



Queen Margaret University

EDINBURGH

Programme Specification

Where appropriate outcome statements have be referenced to the appropriate Benchmarking Statement (**BS**)

1	Awarding Institution	Queen Margaret University
2	Teaching Institution	Metropolitan College (MC)
3	Work based learning	Metropolitan College (MC)
4	Programme accredited by	N/A
5	Final award	BA (Hons) Business Management
6	Programme	BA (Hons) Business Management
7	SCQF Level	10
8	UCAS code (or other coding system if relevant)	N/A
9	Mode of delivery and duration	Full time/ 4 year programme (or 3-year in fast track route)
10	Date of validation/review	May 2020

10. Educational Aims of the programme

The aims of the Business Management programme are:

- To prepare and develop graduates for a management career in the private, public or voluntary sector
- To examine a range of organisations – private, public, voluntary and international – in order to understand their purposes, conditions of operation and the way in which the external environment impacts upon the business and management of organisations.
- To develop students' intellectual capabilities: analysis and interpretation, critical evaluation, selection and synthesis, reasoned argument, research and problem-solving.
- To develop graduates who can demonstrate effective management, technical, numerical, communication and research skills
- To produce graduates who have a range of generic transferable attributes enabling them to communicate effectively, work individually and in teams to deadlines, be innovative and adaptable to change, be entrepreneurial in their approach, manage and reflect on their learning; and who can contribute and respond effectively to the demands of their chosen profession.
- To provide the student with a range of both “hard” and “soft” skills which are required of the contemporary business manager.

11. Benchmark statements/professional and statutory body requirements covered by the programme

Subject benchmark statement: Business and Management (November 2019)

12. Learning Outcomes of the Programme

Programme Outcomes

Knowledge and Understanding

On completion of the programme, the students will have demonstrated knowledge and understanding of:

- The diverse nature and structure of organisations in the private, public and voluntary sector, their purpose, function, processes and operations.
- Individual and organisational behaviour within the context of different frameworks, cultures and structures
- The impact of organisations on a range of internal and external factors, including legal, economic, political, environmental, social and technological
- A range of theories, models and conceptual frameworks which serve to underpin the processes and practices of business management
- Research methods and methodologies appropriate to the analysis and evaluation of business management
- The management of resources, including finance, operations, human resources and technology.
- The application of information technology and systems of communication in business management
- Contemporary issues surrounding the growth of innovation, social and environmental responsibility, globalisation, internationalisation, sustainability and enterprise development.
- The strategic operation and functioning of markets at a local, national and international level to meet customer needs and expectations

Intellectual Skills

On completion of the programme, the students will be able to:

- Apply theoretical, business and management knowledge to the analysis of organisations
- Research and assess subject specific theories, concepts, trends, paradigms, principles and practices
- Select, summarise and synthesise evidence in order to analyse business management from both disciplinary and multi-disciplinary perspectives.
- Identify, question and critique assumptions and identify underlying values and principles as well as develop rational arguments based upon evidence
- Critically interpret and appraise data and text from a range of academic and empirical sources
- Identify business and management problems and apply appropriate methods and methodologies to offer solutions.
- Assume responsibility for own learning and continuing professional development.

Practical Skills

On completion of the programme, the students will be able to:

- Plan, design and executive practical activities and business solutions using appropriate techniques and procedures
- Operate effectively as an individual and within a team context and demonstrate effective leadership skills
- Demonstrate numerical competence in the analysis and interpretation of financial and economic information

- Apply communications and information technology within business management context
- Apply the practical elements of business management within different organisational contexts and cultures
- Plan, conduct and present the results of independent investigations and develop autonomous, reflective and self-learning skills

Transferable Skills

On completion of the programme, the students will be able to:

- Communicate and present information effectively in oral, written and electronic formats
- Apply information skills, numeracy and quantitative skills accurately and effectively
- Successfully interact with others and work as a team
- Identify and address complex problems
- Take innovative approaches and adapt to changing circumstances
- Develop time management, project planning, listening, influencing, negotiation and leadership skills

