Programme Specification

BSM-L-2018: Business Management (Leadership)

LU Foundation Degree in Arts awarded by Lancaster University (FHEQ Level 5)

LU Bachelor of Arts with Honours (Top-up) awarded by Lancaster University (FHEQ Level 6)

Programme Status: Approved | Version: 1

Introduction

This programme specification provides a summary of the main features of the Business Management (Leadership) programme and the learning outcomes that you as a student might reasonably be expected to achieve and demonstrate on successful completion of the programme.

Further detailed information related to this programme and the College can be found in the following resources:
- Programme Handbook
- B&FC Student Handbook
- B&FC Admissions Policy
- Work based and placement learning handbook (for foundation degrees)
- Student guide to assessment and feedback

Key Programme Information

Programme Code	BSM-L-2018
Programme Title	Business Management (Leadership)
Teaching Institution	Blackpool and The Fylde College
Professional, Statutory and Regulatory Body (PSRB) Accreditation	None
UCAS Code	
Language of Study	English
Version	1
Approval Status	Approved
Approval Date	05 March 2018
JACS Code	
Programme Leader	Grant Leitch

Programme Awards

Award	Award Type	Level	Awarding Body
LU Foundation Degree in Arts	Foundation Degree (240 credits)	Level 5	Lancaster University
LU Bachelor of Arts with Honours (Top-up)	Honours Top-up Degree (120 credits)	Level 6	Lancaster University

Programme Overview

The Fd and BA Hons Management Degree programmes provide you with an excellent range of management and leadership skills to start your management career. You will also be accredited by the Chartered Management Institute and achieve the L5 Diploma in Leadership and Management as part of your degree programme. Through gaining dual accreditation with CMI, you will stand out from other candidates and be highly sought after by employers. You will also have the opportunity to become a Chartered Manager. The key to your success is the application of theory to the workplace in every module that you study.

Admission Criteria

A minimum of 80 UCAS points in an appropriate discipline. Applicants who are able to

demonstrate substantial relevant work/life skills or knowledge will also be considered on an individual basis.

Career Options and Progression Opportunities

Business Management degrees provide the greatest variety of career pathways in national and international organisations, both private and public, as well as in small and medium companies around the world. Some graduates also go on to start businesses themselves. Graduates can specialise in Leadership, Finance, Marketing or Human Resource Management.

The programme offers progression on to the BA (Hons) Management on the successful achievement of the Foundation Degree. With the demand for well-qualified management graduates opportunities exist to progress into graduate employment.

Graduates have begun their careers as trainee graduate managers, project managers, brand managers, retail and HR managers. Our alumni are working for a wide variety of employers – from established organisations such as BAE, Tesco, NHS, to local employers such as Blackpool Pleasure Beach, Blackpool Transport and the Federation of Small Business.

Some former graduates are pursuing their studies with PGCE teacher training or professional qualifications, with some continuing their studies with Masters degrees.

Programme Aims

Foundation Degree:
- To develop graduates with knowledge and critical understanding of business and mgmt. principles, practices, theories and applications
- To provide students with the opportunity to acquire knowledge and understanding of research and enquiry methods appropriate for today's manager in order to develop criticality in the work context
- To enable graduates to understand the limits of their knowledge, the nature of contestability and to develop a flexible approach to problem identification and problem solving
- To provide students with a sustained programme of development which will enable them to reflect critically on work contexts and to develop approaches to deal with novel and unexpected managerial situations
- To develop graduates with effective communication skills, who are able to apply these in a variety of forms and for a range of audiences

BA (Hons) top up:
- To develop graduates who are able to respond to change in a dynamic business environment: nationally, internationally and globally and who are able to apply environmental, legal, regulatory, political, social and ethical management principles in context.
- To provide a programme which enables graduates to recognise the internal aspects, functions and processes of organisations and corporate behaviours and cultures and the interrelationships these have with the external business environment
- To develop awareness of a wide range of management theories, perspectives and principles informed by contemporary theories, models and practices which incorporate markets, sales, customers, people, finance, policies, strategies and organisational structures

Programme Learning Outcomes

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Level 5

Upon successful completion of this level, students will be able to:

1. Analyse the nature, purpose, structure, functions and processes of organisations and their management
2. Discuss business policies and strategies and how their development meets stakeholder interests in a changing business environment
3. Analyse and apply management theories, models, frameworks and practices to business organisations
4. Explain leadership and management of people and how this contributes to the development of businesses and organisations
5. Use accounting and other information systems to plan, control decision making and manage financial risk
6. Analyse and explain business marketing theories, planning models and processes and their relevance and application to the wider business environment nationally and internationally.
7. Apply digital and academic literacy skills to research sources of information; locating, interpreting, evaluating and manipulating information to support academic study
8. Communicate information in a variety of forms to a range of audiences.
9. Identify workplace skills and behaviours to support continuous professional development plans.
10. Research, analyse and evaluate a range of business data, utilising established research methodologies to support business outcomes.
11. Analyse theories, models and perspectives on the management of teams and the development of people.
12. Discuss approaches to coaching and mentoring and their impact on the development of people in organisations.
13. Discuss approaches to managing successful projects including planning resources and management of risk.
14. Analyse and evaluate theories, perspectives and approaches to project management in developing and managing business performance.

