

**PROGRAMME SPECIFICATION  
(Undergraduate)**



<b>1</b>	<b>Awarding Institution</b>	Newcastle University
<b>2</b>	<b>Teaching Institution</b>	Newcastle University
<b>3</b>	<b>Final Award</b>	BA Honours
<b>4</b>	<b>Programme Title</b>	Business Management
<b>5</b>	<b>UCAS/Programme Code</b>	N200 1200U (with placement) 1222U (with study abroad) 1448U (with placement and study abroad)
<b>6</b>	<b>Programme Accreditation</b>	Chartered Institute of Personnel and Development (CIPD)
<b>7</b>	<b>QAA Subject Benchmark(s)</b>	Business Management
<b>8</b>	<b>FHEQ Level</b>	Level 6
<b>9</b>	<b>Last updated</b>	July 2021

**10 Programme Aims**

In accordance with QAA guidelines for BA Business Management (2015), the purpose of business and management programme is threefold:

1. Increasing understanding of organisations, their management, the economy and the business environment;
2. Preparation for and development of a career in business and management;
3. Enhancement of a wide range of skills and attributes which equip graduates to become effective global citizens.

By studying Business Management programme at Newcastle University, students will;

1. be encouraged to become adaptable, curious and independent thinkers, with the ability to evaluate empirical evidence as part of our research led academic community;
2. be developing knowledge and understanding of classical and contemporary management practice and thought;
3. work alongside colleagues in their learning and employability journey to their future career and enterprise goals;
4. be able to appreciate the complexities and constant change in our diverse, global and socially connected world;
5. have the opportunity to develop your leadership and ethical awareness in their future work contexts.

**11 Learning Outcomes**

The programme learning outcomes are as follows:

<b>Knowledge and Understanding</b>
<p>On completion of the programme, students should have gained knowledge and understanding of:</p> <ul style="list-style-type: none"> <li>A1 core management areas underpinned by the research knowledge base of the disciplines;</li> <li>A2 the complexities and constant change in our diverse, global and socially connected world;</li> <li>A3 the ethical challenges and tensions that are inherent in work contexts;</li> </ul>
<b>Teaching and Learning Methods</b>
<p>The primary means of imparting knowledge and understanding is through lectures and seminars which guide students towards independent reading and enable students to check their learning through group discussions and problem solving practice. Students are facilitated to read research articles, take part in research/consultancy projects, business games and analysis of case studies during their progression over the three stages.</p>
<b>Assessment Strategy</b>
<p>Knowledge and understanding are assessed by a range of approaches, chosen to comprehensively assess student capabilities. These comprise multiple choice questions, unseen written exams, essays, business reports, case studies, oral presentations, research projects and business simulations.</p>
<b>Intellectual Skills</b>
<p>On completing the programme students should be able to:</p> <ul style="list-style-type: none"> <li>B1 critically evaluate and apply relevant theory to practice;</li> <li>B2 interrogate complex and ambiguous problems from multiple perspectives;</li> <li>B3 apply a relevant knowledge base to address strategic and operational organisational needs;</li> </ul>
<b>Teaching and Learning Methods</b>
<p>Intellectual skills are developed, in the first instance, via lectures where these skills are demonstrated and then followed up in small group teaching. Seminars and practical classes are essential to enable students to practice and master the requisite problem solving, decision making, critical analytical and quantitative skills related to particular business problems. Students also have the opportunity to further practice these skills through project work and a business game.</p>
<b>Assessment Strategy</b>
<p>Intellectual skills are assessed using written exams, essays, reflective reports, case studies, oral presentations, research/business consultancy projects and business simulations.</p>
<b>Practical Skills</b>
<p>On completing the programme students should be able to:</p> <ul style="list-style-type: none"> <li>C1 gather, synthesise and evaluate qualitative and quantitative information for decision-making in a range of organisational settings;</li> <li>C2 manage information and communications in a digital world;</li> <li>C3 present information and proposals in a range of formats to a variety of stakeholders;</li> </ul>

**Teaching and Learning Methods**

Practical skills are developed via lectures where the theory is demonstrated and then followed up in small group teaching. Seminars and practical classes are essential to enable students to practice and master the ability to apply knowledge to practical situations, and present information orally and in writing.

**Assessment Strategy**

Subject specific practical skills are assessed by means of essays, case studies, oral presentations, research projects and business simulations.

**Transferable/Key Skills**

On completing the programme students should be able to:

- D1 develop the skills required of leaders for a dynamic and sustainable future;
- D2 function as an independent learner, critical thinker and reflective practitioner;
- D3 work effectively in diverse socio-cultural organisational settings.

