2	SIB6011-B
5/6/7	University Semester 2 Elective ⁱ	20	Semester 2	(ELECTIVE)

i: A maximum of 20 credits can be studied at FHEQ Level 5 in Stage 3.

Students will be eligible to exit with the award of Ordinary Degree of Bachelor if they have successfully completed at 120 credits at Stage 1, 120 credits at Stage 2 and have passed at least 60 credits at FHEQ Level 6 or above by 40% or higher.

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.

Please note: The curriculum may change, subject to availability and the University's programme approval, monitoring and review procedures.

Optional Career Pathways

This section provides information to students about the optional module options and the career pathways available on the BSc Business and Management programme.

The alternative career pathways include:

1. Finance Specialisation
2. Marketing Specialisation
3. International Business Specialisation
4. Business Operations and Analytics Specialisation
5. Entrepreneurship Specialisation

Information about the optional modules for each of these career pathways is provided below.

Finance Specialisation

In addition to the core modules, the following optional modules can be selected in the following stages:

Table i: Stage 1 modules (Study period 1&2)

FHEQ Level	Module Title	Module Type	Module Credit	Study Period	Module Code
4	Introduction to Finance	Option	20	1&2	AFE4004-B

Table j: Stage 2 modules

FHEQ Level	Module Title	Module Type	Module Credit	Study Period	Module Code
5	Financial Accounting	Option	20	1	AFE5008-B
5	Financial Management	Option	20	1	AFE5011-B
5	Auditing	Option	20	2	AFE5009-B

5	Multinational Finance and Investment	Option	20	2	AFE5013-B
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Table k: Stage 3 modules

FHEQ Level	Module Title	Module Type	Module Credit	Study Period	Module Code
6	Risk Management and Derivates	Option	20	1	AFE6013-B
6	Empirical Methods in Accounting and Finance	Option	20	1	AFE6014-B
6	International Accounting and Reporting	Option	20	1	AFE6012-B

Marketing Specialisation

In addition to the core modules, the following optional modules can be selected in the following stages:

Table l: Stage 2 modules

FHEQ Level	Module Title	Module Type	Module Credit	Study Period	Module Code
5	Marketing Management and Strategy in a Digital Age	Option	20	1	MAR5011-B
5	Consumer Behaviour and Digital Insights	Option	20	1	MAR5012-B
5	Integrated Marketing Communications	Option	20	2	MAR5007-B
5	Digital and Social Media for Business	Option	20	2	MAR5013-B

Table m: Stage 3 modules

FHEQ Level	Module Title	Module Type	Module Credit	Study Period	Module Code
6	Product and Corporate Brand Management	Option	20	1	MAR6013-B
6	Digital Campaign Planning and Content Management	Option	20	1	MAR6014-B
6	Digital Campaign Planning and Content Management	Option	20	2	MAR6014-B
6	Interactive Services Marketing	Option	20	2	MAR6011-B

International Business Specialisation

In addition to the core modules, the following optional modules can be selected in the following stages:

Table n: Stage 1 modules (Study period 1&2)

FHEQ Level	Module Title	Module Type	Module Credit	Study Period	Module Code
4	Principles and Practice of International Business	Option	20	1&2	SIB4001-B

Table o: Stage 2 modules

FHEQ Level	Module Title	Module Type	Module Credit	Study Period	Module Code
5	International Business Strategy	Option	20	1	SIB5001-B
5	European International Business	Option	20	1	SIB5006-B

Table p: Stage 3 modules

FHEQ Level	Module Title	Module Type	Module Credit	Study Period	Module Code
6	Current Issues in International Business	Option	20	1	SIB6007-B
6	Cross Cultural Management	Option	20	2	SIB6009-B
6	European Business and Management	Option	20	1	SIB5006-B
6	Multinationals in Emerging Economies	Option	20	2	SIB6011-B

Business Operations and Analytics Specialisation

In addition to the core modules, the following optional modules can be selected in the following stages:

Table q: Stage 1 modules (Study period 1&2)

