



UNIVERSITY OF LINCOLN

Programme Specification

Title:

Business and Marketing (with Professional Practice)

Final Award: **Bachelor of Arts with Honours (BA (Hons))**

With Exit Awards at:

Certificate of Higher Education (CertHE)

Diploma of Higher Education (DipHE)

Bachelor of Arts with Honours (BA (Hons))

To be delivered from: 1 Sep 2016

Level	Date
Level 1 or Certificate of Higher Education (CertHE)	2019-20
Level 2 or Diploma of Higher Education (DipHE)	2020-21
Level 3 or Bachelor of Arts with Honours (BA (Hons))	2021-22

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1. Introduction

This document describes one of the University of Lincoln's programmes using the protocols required by the UK National Qualifications Framework as defined in the publication *QAA guidelines for preparing programme specifications*.

This programme operates under the policy and regulatory frameworks of the University of Lincoln.

2. Basic Programme Data

Final Award:	Bachelor of Arts with Honours (BA (Hons))
Programme Title:	Business and Marketing (with Professional Practice)
Exit Awards and Titles	Certificate of Higher Education (CertHE) Diploma of Higher Education (DipHE) Bachelor of Arts with Honours (BA (Hons))
Subject(s)	Marketing Business
Mode(s) of delivery	Full Time
Is there a Placement or Exchange?	Yes
UCAS code	NN1M
Awarding Body	University of Lincoln
Campus(es)	Lincoln Campus
School(s)	Lincoln Business School
Programme Leader	Nick Taylor (NTaylor)
Relevant Subject Benchmark Statements	
Professional, Statutory or Regulatory Body Accreditation	
Programme Start Date	2019-20

3. Programme Description

3.1 Overview

This BA (Hons) Business and Marketing degree at Lincoln provides insights into the principles and knowledge which enables organisations to deliver the needs and wants of target markets, better than their competitors. Exploration and reflection on marketing theories in the context of contemporary practice are key activities, which establish clear links to the role marketing plays within the business world. This programme will enable you to develop a solid business understanding and a marketing specialism.

Rapid technological advancements are levelling the playing field with regard to marketing, a sector that now recognises innovation and creativity as elements that are just as important as, if not more so than, a large marketing budget.

Throughout this Business and Marketing degree, you become familiar with the global business environment, learn to identify marketing opportunities and understand how to overcome the challenges of trying to reach mass or niche audiences across the broad range of mediums. You learn to develop strategies and execute campaigns that enable companies to be competitive in a global marketplace. The importance of digital marketing is acknowledged and the programme provides the opportunity for students to develop skills in digital marketing.

Lincoln International Business School subscribes to the Principles of Responsible Management Education (PRME), which establishes a set of principles to guide our educational endeavour to address global challenges and create a better future for society. This is embedded in our programmes through the notion of The Lincoln Responsible Management Graduate:

"Through educational experiences at Lincoln our students develop as people who understand their responsibilities as global citizens, as entrepreneurs, as managers of people, money and resources, as stewards of the economy and the environment and as self-reflective leaders setting future agendas for organisations."

Students who successfully progress from the optional Professional Practice Module, will receive the award title BA (Hons) Business and Marketing (with Professional Practice). Those who do not pass the Professional Practice module, or who opt not to take it, will receive the award title BA (Hons) Business and Marketing.

QAA Subject Benchmark Statement(s):

The BA (Hons) Business and Marketing responds to the United Kingdom QAA benchmark statement(s) for the subject of General Business and Management (2015). Benchmarking analysis provides a detailed specification of the relationship between this programme's curriculum and the relevant QAA benchmark(s).

