

Hertfordshire Business School

Title of Programme: BA (Honours) Business Management and Innovation

Programme Code: BSUAQBMI

For Collaborative: External Validation at University Campus St. Albans

Programme Specification

This programme specification is relevant to students entering:
01 September 2020

Associate Dean of School (Academic Quality Assurance):
Veronica Earle

Signature 

A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

Summary of amendments to the programme:

Section	Amendment

If you have any queries regarding the changes please email AQO@herts.ac.uk

Programme Specification

BA (Hons) Business Management and Innovation

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

Section 1

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	University Campus St Albans
University/partner campuses	University Campus St Albans
Programme accredited by	Not applicable
Final Qualification	BA (Honours)
All Final Award titles (Qualification and Subject)	Business Management and Innovation
FHEQ level of award	6
UCAS code(s)	Not applicable (part-time only)
Language of Delivery	English

A. Programme Rationale

This is an accelerated part time programme that has been designed for people who have work experience (paid or voluntary) and wish to develop both professionally and personally by gaining a degree. Our degree is unique in that it enables your experience to be accredited to accelerate your studies –this is known as the Accreditation of Prior Learning (APL). The degree is particularly suitable for those who prefer or need to study outside of their normal work hours.

The Accreditation of Prior Learning (APL) process provides applicants with the opportunity to have your work experience assessed and accredited. Many professionals have an extensive range of expertise, skills and knowledge achieved through experiences outside of the formal education and training systems. Applicants can also gain recognition for certificated learning at level 4 or above.

Applicants without formal accredited learning, will, if suitable, undertake a supported and structured process, including both workshops and one to one support to develop a portfolio in order to recognise and accredit their prior experiential learning. The process involves identifying and assessing the learning from experience by attending a short course and compiling a structured portfolio. There is an APL short course which involves 3 full day workshops. **This must be completed prior to commencing the degree.**

This programme is focused on enhancing the professional development of the student by teaching the theory and application of business management concepts whilst developing their understanding of the innovation processes within a complex and changing business environment. Digital transformation is a theme embedded across the programme. The importance of understanding the impact of digital transformation in ensuring businesses are competitive and relevant is a significant aspect of the innovation dimension of this unique programme.

Applicants come from an exceptionally diverse range of roles, backgrounds and ages. This adds huge value to the quality of the classroom discussions and dynamic of the programme.

This programme is aimed at people who are interested in:

- ✓ developing their career in either the business or social enterprise sector by gaining a strong understanding of business and management concepts and tools
- ✓ developing an appreciation of how businesses succeed through the application of a wide range of innovation processes, tools and techniques
- ✓ seeking to develop the skills as either a potential 'entrepreneur' or 'intrapreneur'
- ✓ developing skills that can be applied within their own place of work
- ✓ gaining recognition for their experience to date at work

The programme is structured to enable a student to commence in September or January.

B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

Additionally this programme aims to:

- Enable students to develop and enhance their career in the business sector in a wide range of roles
- Provide students with a set of skills that enables them to play an innovative and resourceful role in any environment, be it in their own venture, a corporation or public services
- Facilitate the development of leadership skills including: team building; networking; influencing; and lobbying and negotiating
- Nurture and develop the entrepreneurial and intrapreneurial capacity of students
- Provide students with high quality experiential learning opportunities, to facilitate students' outcome and action orientation; their ability to get better results from limited resources; and their presentation, communication and team-working skills
- Provide students with the opportunity to develop their own venture ideas within a nurturing and experiential learning environment
- Develop students' transferable and intellectual skills and to encourage them to become independent learners.

C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for Business and Management (2015) and the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2016) have been used as a guiding framework for curriculum design.

Knowledge and Understanding	Teaching and learning methods	Assessment strategy
A1. Examine the wide range of processes, procedures and practices of effective business management;	Acquisition of knowledge and understanding is through a combination of lectures, workshops, tutorials, coursework, case studies, simulations, web 2.0 technologies, work related application and project work at all levels of the programme.	Knowledge and understanding are assessed through coursework in the form of essay assignments, project reports, portfolios and presentations.
A2. Analyse one or more key functional areas of business;		
A3. Research the basic principles and ethical considerations of business and organisations	Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual	