13. Teaching and learning methods and strategies

- The learning/teaching strategies adopted by the programme aim to encourage independent and active learning. A wide range of active teaching methods will be employed throughout the programme including
- Practical workshops – enabling experimentation and the analysis and discussion of issues, documents and materials;
- Lectures – providing the opportunity for the presentation of an extended and coherent line of argument;
- Seminars – to generate group and individual creativity, discussion and reflection;
- Guided reading and independent study – to enable participants to engage with relevant and appropriate debate;
- Supported self-study using relevant materials – to promote individual enquiry and development;
- Individual tutorials – to enable a more extended, in-depth analysis and support of self-study;
- Formative assessment tasks to allow students to monitor their own understanding and engagement will be provided a regular interval throughout the module.

14. Assessment strategies

BA (Hons) Business Management

Level 1			
Module	Credits	Semester	Assessment
Study skills for business students	0	Y	100% formative essay-type assignment
Business English I	0	Y	50% 10-minute oral presentation 50% written report
Principles of Marketing	20	1	50% submitted presentation 50% exam
Contemporary Business Environment	20	1	60% essay 40% submitted presentation
Business Economics	20	1	40% in-class test 60% exam
Theory and practice of Finance and Accounting	20	2	50% in-class test 50% exam
Understanding Management in Organizations	20	2	40%, reflective learning journal 60% exam
Data Analysis and Decision Making	20	2	70% Business Report 30% Group Presentation
Level 2			
Module	Credits	Semester	Assessment
Business English II	0	Y	50% 10-minute presentation 50% case study
Business Communications	20	1	60% Individual Assignment 40% group presentation
Human Resource Management	20	1	70% individual written report 30% individual presentation
Financial Planning & Control	20	1	50% written report 50% exam
Work Based Learning	20	2	100% portfolio
Digital Marketing and Social Media	20	2	30% individual presentation 70% individual report
Enhancing Customer Experience	20	2	60% reflective report 40% group report
Level 3			
Module	Credits	Semester	Assessment
Exploring Strategy	20	1	50% report 50% exam
Innovation, entrepreneurship and start-ups	20	1	75% group business plan 25% group bank-style interview
Organisational Behaviour	20	1	70% essay 30% group presentation
Business Research Methods	20	2	60% individual research portfolio 40% exam
Logistics and Supply Chain Management	20	2	40% group presentation 60% individual report
Value Driven Marketing	20	2	20% group poster presentation 80% individual report

Level 4			
Module	Credits	Semester	Assessment
Management Insight and Consultancy	20	1	60% individual consultancy report 40% personal development plan
Contemporary Issues in Management	20	1	70% essay 30% group presentation
Leading Sustainability and Change	20	2	40% individual reflective journal 60% case study exam
Dissertation	60	Y	100% Dissertation

15. Programme structures and features, curriculum units (modules), credits and award requirements (including any periods of placement)

Programme Structure
BA (Hons) Business Management

Level One

Code	Title	Credits	Semester
B1100	Study Skills for Business Students	0	Y
B1000	Business English I	0	Y
B1072	Principles of Marketing	20	1
B1107	Contemporary Business Environment	20	1
B1109	Business Economics	20	1
B1108	Theory and practice of Finance and Accounting	20	2
B1075	Understanding Management in Organizations	20	2
B1101	Data Analysis and Decision Making	20	2

Level Two

Code	Title	Credits	Semester
B2000	Business English II	0	Y
B2098	Financial planning and control	20	1
B2127	Human Resource Management	20	1
B2106	Business Communications	20	1
B2109	Work Based Learning	20	2
B2118	Digital Marketing and Social Media	20	2
B2104	Enhancing Customer Experience	20	2