3.2 Aims and Objectives

The BA (Hons) Business and Marketing aims to provide students with:

- an opportunity for study into the plethora of theoretical aspects of business and marketing, as well as developing employability skills that could enhance career prospects;

- a framework to facilitate the acquisition of knowledge, skills and experience which will enhance the participants' ability to contribute to organisational effectiveness as graduates;
- an opportunity to develop core management and leadership capabilities;
- a framework within which a participant may negotiate tasks and areas of experience to suit his or her own individual needs;
- an opportunity to engage in reflective debate and practice, to develop their ability to think critically, analyse and synthesise and to recognise assumptions, false logic and implicit reasoning
- an opportunity to develop the skills necessary to undertake research, using appropriate qualitative and quantitative tools, to evaluate options and to construct and justify arguments and proposals.
- identify technological development and its impact.
- acknowledge the impact global and international evolution has impacted on the business and marketing world

3.3 Variations to Standard Regulations and Guidance

NONE

4. Programme Outcomes

Programme-level learning outcomes are identified below.

Refer to *Appendix I – Curriculum Map* for details of how outcomes are deployed across the programme.

4.1 Knowledge and Understanding

On successful completion of this programme a student will have knowledge and understanding of:

- 1 Relevant knowledge and understanding of the issues that affect the ethical conduct of business across a wide range of types of organisations in a national, regional and global context e.g. sustainability, globalisation, innovation, enterprise, knowledge and risk management
- 2 Organisations to encompass internal aspects, functions and processes including their diverse nature, purposes, structures, size and scale, operations and management and the cultures which exist within and between the organisations
- 3 Interrelationships between areas of business such as marketing and communications, financial and other systems which support responsible management decision making and control
- 5 Contemporary and digital developments and issues in marketing, society and business

4.2 Subject Specific Intellectual Skills

On successful completion of this programme a student will be able to:

- 6 Solve problems and analyse facts and circumstances to determine the cause of a problem and identify and select appropriate solutions
- 7 Analyse and evaluate a range of business data, sources of information and appropriate methodologies, which includes the need for strong digital literacy to enable evidence-based decision making
- 8 Critically evaluate the alignment of an organisation's operations to deliver its desired outputs and reflect on the systematic issues and trade-offs involved in managing that alignment
- 9 Understand the interconnections and the consequences of business decisions between individual and organisation through the principles of responsible management

4.3 Subject Specific Practical Skills

On successful completion of this programme a student will be able to:

- 10 Use quantitative and qualitative skills to manipulate data, evaluate, estimate and model solutions to understand the needs of customers, competitors and the wider business communities
- 11 Construct theoretically sound and realistically practicable advertising and marketing plans and campaigns in a global context.

- 12 Apply critical analysis and synthesis in dealing with operational and strategic marketing and advertising issues
- 13 Contribute effectively to the design, development implementation control and evaluation of marketing and communication plans and strategies, identifying the correlation within the broader business environment.

4.4 Transferable Skills and Attributes

On successful completion of this programme a student will be able to:

- 15 Reflect on their own learning and management styles and understand the importance of setting and pursuing personal learning and development goals
- 16 Work collaboratively both internally and with external customers in different contexts and through a range of media
- 17 Develop awareness/sensitivity to diversity in terms of people and cultures
- 18 Demonstrate a readiness to accept responsibility and flexibility, to be resilient, self starting and appropriately assertive, to plan, organise and manage time

For details of each module contributing to the programme, please consult the module specification document.

5. Learning, Teaching and Assessment Strategies

5.1. Learning and Teaching Strategy

The teaching and learning strategy adopted reflects the Business School's commitment to self-directed, research engaged and independent student-centred learning. We will emphasise and support the development of applied analytical skills and of creativity within a business context, both of which support the aims of "Student as Producer", as part of our overarching aim to create independent and self-motivated learners. Moreover, in the context of PRME, there are three connected levels of knowledge and skills for responsible management:

- a. The scope of responsibility: an understanding of the interconnections between individuals, organisations and a better world.
- b. Necessary knowledge to practice responsibility and have effect.
- c. A learning process (pedagogy) that develops the above and embodies values of:
 - i. First learning to learn, to have responsibility for self and immediate others and develop an understanding of global issues
 - ii. Second, to learn to apply knowledge in reasoning and in action to have effect, to comprehend the responsibility that comes with professional status and power and to widen and deepen their perspective on responsibility with regard to their subject area.
 - iii. Third, to be able to critique and create knowledge in concept and in practice that embeds responsibility, to seek to change society for the better and to develop a greater depth of understanding of the complexity and inter-relatedness of global challenges.