**Teaching and Learning Methods**

These skills are introduced to students through sessions in induction and within modules. There is also a specific module at Stage 1 (BUS1016 Academic and Professional Skills Development) related to developing these skills. Oral communication skills are further developed in seminars, group work and through presentations. IT and mathematical skills are further developed through specific modules (BUS2018 Research Methods, MAS2403 Statistical Methods for Marketing and Management). Team working skills are further developed through group based activities including group assignments, business consultancy projects and a business simulation. Time management skills are further developed through time constrained activities in class and through group work and research/business consultancy projects.

**Assessment Strategy**

Transferable Key Skills will be assessed through portfolio work, essays, case studies, oral presentations, reflective learning reports and project work.

**12 Programme Curriculum, Structure and Features****Basic structure of the programme**

**Duration of the course:** The programme is studied over three or four years on a full-time basis. This consists of 30 weeks attendance per annum.

**Stages:** Each stage of the course requires students to study modules with a credit value of 120. A 10 credit module consists of 100 hours of student effort, covering lectures, seminars, private study, completion of coursework and revision. Modules can vary in size from 10 to 20 credits.

**Stage 1** All modules at Stage 1 are compulsory and provide students with a general foundation in the main disciplines of business management including accounting and finance, marketing, IT, and organisation theory.

**Stage 2** focuses on the business operations and systems of organisations, human resource management, and research skills. Students may select options at Stage 2 which allow them to begin to specialise in certain management areas, develop entrepreneurial skills. There are 80 credits of compulsory modules and 40 credits of optional modules at Stage 2.

Intercalating year:

Students on BA Honours Business Management (with Placement) have chosen to transfer to 1200U from BA Honours Business Management to undertake a placement year between stages 2 and 3. The objective of the placement is to enhance basic skills and to provide an opportunity to make links between the academic content of the programme by reflection. The placement is usually with one of the large UK companies that operate full-year placement schemes, though one-off opportunities also arise with other organisations.

At this stage of the degree programme students also have the opportunity to take part in the Erasmus exchange scheme which involves a period of study and/or work placement in a European country. This involves transfer to 1222U, BA Business Management (with Study Abroad), with a year's study abroad between stages 2 and 3.

For students who wish to undertake a combination of both work placement study abroad, there is an opportunity to transfer to 1448U BA Business Management (with Placement and Study Abroad).

Students on the intercalating year will take BUS3025 Intercalating Year Personal Learning Record and BUS3026 Intercalating Year Reflective Learning Account to a credit value of 120.

**Stage 3** has compulsory module on strategy.. There is also a choice of compulsory capstone modules (BUS3051 Management Dissertation, BUS3053 Management Consultancy Project, BUS3005 Advanced Business Topics, or BUS3003 Advanced Business Practice) that allow students to further develop their independent learning and research skills. Options may be selected that allow further specialisation in one of the areas covered in Stages 1 and 2. There are 60 credits of compulsory modules and 60 credits of optional modules at Stage 3.

#### **Key features of the programme (including what makes the programme distinctive)**

Between Stages 2 and 3 students may have an optional year out in a work placement or studying at a European partner institution as part of the Erasmus European Exchange Programme. This option is designed to enhance student employability.

The programme enables students to specialise and pursue pathways in key areas of business management, such as accounting and finance, marketing and HRM. The HRM pathway offers students the opportunity to obtain a professional membership outcome and can join Chartered Institute of Personnel and Development (CIPD) as an Associate Member.

#### **Programme regulations (link to on-line version)**

[N200 Programme Regulations 21-22](#)

### **13 Support for Student Learning**

Generic information regarding University provision is available at the following link.

[https://www.ncl.ac.uk/ltds/assets/documents/qsh\\_progspec\\_generic\\_info.pdf](https://www.ncl.ac.uk/ltds/assets/documents/qsh_progspec_generic_info.pdf)

### **14 Methods for evaluating and improving the quality and standards of teaching and learning**

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*Accreditation reports*

None.

*Additional mechanisms*  
None.

**15 Regulation of assessment**

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In addition, information relating to the programme is provided in:

The University Prospectus: <http://www.ncl.ac.uk/undergraduate/degrees/#subject>

Degree Programme and University Regulations: <http://www.ncl.ac.uk/regulations/docs/>

Please note. This specification provides a concise summary of the main features of the programme and of the learning outcomes that a typical student might reasonably be expected to achieve if she/he takes full advantage of the learning opportunities provided.