Level 6

Upon successful completion of this level, students will be able to:

15. Research, critically analyse and evaluate sources of information and data utilising research methodologies to facilitate evidence based conclusions and recommendations
16. Critically evaluate the impact of socio- economic and cultural diversity on international business success.
17. Critically apply people management strategies to develop communication, team building and leadership skills to motivate others and enhance business operations.
18. Use and critically evaluate a broad range of new media and traditional platforms to communicate, deliver marketing solutions and innovations.
19. Critically evaluate strategic management policies and practices and outcomes and their impact on the business environment.

Programme Structure

Pathway	Module	Level	Credits	Coursework	Practical	Written Exam
Stage 1						
All	B4HUBSM-L: Introduction to Academic Study (Mandatory)	4	20	60%	40%	
	BSM401: Operational Leadership (Mandatory)	4	20	60%		40%
	BSM402: Managing People (Mandatory)	4	20	100%		
	BSM403: Marketing (Mandatory)	4	20	50%		50%
	BSM404: Managing Finance (Mandatory)	4	20	60%		40%
	BSM405: Dynamic Business Environment (Mandatory)	4	20	50%		50%
Stage 2						
All	BFC502-T: Work Based Research Project (Mandatory)	5	20	80%	20%	
	BSM501: Leadership Practice (Mandatory)	5	20	70%	30%	
	BSM502: Professional Skills Development (Mandatory)	5	20	80%	20%	
	BSM511: Managing Teams (Mandatory)	5	20	100%		
	BSM521: Coaching and Mentoring (Mandatory)	5	20	50%		50%
	BSM531: Project Management (Mandatory)	5	20	100%		
Stage 3						
All	BSM601: International Business Perspectives (Mandatory)	6	20	70%	30%	
	BSM602: Developing Performance (Mandatory)	6	20	70%	30%	
	BSM603: Dissertation (Mandatory)	6	40	80%	20%	
	BSM604: Digital Business and New Technologies (Mandatory)	6	20	100%		
	BSM631: Approaches to Managing Strategically (Mandatory)	6	20	50%		50%

Course Options

Our career focussed Business Management Degree enables you to have the option to choose your own specific business management career pathways in: Leadership; Marketing; Finance; Human Resource Management. On entry to Level Four, you will study a core set of modules, which ensures that you attain a standard level of academic competence and the skills and knowledge needed to pursue further specialised study in management.

Within each of the specialist pathways you will study three compulsory modules: Leadership; Professional Skills Development and Work Placement and three modules from the selected pathway. In the Leadership pathway you study three specialist modules: Managing Teams, Coaching and Mentoring and Project Management.

In the final year of the programme, you will study four compulsory modules designed to advance skills and knowledge appropriate to graduate level and building upon knowledge gained in the second year: Developing Performance, International Business Perspectives, Integrated Project and Digital Business and new Technologies and one specialist Leadership module: Approaches to Managing Strategically. A particular strength of the new design of the programme is the opportunity provided to you to select and focus on your particular interests and enthusiasms. The Leadership specialist pathway brings the additional focus of specialist knowledge and experience.

Programme Delivery: Learning and Teaching

The teaching and learning methods are designed to deliver the programme outcomes of the foundation degree and to support you in becoming independent researcher, self-starter and lifelong learner with a high degree of employability.

A range of delivery techniques, including problem based learning, lectures, seminars, webinars, work based learning and other interactive activities are deployed on the programme. At both levels 4 and 5, you will be encouraged to conduct wider reading around your subject area to facilitate independent learning and study skills, guided and supported by staff members' expertise and specialisms.

At level 4, you study academic reading and writing in the cross College Academic and Digital Literacies module. You are introduced to the discipline of management through dedicated modules that impart key theories and contemporary issues. Guest speakers, industry visits and case studies maintain a real work link to which theoretical frameworks can be applied and enhance employability as you begin to prepare for a work based placement the following year. At level 5, you are encouraged to find work based management related placements during semester 2, and the work based learning module will supplement the curriculum content, establishing the link for you between theory and practice.