Furthermore, the programme has been developed to reflect staff research interests and expertise, facilitating both research informed teaching and research engaged learning. The range of teaching and learning methods described in the module outlines is matched by a varied diet of assessment methods designed to achieve a balanced student experience. Thus, learning situations are varied within the programme, reflecting the diversity of learning resources and the integration of learning and teaching processes. Staff attempt to develop appropriate and supportive learning materials that are suitable for students with a variety of backgrounds.

The Business School's students include many from overseas for whom English is not a first language. An extensive network of support measures for international students has been put into place, including language tuition, peer-to-peer mentoring, small group tuition in mixed groups, project-based learning, and an international social programme designed to enhance cultural awareness. The School's Internationalisation agenda and support for international students continues to develop and is reflected in a curriculum which is international and not UK or Europe-centred.

Whilst 'The Marketing Professional' module has been designed to facilitate the acquisition of transferable skills and contextualise the notion of the 'responsible' manager, students will also be supported through the personal tutoring framework. Personal tutoring will not only provide pastoral support but a further space within which students can develop as reflective learners.

A range of teaching and learning methods are used in the programme. Lectures are designed to introduce students to key themes and perspectives, to generate enthusiasm for further enquiry and research, to provide illustrative examples and case studies, and to signpost important issues such as sustainability and responsible behaviour in business. All lectures and seminars are supported by additional materials on the module Blackboard sites; the use of this resource includes provision of

course materials, notices, study guides, email centre and conferencing, off-campus learning, supportive learning packages, use of blogs and wikis facilitate collaboration and group communication. Visiting speakers provide specialist expertise and current application of knowledge in a range of units and cross-unit areas. Seminars, workshops and projects offer students interactive learning opportunities and are aimed at deepening critical understanding and analysis. Sessions include tutor and student-led discussions, presentations, and problem solving exercises. The format adopted by each module is detailed in the module booklets where topics, tasks and assessment methodologies are clearly articulated.

One-to-one support is available to all students to aid understanding and support learning. Feedback on progress is available at each stage and is used to resolve any particular learning difficulties.

5.2. Assessment Strategy

The assessment strategy adopted within the programme follows the principle within the Lincoln Business School that a range of types of assessment should be offered. Within this context, it is imperative that all assessments contribute in a balanced way to the learning outcomes at programme level, as well as providing assessments of outcomes specific to each module. Moreover, in line with QAA principles, assessment is effectively integral to teaching and learning strategy. Therefore, the programme team views assessment as an integral part of the learning process, and it is considered to be instrumental in the achievement of successful learning in all programmes.

The programme adopts a range of formative and summative assessment strategies. The variety in assessment reflects both the broad span of learning outcomes appropriate to the programme and the varying learning styles of our students. The strategy for assessment for the programme includes the use of 'formative' assessments to provide a key element of the learning experience. It also is designed to stagger the submission dates to provide a balanced study workload throughout the terms. The programme operates an appropriate overall assessment 'load' per student per module. At level 1 this is determined to be a nominal 2500 words per 15 CATs, increasing to 3500 at levels 2 and 3. Where students submit written work it is submitted electronically via Blackboard and subject to 'similarity' checks via Turnitin. Feedback on written assessment is often delivered electronically.

Lincoln International Business School has agreed group work protocols and guidelines which manage the extent and appropriateness of group assessment at programme and module level. These are consistent with those established by CERD/EDEU (2010), are designed to ensure congruity between learning outcomes and group assessment, provide guidelines, for dealing with group processes, (including group formation, monitoring, review, peer assessment and process failure) and ensuring these are documented in Programme Handbooks and Module Guides. These guidelines are subject to annual monitoring and review.

Overall, the objective of the assessment strategy is to ensure that intended learning outcomes of the programme are tested appropriately through the assessment process. The details of the form of assessments together with the weightings for each component, are included in the individual module descriptors.

6. Programme Structure

The total number of credit points required for the achievement of Certificate of Higher Education (CertHE) is 120.

The total number of credit points required for the achievement of Diploma of Higher Education (DipHE) is 240.