Level Three

Code	Title	Credits	Semester
B3132	Exploring Strategy	20	1
B3207	Organisational Behaviour	20	1
B3210	Innovation, entrepreneurship and start-ups	20	1
B3171	Business Research Methods	20	2
B3174	Value-Driven Marketing	20	2
B3138	Logistics and Supply Chain Management	20	2

Level Four

Code	Title	Credits	Semester
B4135	Management Insight and Consultancy	20	1
B4137	Contemporary Issues in Management	20	1
B4138	Leading Sustainability and Change	20	2
B4136	Honours Dissertation	60	Y

BA (Hons) Business Management (Fast-track)

Level One

Code	Title	Credits	Semester
B1100	Study Skills for Business Students	0	Y
B1000	Business English I	0	Y
B1072	Principles of Marketing	20	1
B1107	Contemporary Business Environment	20	1
B1109	Business Economics	20	1
B2127	Human Resource Management	20	1
B1108	Theory and practice of Finance and Accounting	20	2
B1075	Understanding Management in Organizations	20	2
B1101	Data Analysis and Decision Making	20	2
B2118	Digital Marketing and Social Media	20	2

Level Two

Code	Title	Credits	Semester
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B2000	Business English II	0	Y
B2098	Financial planning and control	20	1
B3207	Organisational Behaviour	20	1
B3132	Exploring Strategy	20	1
B2106	Business Communications	20	1
B2104	Enhancing Customer Experience	20	2
B2109	Work Based Learning	20	2
B3171	Business Research Methods	20	2
B3174	Value-Driven Marketing	20	2

Level Three

Code	Title	Credits	Semester
B3210	Innovation, entrepreneurship and start-ups	20	1
B4135	Management Insight and Consultancy	20	1
B4137	Contemporary Issues in Management	20	1
B4138	Leading Sustainability and Change	20	2
B3208	Logistics and Supply Chain Management	20	2
B4136	Honours Dissertation	60	Y

16. Criteria for admission

The standard precepts of the University Admissions Regulations apply to all applicants, including those which pertain to non-standard entry and accreditation of prior learning, as summarised at: <https://www.qmu.ac.uk/media/6609/admissions-policy.pdf>

Applicants, in order to be considered for admission should have a Greek Secondary School Diploma / 'Apolyterion of Lykeio' or equivalent (e.g., International Baccalaureate, European Baccalaureate, etc.) with a grade 10 or above. This requirement is in line with the Greek government's minimum standard for access to higher education.

High school leaving certificates issued by vocational Lyceums, such as TEE or EPAL and foreign certificates which are equivalent to the Greek Lyceum certificate (e.g. International Baccalaureate, European Baccalaureate, etc.) are also accepted.

Non-native Greek speakers, may be admitted to the programme on demonstrating that:

- a) They hold a qualification recognised by QMU for admission to undergraduate programmes, as documented in the University Admissions Regulations.
- b) They hold a certificate of attainment in Greek at Level D (<http://www.greeklanguage.gr/greekLang/certification/index.html>)

With regards to entry onto the three year BA (Hons) Business Management degree pathway (fast track) the admissions criteria will be higher than the ones applied for the four year version. This is in recognition of the higher workload each academic year (160 credits) entails. Students are expected to have a Greek Secondary School Diploma of 14/20 in order to be accepted into the programme. The interview process is a key part in the application of fast track candidates and this information will be included in to the formal application file in order to be considered by the committee.

Applicants who do not meet the admissions criteria could consider entry into the four year programme thereby offering greater flexibility and options in the learner journey.

17. Support for students and their learning

AMC strives for excellence in supporting students in many ways and provides the following student support:

- Personal Academic Tutors
- Student handbooks
- Access to the Academic Learning Centre. Library and IT support
- Access to Student Services: Careers Office, English Language Support, Counselling
- Representation through Student-Staff Committees

18. Quality Assurance arrangements

This programme is governed by QMU's quality assurance procedures. See the QMU website for more detail: <http://www.qmu.ac.uk/quality/>