The management subjects delivered at level 5 prepare you for those skills expected by employers – how to read and understand financial statements, how to create and present a business plan and how to manage a company's presence and engagement on social media. The building of portfolios enables you to reflect, recognize and record progress, providing an opportunity for personal development, reflection and achievement. The ability to work in groups and effectively communicate with others is informally assessed through group work both on longer term assessments as well as in-class activities, where you are asked to collaborate and negotiate your decisions and present conclusions as a team.

Moodle, the VLE, will act as a database for assessment work and the assessment process is designed to support learning and place emphasis on the formative approach to coursework and achievement by providing feedback and feed forward at every opportunity. Formative assessment is delivered through class discussions, question and answer and group work (that allows students to give feedback to each other), in class self-assessment tests including Kahoot! and online multiple choice questionnaires.

Module tutors will provide constructive feedback to students of all abilities, allowing you to improve and develop your academic work while ensuring you both recognize and reach your individual potential. Progression reviews will take place regularly throughout the academic year to monitor and support your progress.

Individualised learning techniques such as one to one meetings and subject focused activities on the virtual learning environment will promote independent thinking and learning, allowing you to study at your own pace, stretching and challenging your development.

The support structure and Partners for Success framework will be delivered in structured tutorials and through workshops to aid personal development and consider the holistic journey of the student. The framework supports you in preparing yourself for your careers through a range of activities such as CV building and interview techniques such as STAR used widely by employers. Reflection is considered to be an important part of professional development and several modules contain a reflective element – in particular Academic and Digital Literacies.

Employability skills are embedded throughout and specifically addressed in terms of practice, application and/or assessment. Each module seeks to provide you with the academic and occupational skills required by employees working at an operational and managerial level.

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Programme Delivery: Assessment

Each individual module has a detailed assessment strategy that reflects that module's aims and objectives. The range of assessment techniques comprises of written reports, essays, case studies, oral presentations, professional discussions, projects, simulations and examinations.

Programme Delivery: Work Based and Placement Learning

Work based and placement learning provides you with the opportunity to undertake a period of work based learning under the direction of an employer and an academic supervisor enabling you to learn and develop in a working environment. The module will provide you with opportunities to develop an understanding of the key factors associated with working in industry and provide a framework for you to evidence key transferable skills gained in the work setting. During your work based learning experience you will be expected to undertake a task or project negotiated between you, your tutor and the employer and set in the context of work and industry. Throughout your work based learning experience you will be expected to actively and critically reflect on the range of different processes engaged in for both productive work tasks and the completion of your project/task. It is also vitally important for you to work on integrating your knowledge from a theoretical perspective into a pragmatic work based context, this will support your critical analysis and reflections and help you to review, evaluate and make decisions based on the integration of theory and practice. Critical reflection is essential for the achievement of the outcomes in this module and a substantial part of the assessment requires you to critically reflect, evaluate and make recommendations for action, a key skill in graduate employment. To conclude this module you will be expected to design and deliver a presentation which reflects the processes and outcomes of your work based project and will be delivered to a selected audience. This presentation activity will help you develop and evidence your research, communication and organization skills and provides an interactive and fitting conclusion to your work in this module. This module aims to draw together both your academic and practical development and prepares you for the nature and scope of the demands future graduate employment will make of you. It is an opportunity to combine practical experience with theory and has the potential to support your learning in all other modules on your programme.

Programme Delivery: Graduate Skill Development

The Foundation Degree in Management provides a flexible route for those aspiring to work in management and enables you to develop the skills, expertise, knowledge and understanding needed to enhance your management potential. Throughout each level of the programme there is an emphasis on self-development as well as understanding the motivations of other people which are both critical aspects of a career in management. The use of a personal development profile enables reflection upon skill development and establishes clear objectives when determining professional targets. The programme focuses on the enhancement of lifelong learning, developing flexible, self-aware managers with the vital communication and team working ability to transform organisations.

The BA (Hons) in Management has been designed to provide an intellectually challenging and vocationally relevant learning experience. The innovative curriculum has provided opportunities for you to focus on particular aspects of management and leadership relevant to your backgrounds, interests and career aspirations.

Aspiring managers have been encouraged to develop management and leadership competences along with research skills which enhance employability and support their professional development. The programme aims to produce future managers and leaders who are able to improve the quality of management decision-making and leadership and business practices across a range of organisational structures and a variety of contexts.

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Study Costs: Equipment Requirements

Resources required to achieve the learning outcomes of the programme are provided by the College. You should be aware that there may be additional minor costs to consider such as photocopying/printing.

Study Costs: Additional Costs

As an enhancement to the programme there may be optional educational visits which will incur costs dependent on the location.