The total number of credit points required for the achievement of Bachelor of Arts with Honours (BA (Hons)) is 360.

Level 1

Title	Credit Rating	Core / Optional
Introduction to Business Finance 2019-20	15	Core
Principles of Microeconomics 2019-20	15	Core
Analysis of Business Data 2019-20	15	Core
Organisational Behaviour 2019-20	15	Core
Introduction to Advertising 2019-20	15	Core
The Marketing Professional 2019-20	15	Core
Social and Sustainability Marketing 2019-20	15	Core
Principles of Marketing 2019-20	15	Core

Level 2

Title	Credit Rating	Core / Optional
Budgeting for Business 2020-21	15	Core
Finance for Business 2020-21	15	Optional
Buyer Behaviour 2020-21	15	Core
Strategic Marketing Planning 2020-21	15	Core
Research and Consultancy Methods 2020-21	15	Core
Careers and Employability 2020-21	15	Core
Corporate Reputation and Public Relations 2020-21	15	Core
European Integration and Business 2020-21	15	Optional
Principles of Project Management 2020-21	15	Optional
Media Planning for Advertising 2020-21	15	Optional
Business English and Communication 2020-21	30	Optional
Professional Practice 2021-22	0	Optional

Level 3

Title	Credit Rating	Core / Optional
Leadership and High Performance Teams 2021-22	15	Core
Consultancy Project (Business) 2021-22	30	Optional
Digital Business and E-Commerce 2021-22	15	Optional
Marketing Communications 2021-22	30	Core
Global Marketing Strategy 2021-22	30	Core
Dissertation (Business) 2021-22	30	Optional
Entrepreneurial Marketing 2021-22	30	Optional
Financial Management For Business 1 2021-22	15	Optional
Financial Management For Business 2 2021-22	15	Optional
Business and the Natural Environment 2021-22	15	Optional

Advanced Business English and Communication 2021-22	30	Optional
Representations of Management and Organisations in Popular Media 2021-22	15	Optional

Appendix I - Curriculum Map

This table indicates which modules assume responsibility for delivering and ordering particular programme learning outcomes.

Key: Delivered and Assessed Delivered Assessed

Level 1

	PO1	PO2	PO3	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13
Analysis of Business Data 2019-20			✓	✓				✓				
Introduction to Advertising 2019-20			✓	✓								
Introduction to Business Finance 2019-20			✓		✓			✓				
Organisational Behaviour 2019-20		✓							✓			
Principles of Marketing 2019-20	✓	✓										
Principles of Microeconomics 2019-20	✓		✓	✓	✓					✓		
Social and Sustainability Marketing 2019-20	✓		✓					✓				
The Marketing Professional 2019-20	✓	✓				✓		✓				

	PO15	PO16	PO17	PO18
Analysis of Business Data 2019-20				
Introduction to Advertising 2019-20				
Introduction to Business Finance 2019-20				
Organisational Behaviour 2019-20		✓		✓
Principles of Marketing 2019-20		✓		
Principles of Microeconomics 2019-20				
Social and Sustainability Marketing 2019-20				
The Marketing Professional 2019-20				

Level 2

	PO1	PO2	PO3	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13

Budgeting for Business 2020-21			✓					✓			
Business English and Communication 2020-21		✓						✓			
Buyer Behaviour 2020-21									✓		✓
Careers and Employability 2020-21											✓
Corporate Reputation and Public Relations 2020-21	✓				✓	✓				✓	
European Integration and Business 2020-21	✓		✓				✓				
Finance for Business 2020-21			✓			✓					
Media Planning for Advertising 2020-21	✓		✓						✓		
Principles of Project Management 2020-21				✓	✓	✓			✓		
Professional Practice 2021-22											
Research and Consultancy Methods 2020-21				✓	✓				✓		
Strategic Marketing Planning 2020-21	✓		✓						✓		