FHEQ Level	Module Title	Module Type	Module Credit	Study Period	Module Code
4	Fundamentals of Artificial Intelligence and Data Analytics	Option	20	1&2	OIM4012-B
4	Operations and Technology Management	Option	20	1&2	OIM4011-B

Table r: Stage 2 modules

FHEQ Level	Module Title	Module Type	Module Credit	Study Period	Module Code
5	Big Data Analytics for Business	Option	20	1	OIM5015-B
5	Business Forecasting and Analysis	Option	20	2	OIM5016-B

Table s: Stage 3 modules (Study period 1)

FHEQ Level	Module Title	Module Type	Module Credit	Study Period	Module Code
6	Applied Business Analytics and Simulation	Option	20	1	OIM6014-B
6	Innovation in Logistics and Supply Chain Management	Option	20	2	OIM6013-B
6	Artificial Intelligence for Business	Option	20	2	OIM6015-B

Entrepreneurship Specialisation

In addition to the core modules, the following optional modules can be selected in the following stages:

Table t: Stage 2 modules

FHEQ Level	Module Title	Module Type	Module Credit	Study Period	Module Code
5	Entrepreneurship, Creativity and Innovation	Option	20	2	EAE5001-B
5	Consultancy Skills and Practice	Option	20	2	TBC
6	Leading and Managing People	Option	20	1	HRM6014-B

Table u: Stage 3 modules (Study Period 2)

FHEQ Level	Module Title	Module Type	Module Credit	Study Period	Module Code
6	Reward Development and Talent Management	Option	20	2	HRM6014-B
6	Contemporary Development in Employee Relations	Option	20	2	HRM6011-B

Placement Year and Study Abroad Options

This programme provides the option for students at Bradford to undertake a work placement or period of study abroad between Stages 2 and 3. Students wishing to take this option will be registered for the 4 year programme.

We promote a placement or study abroad year as there is overwhelming evidence as to the benefits. Research indicates that students benefit academically and professionally from a period abroad as part of their degree. Undergraduate students who went abroad during their studies were more likely to find a graduate job and had higher starting salaries than their non-mobile counterparts (Source: International facts and figures 2019).

There are regular visits to the School of Management by representatives of both local and national companies, looking to recruit graduates. There are also great opportunities for students to do shorter internships (6 or 8 weeks) or in-company projects. The International Opportunities team can advise students about the available funding to support their study or work experience abroad.

Placement Year (MAL5009-Z)

Work placements are extremely valuable in helping students to develop their understanding of all aspects of business. Our students are highly successful in securing both summer and year-long internships and placements with prestigious employers, including the competitive Government Economic Service placement scheme (e.g. Department for Work and Pensions, Department of Health and the Treasury), the European Bank for Reconstruction and Development, and a range of private sector companies involved in marketing, finance and the voluntary sector.

Students are responsible for finding a placement, but they are fully supported by our dedicated work placements team who will advertise placement vacancies, help them with applications, CV writing, interview techniques and preparing for their time in work.

A year spent in employment provides an excellent opportunity to apply the knowledge, understanding and skills that students have developed during the earlier Stages of their programme. It will also enable students to further develop their transferable skills and may even secure their entry onto the graduate career ladder as many employers use a placement year as a method of recruitment onto their graduate training scheme. Our students are increasingly securing work placements, either during the summer vacation or for a full year in industry and the public sector.

On successful completion of Placement Year module MAL5009-Z, students will be eligible for the additional award of **University Diploma in Professional Studies**.

Study Abroad Year (MAL5010-Z)

Instead of a placement year, students at Bradford can opt to study abroad for one year in one of our partner institutions worldwide, where students will be taught in English. Study abroad has a number of benefits, not only as a unique experience in itself but also enhancing academic insights, employability and life skills and the Faculty and the University wish to encourage it, if the circumstances are appropriate.

Any student wishing to study abroad for a year should contact at first instance the International Opportunities Team to discuss the available year abroad opportunities. Then,

they will have to consult with the Faculty Exchange Coordinator on the academic aspects of the exchange including the programme and modules. The student will have significant freedom in the selection of institutions and modules during the year abroad exchange. Finally, the Bradford Programme leader will be informed and consulted about the exchange to ensure compliance with any Bradford programme requirements.

