

Programme Specification (Level 6 Direct Entry)

BA (Hons) Business Management

<i>School:</i>	York St John Business School
<i>Subject area:</i>	Business Management
<i>Entry from academic year:</i>	2024-25
<i>in the month(s) of:</i>	September, January, May
<i>Awarding institution:</i>	York St John University
<i>Teaching institution:</i>	IEG, Malaysia
<i>Delivery location:</i>	IEG, Malaysia
<i>Programme/s accredited by:</i>	
<i>Exit awards:</i>	
<i>UCAS code / GTTR / other:</i>	Not applicable
<i>Joint Honours combinations:</i>	Not applicable
<i>QAA subject benchmark statement(s):</i>	Business and Management (2015)
<i>Mode/s of study:</i>	Undergraduate periods of study ¹ for full-time
<i>Language of study:</i>	English
<i>Paired with foundation year</i>	No
<i>Study abroad opportunities:</i>	No
<i>Placement year opportunity:</i>	No

Introduction and special features

As the global business environment continues to become increasingly competitive and challenging, businesses need to be more innovative, take more risks and develop sustainable business models that serve their customers and have a positive impact on society. The BA (Hons) Business Management programme aims to provide you with a critical understanding of the management of organisations and the role of business in contemporary society.

Studying the BA (Hons) Business Management award is a great opportunity to gain a degree that is clearly focused on your long-term career prospects in a wide variety of contexts. Whether you are thinking of setting up your own business, working in a large corporation, the public sector or the ever-growing tourist industry you will need to possess an understanding of how businesses operate and how skilled managers can contribute to their success.

Importantly Management is also about people, and we will enable you to develop your own skills as a team player, a group member and ultimately as a manager of other people. Our Business Management degree allows you to specialise in management and gain an insight into how managers work to meet organisational objectives. Alongside this knowledge you will also develop the skills you will need to be effective in a managerial role.

Special features

- A focus on the management of organisations which will provide the knowledge and skills you will need as a manager. This includes the management of people, resources and business activities

¹ The standard period of study will apply unless otherwise stated

- Throughout the course there is regular opportunity to engage with a range of practising managers, organisations, employers and entrepreneurs and take part in work related experiences and internships
- Programme of guest speakers which will enhance your learning and links with the business community
- Use of 'real life' (live) projects in assessments giving you practical application of the theory

Admissions criteria

You must meet the University's general entry criteria for [undergraduate](#) study.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorksj.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Recognition of prior learning \(RPL\)](#). We also consider applications for entry with advanced standing.

Programme aim(s)

The aims of the programme are to:

1. Prepare you for a managerial career in a rapidly changing business and social environment with the skills needed to adapt and develop as the environment changes
2. Enable you to be a graduate who is able to improve the quality of management decision-making, leadership and business practice across a range of organisations and in a variety of contexts

Programme learning outcomes

Upon successful completion of the programme students will be able to:

Level 6

Knowledge and understanding

- 6.1 Apply a range of relevant concepts, theories and models to the solution of business and management problems
- 6.2 Synthesise and evaluate strategic and tactical decisions in a variety of organisational contexts
- 6.3 Critically evaluate management thinking through an extended piece of research

Cognitive and thinking skills

- 6.4 Apply a range of academic and intellectual skills relevant to undergraduate level study including, information-gathering, problem-solving (incorporating creativity and innovation) and the skill to critically analyse, synthesise, and evaluate information and data to aid management decision-making

Practical/professional skills

- 6.5 Exhibit the achievement of skills in relation to communication, organisation and working with others in a professional manner
- 6.6 Conduct research and enquiry to further your understanding and to inform management decision-making

Key transferable skills

- 6.7 Manage your own learning to explore a wide variety of learning sources and opportunities

Programme structure

Code	Level	Semester	Title	Credits	Module status	
					compulsory or optional to take C or O	non-compensatable or compensatable NC or X
BMR6001M	6	1&2	Research Investigation	40	C	NC
BMB6001M	6	1	Operations and Project Management	20	C	X
BMB6002M	6	1	Developing Organisational Strategy in the Digital Age	20	C	X
BMB6006M	6	2	Business Ethics and Corporate Social Responsibility	20	O	X
BMB6007M	6	2	Strategic Leadership for Innovation and Change	20	C	X
BMD6003M	6	2	Technological Issues in Digital Era	20	O	X
BMH6005M	6	2	Dissecting Work and Organisational Psychology	20	O	X

Learning, teaching and assessment

All modules are delivered utilising a range of teaching, learning and assessment strategies including lectures, seminars, guest speakers, tutorials, workshops and a range of events and learning activities.

Throughout the programme you will be introduced to a range of different teaching and learning strategies. At Level 6 you will demonstrate your skills through practice and enquiry-based learning giving you the opportunity to develop creative and innovative solutions to problems through *Operations and Project Management*, and *Strategic Leadership for Innovation and Change*.

You will undertake a variety of assessments which include the use of written assignments (often in the form of reports), individual and group presentations and practical activities. An essential part of the assessment is to encourage both learning and the development of skills as well as preparing you for the requirements of the workplace.

You will have opportunities for formative assessment and feedback to inform your work prior to submission and you will receive detailed feedback on assessments to help you develop and continuously improve your performance whilst on the programme. Advice will be provided in relation to development, further areas for research and guidance on how to enhance your knowledge of business and practice.

As a graduate searching for employment, you will likely come across the term **transferable skills**. Employers value these skills because they can be used in so many ways in the workplace. If you want to secure a graduate opportunity, you are going to have to demonstrate a specific set of skills needed for the role. Some of these skills will be specific to the industry while others (transferable skills) are those that you can build on and develop throughout your career. York Business School, seeks to develop and enhance your skills in communication, problem solving and team working through teaching, learning and assessment activities and the opportunities to engage in a range of activities which will not only support this but which will provide clear evidence of your achievement of them.

Progression and graduation requirements

The University's general [regulations](#) for undergraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section as non-compensatable.

Internal and external reference points

This programme specification was formulated with reference to:

- [University mission and values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)
- [Chartered Management Institute: Level 5 Standards](#)

Date written / revised: June 2019

Programme originally approved: July 2019