<p>A4. Critique the concepts, process and practice related to innovation and entrepreneurship within a national and global external environmental context;</p> <p>A5. Assess the complex nature of organisations, organisational cultures and the impact of cultural differences;</p> <p>A6. Evaluate the role of effective management in supporting innovation and change.</p>	<p>knowledge and understanding of the subject.</p> <p>See for example;</p> <ul style="list-style-type: none"> • Making Business Work • Marketing Planning • Global Marketing Ethics and Culture • Analysing Financial Statements • Innovation Creativity and Entrepreneurship • Innovation in Action 	
<p>Intellectual skills</p> <p>B1. Analyse and evaluate business information for decision-making purposes;</p> <p>B2. Utilise cognitive skills of critical thinking, creativity, analysis and synthesis;</p> <p>B3. Analyse and solve applied business problems using appropriate techniques;</p> <p>B4. Be an active, critical and independent thinker;</p> <p>B5. Critically appraise own capabilities and be reflective about future professional development needs.</p>	<p>Teaching and learning methods</p> <p>Intellectual skills are developed throughout the programme by the methods and strategies outlined in section A, above.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study</p> <p>See for example;</p> <ul style="list-style-type: none"> • Making Business Work • Analysing Financial Statements • Business Leadership in a Changing World • People and Organisations • Innovation Creativity and Entrepreneurship • Intrapreneurship and Change Management 	<p>Assessment strategy</p> <p>Intellectual and cognitive skills are assessed via examination and coursework.</p> <p>Assessment, which is both formative and summative, can take many forms, e.g. essay assignments, project reports, portfolios, presentations and IT-based activities.</p>
<p>Practical skills</p> <p>C1. Apply a range of appropriate business and research techniques to analyse data in order to solve structured and unstructured business problems;</p> <p>C2. Develop and demonstrate a range of entrepreneurial attributes (including skills in: creative problem solving thinking; networking and influencing;</p>	<p>Teaching and learning methods</p> <p>Practical skills are developed throughout the programme by methods and strategies outlined in A and B above.</p> <p>See for example;</p> <ul style="list-style-type: none"> • Innovation Creativity and Entrepreneurship • Marketing Planning • Innovation Creativity and Entrepreneurship • Making Business Work • Business Leadership in a Changing World 	<p>Assessment strategy</p> <p>Practical skills are assessed through coursework assignments, case study reports, reflective logs, presentations and project reports.</p>

<p>resourcefulness; resilience; leadership and the management of complexity) to both existing organisations and new ventures;</p> <p>C3. Write, justify and present a succinct business plan for a new business idea or venture;</p> <p>C4. Identify and quantify a market opportunity and assess the feasibility of a business proposition;</p> <p>C5. Apply a range of innovation and entrepreneurial concepts and techniques to analyse and solve a real-life business problem (either in own workplace; or another organisation or for a new venture).</p>	<ul style="list-style-type: none"> • People and Organisations • Innovation in Action 	
Transferable skills	Teaching and learning methods	Assessment strategy
<p>D1. Communicate effectively, both orally and in writing;</p> <p>D2. Make effective use of IT tools for business;</p> <p>D3. Understand and manage self- whilst utilising own resources effectively;</p> <p>D4. Work effectively within teams;</p> <p>D5. Embrace new ideas and opportunities and behave creatively and innovatively;</p> <p>D6. Network with others effectively;</p> <p>D7. Develop a propensity to recognise and act upon opportunity.</p>	<p>Transferable skills are developed throughout the programme by the methods and strategies outlined in sections A, B and C above.</p> <p>Throughout, the learner is encouraged to develop transferable skills by profiling and personal development activities in modules</p> <p>See for example;</p> <ul style="list-style-type: none"> • Making Business Work • People and Organisations • Innovation Creativity and Entrepreneurship • Intrapreneurship and Change Management • Innovation in Action 	<p>Transferable skills are assessed through coursework assignments, case study reports, reflective logs, presentations and project reports.</p>

D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered in part-time over 28 months and leads to the award of a BA (Hons) Business Management and Innovation.

Entry is at level 5 with either relevant academic qualifications and/or experience. It is possible to enter directly at level 6 with the relevant qualifications and or experience. Intake is normally 2 times a year in Semester A (September) and Semester B (January).

Professional and Statutory Regulatory Bodies

N/A

Work-Based Learning, including Sandwich Programmes

N/A

Erasmus Exchange programme

N/A

Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 identifies where each learning outcome is assessed.

There are two online modules on the programme: 'Analysing Financial Statements' and Level 5, and 'Global Marketing, Ethics and Culture', at Level 6. These are delivered and managed by the University of Hertfordshire.