During the exchange the students will have support from the relevant University services.

On successful completion of the Study Abroad Year module MAL5010-Z, students will be eligible for the additional award of **University Diploma in Professional Studies (International)**.

The list of exchange partners and network of Universities available for Study Abroad Year, as well as further information about international opportunities can be found online at: <https://www.bradford.ac.uk/exchanges/current-students/>

Study Abroad Semester

Alternatively, students at Bradford can choose to study abroad for a semester in Stage 2 and only in specified approved partner Universities. This list is a subset of the Study Abroad Year partners offered and changes year-to-year depending on the curriculum offered.

The semester abroad can be used during semester 2 OR 1 depending on the programme. This option can be available ONLY if the modules offered by the host institution allow the student to meet the learning outcomes of the Bradford Programme at stage 2 AND ONLY if the exchange does not have a negative effect on the professional accreditations of the Bradford programmes and modules.

Any student wishing to study abroad for a semester should first contact the International Opportunities Team to explore the opportunities and funding in place and, secondly, the Faculty Exchange Coordinator to check if the available options and relevant modules are in line with the University requirements. Following these checks, the International Opportunities Team and the Faculty Exchange Coordinator will liaise with the relevant Programme Leader to validate the modules and the semester exchange. Unlike the year abroad exchange, the semester exchange requires students to study only modules suitable to the Bradford programme when abroad. Therefore, all modules selected for the exchange will have to be mapped to the Bradford programme learning outcomes and be approved by the Programme leader and the Director of Studies in Bradford in advance of the exchange. During the exchange, if the student needs to change the modules, this can only be done after approval of the Programme Leader and Director of Programmes.

If the student fails a module abroad, the student must explore the possibility of re-taking any exam(s) at the host university and inform immediately the International Opportunities Team and the Faculty Exchange Coordinator.

During the exchange, students will have support from the relevant University services. All credit successfully obtained whilst on study abroad semester will count towards the students final degree.

The list of exchange partners and network of Universities available for Study Abroad Semester, as well as further information about international opportunities can be found online at: <https://www.bradford.ac.uk/exchanges/current-students/>

Learning and Teaching Strategy

The programme of study has three, one year long, stages of study. Within each stage students will gain a range of knowledge and understanding specific to business and management, more specialist insight to areas of business and management, and personal transferable skills, which will improve and enhance their ability to excel at university and beyond.

Stage 1 of the programme contains core modules and electives and provides the foundation level understanding to support the attainment of learning outcomes 1 to 3. During Stage 1 core knowledge and understanding of business and management will be introduced. Alongside these, key graduate learner skills including communication and the correct sourcing, use of and presentation of information including referencing will be introduced. Such skills will enable students to write in an academic manner and begin to reflect on the value and usefulness of the information with which they are presented, engage in team working and consider their future career paths.

Stage 2 contains core modules in Business Law and Ethics; and Employability and Enterprise Skills. Business Law and Ethics continues the development of theory and provides more specialist knowledge to underpin business decision making; and Employability and Enterprise Skills supports the attainment of more transferable skills such as problem solving and career enhancement. The broad range of options available throughout Stages 2 and 3 build on the underpinning knowledge gained at Stage 1. The focus here is more on interpretation and evaluation, rather than understanding and description.

In Stage 3 students will be prepared to demonstrate their ability as an independent learner. For Stage 3, advanced specialist knowledge is gained via the choice of modules on offer and the enhancement of personal transferable skills is further developed. Students will be presented with teaching materials, methods and assessment strategies that will require them to be more evaluative and critical of theory and utilise problem solving skills, often in relation to advanced business scenarios, research information and communicate these effectively, either individually or as part of a group.

The School of Management prides itself on providing an educational experience which is informed by the world class research of the School's academic staff. The School also has a long tradition for ensuring that students develop academically with knowledge, understanding and personal skills that are relevant and fit the needs of contemporary business. Together, the exploration of leading research ideas and the application of knowledge and skills to real business problems pose interesting and appropriate challenges to our students.

