

## BA (Hons) Business and Management

<b>Department</b>	Business and Creative Technologies
<b>Awarding Body</b>	University of East Anglia
<b>Additional Accreditations</b>	None
<b>Full-time Duration</b>	3 years
<b>Part-time Duration</b>	N/A
<b>Full-time Annual Fee</b>	£8,500
<b>Part-time Annual Fee</b>	N/A
<b>Entry Requirements</b>	<p>UCAS Tariff: 96 points  A Level: CCC  Pearson BTEC  L3 National Ext. Diploma: MMM  Grade C/4or equivalent in English and Maths</p> <p>English language requirements: IELTS (Academic) Grade 6 IELTS 6.0 overall (minimum 5.5 in all components) where English is not the student's first language.</p>
<b>Study Location</b>	University and Professional Development Centre, 73 Western Way, Bury St Edmunds UK
<b>Subject to Validation</b>	No
<b>Additional Potential Costs</b>	Course books and materials £100 approx. per annum. You will be provided with reading lists for each module; some modules have a core textbook which can be purchased. The library holds copies of textbooks for loan.

## Narrative

This course provides an opportunity for students to explore contemporary issues within the ever-changing global business environment.

Management and leadership skills are essential for driving businesses forward. The programme will equip you with the knowledge, skills and experience that will enable you to be 'professionally ready' on graduation. You will appreciate the importance of the social, political, ethical, technological, environmental, and global contexts in which business organisations operate.

You will be provided with opportunities to develop your professional network and career opportunities within the ever-changing business environment.

## Key Course Features

The BA (Hons) Business and Management programme is designed to give a broad coverage of the key functions of business and management and the context in which organisations and the people within them operate.

Our Business and Management course is designed to create options for students who are interested in becoming a leader in the world of business. Through detailed theory and experience, the course will build the essential skills that employers expect from graduates allowing you to lead in many areas of business from people management, business analytics to developing a business strategy.

This course is designed to enable you to learn about the subject area, to apply your learning to form opinions and solve problems, to practice subject specialist skills with competence and confidence and to develop abilities to construct your own knowledge and attributes independently. Along with subject based knowledge and skills, you will also develop both academic and employment skills and use these in a variety of ways.

## Career Prospects

Business Management

Procurement

Teaching

Marketing

Further study – MBA, Masters or Doctorate, a range of professional qualifications

## Module Summary

### Year One:

#### **Business and the Contemporary Business Environment**

This module will identify the role of business within society. Key drivers for organisational change including fiscal and monetary policies, globalisation, technological innovations, skills, and the drive for profitability will be explored. In a continually changing business environment it is essential for organisations to be able to identify challenges and to develop the capabilities to take advantage of them.

#### **Marketing Processes and Planning**

This module examines the concepts that underpin marketing as both a business philosophy and a management function. It focuses on the twin principles of customer value and competitive behaviour. The operational aspects of marketing are explained through analysis of the design and implementation of the marketing mix in different contexts. This module also provides participants with the knowledge and skills to understand and apply contemporary approaches and techniques in marketing, which is a core business operation

#### **Business Economics**

This module will support business students in developing an understanding of the essentials of how business must understand and appreciate the way in which internal and external influences might impact on the way a business operates. They will learn why businesses and business managers must understand and appreciate how business is influenced by these factors and how careful analysis of data can support business in making decisions to maintain and promote growth in an everchanging global economy.

#### **Managing People and Organisations**

Relationships between organisations and the people who work for them are fundamental to the success of any business. This module focuses on the development of organisational cultures and how strong leadership enables a more inspirational and motivated workforce. Theories of Management will be studied alongside the impact of the structure upon an organisation and the manner in which it communicates and performs its operations.

#### **Introduction to Financial Management**

This module provides students with a foundation knowledge of financial concepts and practices, and a clear identification of key financial performance indicators within business. On completion of the module students will be able to review performance and to evaluate a business's financial operation and condition.

#### **Essentials of Small Business Development**

This module provides a basic introduction to the components of a business plan, recognising and responding to risk, and developing an understanding of how marketing contributes significantly to successful business development. This module will explore the fundamental planning stages in business start-ups as they face the challenge of continual change.

## **Year Two:**

### **Project Management**

All projects will differ, some will happen slowly, others may start and finish quickly. But the important aspect of any project is its effective management and planning, without which, a project has limited chances of success. This module will analyse the key components of a successful project and how the implementation of these components are vital to the result of the project. The module will enable the student to be equipped with the necessary tools required for successful project management throughout a multitude of industries.

### **Managing Operations and Organisational Change**

The aim of this module is to evaluate systems and processes which contribute to adding value for a business. In the continually changing and challenging business environment students will analyse both traditional and contemporary approaches towards organisational change management. Students will gain understanding, knowledge, and skills to help them analyse the way that people behave and interact in organisations during times of change.