	PO15	PO16	PO17	PO18
Budgeting for Business 2020-21				
Business English and Communication 2020-21		✓	✓	
Buyer Behaviour 2020-21		✓		
Careers and Employability 2020-21		✓		✓
Corporate Reputation and Public Relations 2020-21				
European Integration and Business 2020-21				
Finance for Business 2020-21				
Media Planning for Advertising 2020-21		✓		
Principles of Project Management 2020-21		✓		✓
Professional Practice 2021-22				
Research and Consultancy Methods 2020-21				
Strategic Marketing Planning 2020-21		✓		✓

Level 3

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	PO1	PO2	PO3	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13
Advanced Business English and Communication 2021-22		✓						✓				
Business and the Natural Environment 2021-22	✓				✓			✓				
Consultancy Project (Business) 2021-22	✓	✓			✓			✓				
Digital Business and E-Commerce 2021-22		✓		✓		✓		✓				
Dissertation (Business) 2021-22				✓	✓			✓				
Entrepreneurial Marketing 2021-22				✓	✓			✓				
Financial Management For Business 1 2021-22		✓	✓									
Financial Management For Business 2 2021-22		✓	✓									
Global Marketing Strategy 2021-22	✓		✓					✓		✓		
Leadership and High Performance Teams 2021-22									✓			✓
Marketing Communications 2021-22	✓		✓							✓	✓	
Representations of Management and Organisations in Popular Media 2021-22							✓	✓				

	PO15	PO16	PO17	PO18
Advanced Business English and Communication 2021-22		✓	✓	
Business and the Natural Environment 2021-22	✓			
Consultancy Project (Business) 2021-22		✓		✓
Digital Business and E-Commerce 2021-22				
Dissertation (Business) 2021-22			✓	✓
Entrepreneurial Marketing 2021-22			✓	
Financial Management For Business 1 2021-22	✓			
Financial Management For Business 2 2021-22	✓			
Global Marketing Strategy 2021-22		✓	✓	
Leadership and High Performance Teams 2021-22		✓		✓
Marketing Communications 2021-22				
Representations of Management and Organisations in Popular Media 2021-22		✓		

Appendix II - Assessment Map

This table indicates the spread of assessment activity across the programme. Percentages indicate assessment weighting.

Level 1

	01	02	03	04	05	06	07	08	09	10	11	12
Analysis of Business Data 2019-20												
Introduction to Advertising 2019-20												
Introduction to Business Finance 2019-20										10		
Organisational Behaviour 2019-20												
Principles of Marketing 2019-20												
Principles of Microeconomics 2019-20					25					25		
Social and Sustainability Marketing 2019-20												
The Marketing Professional 2019-20									50			50
	13	14	15	16	17	18	19	20	21	22	23	24
Analysis of Business Data 2019-20										66		
Introduction to Advertising 2019-20								40				
Introduction to Business Finance 2019-20												
Organisational Behaviour 2019-20												
Principles of Marketing 2019-20												
Principles of Microeconomics 2019-20	50											
Social and Sustainability Marketing 2019-20												
The Marketing Professional 2019-20												
	25	26	27	28	29	30	31	32	33	34	35	36
Analysis of Business Data 2019-20			34									
Introduction to Advertising 2019-20				60								
Introduction to Business Finance 2019-20			50								40	
Organisational Behaviour 2019-20		60						40				
Principles of Marketing 2019-20			40									60

Principles of Microeconomics 2019-20													
Social and Sustainability Marketing 2019-20				60				40					
The Marketing Professional 2019-20													
	37	38	39	40	41	42	43	44	45	46	47	48	
Analysis of Business Data 2019-20													
Introduction to Advertising 2019-20													
Introduction to Business Finance 2019-20													
Organisational Behaviour 2019-20													
Principles of Marketing 2019-20													
Principles of Microeconomics 2019-20													
Social and Sustainability Marketing 2019-20													
The Marketing Professional 2019-20													
								49	50	51	52	EP 1 (Wk 16)	EP 2 (Wks 33, 34, 35)
Analysis of Business Data 2019-20													
Introduction to Advertising 2019-20													
Introduction to Business Finance 2019-20													
Organisational Behaviour 2019-20													
Principles of Marketing 2019-20													
Principles of Microeconomics 2019-20													
Social and Sustainability Marketing 2019-20													
The Marketing Professional 2019-20													