Table 1a Outline Programme Structure

Mode of study Part-time (28 months)

Entry point Semester A

Level 5

Year 1

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
People and Organisations	5FBS1670	30	English	0	100	0	A
Making Business Work	5FBS1671	30	English	0	70	30	B
Innovation, creativity and entrepreneurship	5FBS1672	30	English	0	65	35	C

Year 2

	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Compulsory Modules							
Module Titles							
Marketing Planning	5FBS1673	15	English	0	100	0	A
Analysing Financial Statements	5WBS0035	15	English	0	100	0	A
Business Leadership in a Changing World	6FBS1737	30	English	0	100	0	B
Global Marketing, Ethics and Culture	6WBS0031	15	English	0	70	30	C
Innovation in Action	6FBS1739	45	English	0	100	0	BC

Year 3

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Intrepreneurship and Change Management	6FBS1740	30	English	0	100	0	A

Mode of study Part-time (28 months)

Entry point Semester B

Level 5

Year 1

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Making Business Work	5FBS1671	30	English	0	70	30	B
Innovation, creativity and entrepreneurship	5FBS1672	30	English	0	65	35	C
Marketing Planning	5FBS1673	15	English	0	100	0	A
Analysing Financial Statements	5WBS0035	15	English	0	100	0	A

Year 2

	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Compulsory Modules							
Module Titles							
People and Organisations	5FBS1670	30	English	0	100	0	B
Intrepreneurship and Change Management	6FBS 1740	30	English	0	100	0	C
Innovation in Action	6FBS1739	45	English	0	100	0	C/A
Global marketing, Ethics and Culture	6WBS0031	15	English	0	70	30	A

Year 3

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Business Leadership in a Changing World	6FBS1737	30	English	0	100	0	B

Direct Entry to level 6

Mode of study Part-time mode (12 months)

Entry point Semester A

Level 6

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Intrepreneurship and Change Management	6FBS1740	30	English	0	100	0	A
Business Leadership in a Changing World	6FBS1737	30	English	0	100	0	B
Innovation in Action	6FBS1739	45	English	0	100	0	B/C
Global marketing, Ethics and Culture	6WBS0031	15	English	0	70	30	C

An undergraduate student cannot undertake further studies at higher levels on the same programme of study if they have more than 60 credit points of failure outstanding from previous levels.

The award of an honours degree requires 360 credit points, with at least 240 credit points at level 5 or above, of which at least 120 credit points must be at level 6. An unclassified degree requires 300 credit points, with at least 180 credit points at level 5 or above, of which at least 60 credit points must be at level 6.

Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details are provided in [UPR AS14](#), Section D.

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

Final Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
BA (Hons)	Business Management and Innovation	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
Diploma of Higher Education		240 credit points including at least 120 at level 5	5, 6	<i>For named awards, list all relevant learning outcomes, e.g. A1, A3, A4, B1, B2, B6, C1, C5, D1, D2, D3, D6</i> OR <i>For untitled awards: See UPR AS11, section 13:</i> http://sitem.herts.ac.uk/secreg/upr/AS11.htm
BA	Business Management and Innovation	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	All except C1

Programme-specific assessment regulations

The programme complies with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12/UPR AS13](#) and [UPR AS14](#)) with the exception of those listed below, which have been approved by the University:

- None

E. Management of Programme & Support for student learning.

Management

The programme is managed and administered through:

- Dean of Hertfordshire Business School
- Director of HE (UCSA) who has delegated responsibility for the overall leadership of the programme
- UCSA Programme Leader responsible for the day to day management of this programme and admissions
- UCSA/UH Module Leaders who are responsible for individual modules
- An HBS-UCSA Collaborative Partnership Leader
- A Programme Committee including a representative from the programme

Support

Students are supported by:

- An UCSA Programme Leader and personal tutor
- Programme handbook to explain the programme and give calendar of events for an academic year
- An Induction week at the beginning of the programme and induction sessions at the start of each following semester
- UCSA specialist academic skills support tutor
- UCSA specialist disability needs support tutor
- Centre for Academic Skills Enhancement (CASE)
- An UCSA Programme Administrator to deal with day to day administration with the programme
- Canvas, a versatile on-line inter-active intranet and learning environment
- Access to extensive digital and print collections of information resources
- Attractive modern study environments in Learning Resources Centres
- A substantial Student Centre that provides advice on issues such as finance, University regulations, legal matters, accommodation, international apprentice support etc.
- Office of Dean of Students, incorporating Chaplaincy, Counselling and Nursery
- Medical centre
- The Students' Union
- A Careers Service

In addition, UH Online provides

- Online Induction material to assist in starting the online module on the programme
- Module materials
- First line support
- Technical support
- A designated programme administrator

F. Other sources of information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A Programme (or Student) Handbook;
- A Definitive Module Document (DMD) for each constituent module;
- A Module Guide for each constituent module.