### **Financial Management and Reporting for Decision Making.**

This module will allow students to understand management accounting techniques and use financial tools to track, improve and report upon business performance. Exploration of common accounting practice will allow students to analyse and make recommendation(s) for a range of business cases and will further ensure they develop knowledge of fiscal concepts and reporting practices, to support specialist and non-specialist decision makers.

### **Law for Business**

The module examines primary areas of law which will affect students when embarking upon their business careers. Students will develop a critical understanding of the impact of law on business operations in terms of structure, conduct, employment, dispute management and resolution. This module will provide students with a clear understanding of how the law is created, how it develops and how it is implemented in practice across a multitude of disciplines including Contract Law, Employment Law, Law of Negligence and Consumer Law.

### **Research Methods**

This module provides an opportunity for students to explore a wide range of research methodologies. Research Methods aims to provide students with a thorough understanding of research methodologies and ways in which to analyse and articulate information. In addition, research methods that reflect academic conventions and standards along with ethical considerations are important considerations when conducting academic study.

### **Business Sustainability**

The need for an understanding of how to create more sustainable industry practices, as well as a sustainable planet in which these businesses operate, has never been more critical than it is today. The

Business Sustainability module will encourage students to think critically, act responsibly and lead the change towards a more sustainable future in business without compromising the needs of the present generation. The core principles and drivers of Sustainability will be identified alongside a critical understanding of the challenges around sustainability for organisations and the approaches which can be taken to overcome these.

### **Year Three:**

#### **Globalisation and Management**

Despite the growing importance of global business there is a reported shortage of global managers with the necessary skills. Global managers are required to collaborate across regional and national borders. This requires an awareness of cultural differences, appropriate communication strategies and a consideration of different protocols and behaviours. The global business context will be examined together with the challenges faced by managers. Developing an understanding of their own professional impact and management approaches will be integral to this module.

#### **Responsibility, Ethics, and Sustainability**

This module will build on the Business Sustainability module of level 5 with a greater focus on exploration of the ethical issues of sustainability for the future of their sector as well as their own individual professional practice. The students will be encouraged to become more engaged with both ethical and sustainable business practices with the aim of contributing to more sustainable development solutions for the future.

#### **Procurement and the International Supply Chain**

Procurement is studied in multiple forms throughout many modules on the Business and Management degree. However, the management of supply chains is such a fundamental aspect of the performance of every organisation in terms of both sustainability as well as enabling the organisation to remain competitive within its sector, that it has been given focus in this standalone Level 6 module.

#### **Strategic Management**

This module aims to provide an understanding of strategic analysis, strategic decision-making, and strategic processes within and between organisations. The relationship between theories and practice will be explored. Approaches to strategic management, concepts and frameworks and issues in strategic management will be studied.

#### **Major Project**

This module is the culmination of the degree course, giving students the opportunity to explore areas related to and building on the rest of the course. Students are expected to plan a year's activity towards a self-identified goal, then during the year demonstrate skills in researching information and finally presenting their work through both a written project and a presentation. Students will use quantitative and qualitative research methods, as well as key stages of the research process such as research design and question development.

<b>Staff Team</b>	Penny Stevens MCIM, Course Leader and module leader Erica Brinkley-Everard, module leader Chris Pond, module leader Zoe Curran module leader
<b>Assessment Methods</b>	<ul style="list-style-type: none"> <li>- Presentations</li> <li>- Reports</li> <li>- Time-constrained assessments</li> <li>- Essay</li> <li>- Projects</li> </ul>
<b>Module diet (full time)</b>	<p><b>Semester 1 Year 1 L4</b> Business and the contemporary business environment Marketing processes and planning Business economics</p> <p><b>Semester 2 Year 1 L4</b> Managing people and organisations Introduction to financial management Essentials of small business development</p> <p><b>Semester 1 Year 2 L5</b> Project Management Managing operations and organisational change Financial management and reporting for decision making</p> <p><b>Semester 2 Year 2 L5 Law</b> for business Research methods Business sustainability</p> <p><b>Semester 1 Year 3 L6</b> Globalisation and management Responsibility, ethics, and sustainability Major Project (40 credits Semester 1 &amp; 2)</p> <p><b>Semester 2 Year 3 L6</b> Procurement and the international supply chain Strategic management Major project (40 credits Sem1/2)</p>
<b>Study hours</b>	<p>For each 20-credit module:</p> <ul style="list-style-type: none"> <li>- Lectures/seminars 36 hours</li> <li>- Independent study 164</li> </ul>

*This programme is regulated by the Office for Students under the Quality Assurance Agency framework for UK Higher Education. Where studying may incur additional incidental or optional costs these are listed on the relevant course page on our website. Our Terms and Conditions, Admissions Policy (including baseline English language requirements) can be accessed via the University Studies website at <https://www.universitystudies.wsc.ac.uk/policies>*