In our classrooms, we are actively using different online educational web-based simulations. Online simulations are recognised as an innovative and effective problem-based learning tool that allows active participation of students as value creators, ensuring application of strategic marketing and data analytics in a simulated business world

scenario. This provides unparalleled opportunity for students to apply their learning to practice.

We understand students may arrive from school, college or some other route as a tutor dependent learner, following prescribed lesson plans and assessments. Through a transformational educational experience, students will graduate as an independent learner, able to identify their own learning needs, sources of information and an ability to critically evaluate, reflect upon and develop their own learning. This process of transformation will be gradual, progressive and supportive. Through each stage of study progressively more advanced skills, experiences and expectations will be introduced, challenging students to mature as a learner within a supportive and developmental environment.

Assessment Strategy

Methods of assessment vary according to the learning outcomes of particular modules and the stage of study. Accordingly, a mixture of assignments, essays, portfolios, and computer assisted assessment, group work and presentations and other methods will form student's assessments, a blended learning approach is used. Throughout the programme their learning will be supported using various methods of formative assessment and feedback. This is to help them progress their studies and support their continuing development.

For all taught modules student learning will be directed, supported and reinforced through a combination of lectures, tutorials, small group seminars, virtual learning environment activities and guided private studies. The School of Management is also committed to demonstrating the relevance of taught material to real business problems; and students can expect to see guest industry lectures and the use of real industry sponsored business problems for assessment purposes. Generally, for each module, students will attend one lecture and one tutorial each week during which they will be in direct contact with teaching staff. Their learning will be supplemented by private and group study (as appropriate) following the direction of module teaching staff. All teaching will be supported by information and activities provided through the University's virtual learning environment. In addition, the School offers our Effective Learning Service, which helps with the development of study skills both in group sessions and through individual coaching.

One of the School of Management's main aims is to address major challenges for business and society such as global responsibility and sustainable development. Accordingly, the School seeks to prepare students who are able to contribute in an effective manner to debates about sustainable development and critically appraise the relationship(s) between the social, economic and environmental dimensions. Our intention is to nurture students who can apply the principles of sustainable development in their professional capacity. Whilst there are a number of individual modules that focus specifically on sustainability issues, awareness of the importance and principles of sustainability is emphasised in modules and underpins the Learning Outcomes.

Assessment Regulations

This Programme conforms to the standard University Undergraduate Assessment Regulations which are available at the link: <https://www.bradford.ac.uk/regulations>

Admission Requirements

We take into consideration a number of factors when assessing your application. It's not just about your grades; we take the time to understand your personal circumstances and make decisions based on your potential to thrive at university and beyond.

A typical offer to someone seeking entry through the UCAS scheme would be **120 points**, including one full A-Level or BTEC, with Grade 4 (national Grade C) or above in GCSE Maths and English or the equivalents in other RQF Level 2 qualifications such as Key Skills.

The standard requirements for international students apply for English language and numeracy. Visit <https://www.bradford.ac.uk/international/country/> for details of accepted equivalent qualifications from your country.

Access and Recognition of Prior Learning

Applications are welcome from students with non-traditional qualifications, and/or significant personal/professional experience.

The University of Bradford has always welcomed applications from disabled students. To discuss adjustments or to find out more about support and access, you may wish to contact the Disability Service before you apply at: www.bradford.ac.uk/disability/before/

Applications are particularly welcomed from adult learners (those aged 21+ at the start of the programme), armed forces families, carers and care leavers, estranged or orphaned learners, refugees and asylum seekers, and Romani or Traveller families. To find out more about the University of Bradford Progression Scheme, visit the webpage:

<https://www.bradford.ac.uk/applicants/progression-scheme/>

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. For more details visit our RPL webpage at:

<https://www.bradford.ac.uk/teaching-quality/prior-learning/>

Please note: These requirements are correct for the contemporary recruitment cycle and may be different when you are reading this document. The UCAS tariff applicable may vary and is published here:

<http://www.bradford.ac.uk/study/courses/ug/business-and-management-bsc/>