The [Ask Herts](#) website provides information on a wide range of resources and services available at the University of Hertfordshire including academic support, accommodation, fees, funding, visas, wellbeing services and student societies.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: <http://www.herts.ac.uk/secreg/upr/>. In particular, [UPR SA07](#) 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

In accordance with section 4(5) of the Higher Education and Research Act 2017 (HERA), the UK Office for Students (OfS) has registered the University of Hertfordshire in the register of English higher education providers. The Register can be viewed at: <https://www.officeforstudents.org.uk/advice-and-guidance/the-register/the-ofs-register/>. Furthermore, the OfS has judged that the University of Hertfordshire delivers consistently outstanding teaching, learning and outcomes for its students. It is of the highest quality found in the UK. Consequently, the University received a Gold award in the 2018 Teaching Excellence and Student Outcomes (TEF) exercise. This award was made in June 2018 and is valid for up to 3 years. The TEF

panel's report and conclusions can be accessed at: <https://www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-outcomes/#/provider/10007147>

G. Entry requirements

The normal entry requirements for the programme are:

For current entry tariff point requirements, please refer to the relevant page for the Course on the University website or on the online prospectus.

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in [UPR SA03](#)), along with associated procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

If you would like this information in an alternative format please contact:
Karen Trimarchi, Collaborative Partnership Leader –
k.trimarchi2@herts.ac.uk

If you wish to receive a copy of the latest Programme Annual Monitoring and Evaluation Report (AMER) and/or the External Examiner's Report for the programme, please email a request to aqo@herts.ac.uk

BA (Hons) Business Management and Innovation

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																									
		Knowledge & Understanding						Intellectual Skills					Practical Skills					Transferable Skills									
		Module Title	Module Code	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6	D7	
Level 5		Analysing Financial Statements	5WBS0035	✓	✓					✓		✓			✓						✓						
		Innovation, Creativity and Entrepreneurship	5FBS1672				✓	✓	✓			✓	✓	✓		✓			✓	✓				✓	✓	✓	
		People and Organisations	5FBS1670	✓	✓			✓	✓		✓		✓	✓								✓	✓			✓	
		Marketing Planning	5FBS1671		✓					✓		✓			✓			✓			✓						
		Making Business Work	5FBS1671	✓	✓	✓				✓		✓			✓	✓	✓	✓		✓			✓	✓			
Level 6		Global Marketing, Ethics and Culture	6WBS0031	✓	✓	✓	✓	✓		✓	✓		✓				✓	✓						✓		✓	
		Intrepreneurship and Change Management	6FBS1740					✓	✓		✓	✓	✓	✓	✓	✓			✓	✓	✓	✓		✓	✓	✓	
		Innovation in Action	6FBS1739	✓						✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓		✓	✓	✓
		Business Leadership in a Changing World	6FBS1737	✓	✓	✓	✓		✓	✓	✓		✓			✓			✓	✓				✓		✓	

KEY TO PROGRAMME LEARNING OUTCOMES

Knowledge and Understanding

- A1. Examine the wide range of processes, procedures and practices of effective business management;
- A2. Analyse one or more key functional areas of business;
- A3. Research the basic principles and ethical considerations of business and organizations;
- A4. Critique the concepts, process and practice related to innovation and entrepreneurship within a national and global external environmental context ;
- A5. Assess the complex nature of organizations, organizational cultures and the impact of cultural differences ;
- A6. Evaluate the role of effective management in supporting innovation and change

Intellectual Skills

- B1. Analyse and evaluate business information for decision-making purposes;
- B2. Utilise cognitive skills of critical thinking, creativity, analysis and synthesis;
- B3. Analyse and solve applied business problems using appropriate techniques;
- B4. Be an active, critical and independent thinker;
- B5. Critically appraise own capabilities and be reflective about future professional development needs.

Practical Skills

- C1. Apply a range of appropriate business and innovation techniques to analyse data in order to solve structured and unstructured business problems;
- C2. Develop and apply a range of Innovation and Entrepreneurial attributes (including skills in: creative problem solving thinking; networking and influencing; resourcefulness; resilience; leadership and the management of complexity) to both existing organizations and new ventures;
- C3. Write, justify and present a succinct business plan for a new business idea or venture;
- C4. Identify and quantify a market opportunity and assess the feasibility of a business proposition;
- C5. Apply a range of innovation and entrepreneurial concepts and techniques to analyse and solve a real life business problem (either in own workplace; or another organization or for a new venture).

Transferable Skills

- D1. Communicate effectively, both orally and in writing
- D2. Make effective use of IT tools for business;
- D3. Understand and manage self- whilst utilising own resources effectively;
- D4. Work effectively within teams;
- D5. Embrace new ideas and opportunities and behave creatively and innovatively;
- D6. Network with others effectively
- D7. Develop a propensity to recognise and act upon opportunity;

Section 2

Programme management

Relevant QAA subject benchmarking statements	Business and Management (2015)
Type of programme	Undergraduate
Date of validation/last periodic review	March 2019
Date of production/ last revision of PS	March 2020
Relevant to level/cohort	Level 5 entering September 2020
Administrative School	Hertfordshire Business School

Table 3 Course structure

Course details		
Course code	Course description	HECOS
BSUAQBMI	BA (Hons) Business Management and Innovation	HECOS Code(s) 100078