Level 2

	01	02	03	04	05	06	07	08	09	10	11	12
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Budgeting for Business 2020-21													
Business English and Communication 2020-21												25	25
Buyer Behaviour 2020-21												20	
Careers and Employability 2020-21													
Corporate Reputation and Public Relations 2020-21						40		10					
European Integration and Business 2020-21							25						75
Finance for Business 2020-21													
Media Planning for Advertising 2020-21											20		
Principles of Project Management 2020-21													
Professional Practice 2021-22													
Research and Consultancy Methods 2020-21													
Strategic Marketing Planning 2020-21													

	13	14	15	16	17	18	19	20	21	22	23	24
Budgeting for Business 2020-21												
Business English and Communication 2020-21												
Buyer Behaviour 2020-21				80								
Careers and Employability 2020-21												
Corporate Reputation and Public Relations 2020-21				50								
European Integration and Business 2020-21												
Finance for Business 2020-21												
Media Planning for Advertising 2020-21	40	40										
Principles of Project Management 2020-21												
Professional Practice 2021-22												
Research and Consultancy Methods 2020-21												
Strategic Marketing Planning 2020-21												

	25	26	27	28	29	30	31	32	33	34	35	36
Budgeting for Business 2020-21												

Business English and Communication 2020-21				25			25					
Buyer Behaviour 2020-21												
Careers and Employability 2020-21									100			
Corporate Reputation and Public Relations 2020-21												
European Integration and Business 2020-21												
Finance for Business 2020-21			40						60			
Media Planning for Advertising 2020-21							30				70	
Principles of Project Management 2020-21												
Professional Practice 2021-22												
Research and Consultancy Methods 2020-21	30				30						40	
Strategic Marketing Planning 2020-21	20								80			
	37	38	39	40	41	42	43	44	45	46	47	48
Budgeting for Business 2020-21												
Business English and Communication 2020-21												
Buyer Behaviour 2020-21												
Careers and Employability 2020-21												
Corporate Reputation and Public Relations 2020-21												
European Integration and Business 2020-21												
Finance for Business 2020-21												
Media Planning for Advertising 2020-21												
Principles of Project Management 2020-21												
Professional Practice 2021-22												
Research and Consultancy Methods 2020-21												
Strategic Marketing Planning 2020-21												
							49	50	51	52	EP 1 (Wk 16)	EP 2 (Wks 33,

													34,35)
Budgeting for Business 2020-21												100	
Business English and Communication 2020-21													
Buyer Behaviour 2020-21													
Careers and Employability 2020-21													
Corporate Reputation and Public Relations 2020-21													
European Integration and Business 2020-21													
Finance for Business 2020-21													
Media Planning for Advertising 2020-21													
Principles of Project Management 2020-21													
Professional Practice 2021-22													
Research and Consultancy Methods 2020-21													
Strategic Marketing Planning 2020-21													

Level 3

	01	02	03	04	05	06	07	08	09	10	11	12
Advanced Business English and Communication 2021-22											50	25
Business and the Natural Environment 2021-22							25					
Consultancy Project (Business) 2021-22							10					
Digital Business and E-Commerce 2021-22					20				40			
Dissertation (Business) 2021-22												
Entrepreneurial Marketing 2021-22												50
Financial Management For Business 1 2021-22												
Financial Management For Business 2 2021-22												
Global Marketing Strategy 2021-22												

Leadership and High Performance Teams 2021-22												
Marketing Communications 2021-22										40		
Representations of Management and Organisations in Popular Media 2021-22												
	13	14	15	16	17	18	19	20	21	22	23	24
Advanced Business English and Communication 2021-22												
Business and the Natural Environment 2021-22	75											
Consultancy Project (Business) 2021-22									50			
Digital Business and E-Commerce 2021-22	40											
Dissertation (Business) 2021-22												100
Entrepreneurial Marketing 2021-22										30		
Financial Management For Business 1 2021-22	100											
Financial Management For Business 2 2021-22												
Global Marketing Strategy 2021-22	50											
Leadership and High Performance Teams 2021-22												
Marketing Communications 2021-22												
Representations of Management and Organisations in Popular Media 2021-22												
	25	26	27	28	29	30	31	32	33	34	35	36
Advanced Business English and Communication 2021-22							25					
Business and the Natural Environment 2021-22												
Consultancy Project (Business) 2021-22		40										
Digital Business and E-Commerce 2021-22												

Dissertation (Business) 2021-22													
Entrepreneurial Marketing 2021-22		20											
Financial Management For Business 1 2021-22													
Financial Management For Business 2 2021-22													
Global Marketing Strategy 2021-22				50									
Leadership and High Performance Teams 2021-22				50					50				
Marketing Communications 2021-22				60									
Representations of Management and Organisations in Popular Media 2021-22		25									75		
	37	38	39	40	41	42	43	44	45	46	47	48	
Advanced Business English and Communication 2021-22													
Business and the Natural Environment 2021-22													
Consultancy Project (Business) 2021-22													
Digital Business and E-Commerce 2021-22													
Dissertation (Business) 2021-22													
Entrepreneurial Marketing 2021-22													
Financial Management For Business 1 2021-22													
Financial Management For Business 2 2021-22													
Global Marketing Strategy 2021-22													
Leadership and High Performance Teams 2021-22													
Marketing Communications 2021-22													
Representations of Management and Organisations in Popular Media 2021-22													

	49	50	51	52	EP 1 (Wk 16)	EP 2 (Wks 33, 34, 35)
Advanced Business English and Communication 2021-22						
Business and the Natural Environment 2021-22						
Consultancy Project (Business) 2021-22						
Digital Business and E-Commerce 2021-22						
Dissertation (Business) 2021-22						
Entrepreneurial Marketing 2021-22						
Financial Management For Business 1 2021-22						
Financial Management For Business 2 2021-22						100
Global Marketing Strategy 2021-22						
Leadership and High Performance Teams 2021-22						
Marketing Communications 2021-22						
Representations of Management and Organisations in Popular Media 2021-22						

Appendix III - Benchmark Analysis

This table maps programme learning outcomes to relevant QAA subject benchmark statements or PSRB guidelines.

Knowledge and Understanding

	BAM01	BAM02	BAM03	BAM04	BAM05	BAM06	BAM07
PO1	✓		✓	✓			
PO2	✓		✓	✓			
PO3		✓		✓			
PO5	✓	✓	✓	✓			

Subject Specific Intellectual Skills

	BAM01	BAM02	BAM03	BAM04	BAM05	BAM06	BAM07
PO6					✓	✓	✓
PO7		✓			✓		✓
PO8	✓		✓				✓
PO9						✓	✓

Subject Specific Practical Skills

	BAM01	BAM02	BAM03	BAM04	BAM05	BAM06	BAM07
PO10					✓		
PO11					✓		
PO12		✓			✓		
PO13	✓			✓			

Transferable Skills and Attributes

	BAM01	BAM02	BAM03	BAM04	BAM05	BAM06	BAM07
PO15	✓	✓			✓		
PO16		✓			✓	✓	✓
PO17		✓			✓		
PO18		✓			✓	✓	✓

Appendix IV: Benchmark Benchmark Statement(s)

BAM01 - *Students will have knowledge and understanding of the key areas of business and management, the relationship between these and their application*

BAM02 - *Students will demonstrate competence within the range of subject-specific and generic skills and attributes*

BAM03 - *Students will have a view of business and management which is predominantly influenced by guided learning with a limited critical perspective*

BAM04 - *Students will typically have a wide knowledge and understanding of the broad range of areas of business and management and the detailed relationship between these and their application to practice*

BAM05 - *Students will typically consistently demonstrate a command of subject-specific skills as well as proficiency in generic skills and attributes*

BAM06 - *Students will typically have a view of business and management which is influenced by a wide range of learning sources, based on a proactive and independent approach to learning*

BAM07 - *Students will typically be distinguished from the threshold category by their enhanced capacity to develop and apply their own perspectives to their studies, to deal with uncertainty and complexity, to explore alternative solutions, to demonstrate...*