

**PROGRAMME SPECIFICATION – BA (Hons) Business Management and BA (Hons) Business Management Specialist Awards**

<b>1. Awarding Institution/Body</b>	University of Worcester	
<b>2. Teaching Institution</b>	University of Worcester	
<b>3. Programme accredited by</b>	Not applicable	
<b>4. Final award</b>	BA (Hons)	
<b>5. Programme Title / 6. Pathways available</b>	<b>9. UCAS Code</b>	
<p><b><u>BA (Hons) Business Management.</u></b>  <i>(Generic award). Available in <u>Single, Major, Joint, Minor</u> pathways.</i></p> <p><b><u>Business Management Specialist Awards.</u></b>  <i>Available in <u>Single Honours</u>: pathway only:</i></p> <p>BA (Hons) Business, Accountancy &amp; Advertising  BA (Hons) Business, Accountancy &amp; Economics  BA (Hons) Business, Accountancy &amp; Human Resource Management  BA (Hons) Business, Accountancy &amp; Marketing  BA (Hons) Business, Accountancy &amp; Public Relations  BA (Hons) Business, Advertising &amp; Human Resource Management  BA (Hons) Business, Advertising &amp; Public Relations  BA (Hons) Business, Economics &amp; Advertising  BA (Hons) Business, Economics &amp; Human Resource Management  BA (Hons) Business, Economics &amp; Public Relations  BA (Hons) Business, Human Resource Management &amp; Public Relations  BA (Hons) Business, Management &amp; Accountancy  BA (Hons) Business, Management &amp; Advertising  BA (Hons) Business, Management &amp; Economics  BA (Hons) Business, Management &amp; Human Resource Management  BA (Hons) Business, Management &amp; Marketing  BA (Hons) Business, Management &amp; Public Relations  BA (Hons) Business, Marketing &amp; Advertising  BA (Hons) Business, Marketing &amp; Economics  BA (Hons) Business, Marketing &amp; Human Resource Management  BA (Hons) Business, Marketing &amp; Leadership  BA (Hons) Business, Marketing &amp; Public Relations  BA (Hons) Business, Entrepreneurship &amp; Accountancy  BA (Hons) Business, Entrepreneurship &amp; Advertising  BA (Hons) Business, Entrepreneurship &amp; Human Resource Management  BA (Hons) Business, Entrepreneurship &amp; Management  BA (Hons) Business, Entrepreneurship &amp; Marketing  BA (Hons) Business, Entrepreneurship &amp; Public Relations  BA (Hons) Business, Leadership &amp; Human Resource Management  BA (Hons) Business, Leadership &amp; Entrepreneurship  BA (Hons) Business, Leadership &amp; Management</p>	<p>N200</p> <p>N000  NLC1  NNC6  NNC5  NP12  NN56  NP52  LN15  LN16  LP12  NP62  NN24  NN25  NL21  NN26  NN2M  NP22  NND5  NL51  NN1P  NNCM BA/BMI  NPC2  NN1K  NN1M  NN1Q  NN12  NN1N  NP1F  NND6  NN19  NNC2</p>	
<b>7. Mode and/or site of delivery</b>	Taught modules	
<b>8. Mode of attendance</b>	FT, SW, PT	
<b>10. Subject Benchmark Statement</b>	<a href="#">QAA Honours Degree Subject Benchmark Statement: General Business and Management, 2007</a>	

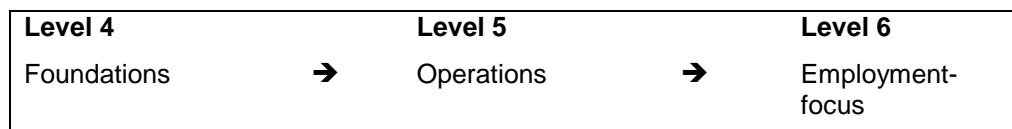
<b>I11. Date of Programme Specification</b>	July 2011
<p><b>12. Educational Aims of the Programme</b></p> <p>The Programme aims to develop the learner's understanding of organisations, the external environment in which they operate and how they are managed. It seeks to develop skills appropriate, but not restricted to, graduate careers in business with the potential for management positions and general employability, including self-employment. In particular, the purpose of the programme is to provide students with:</p> <ol style="list-style-type: none"> <li>1. a broad and highly integrated study of organisations and of their strategy, behaviour and management in the changing global environment in which they operate</li> <li>2. access to a future-oriented, coherent, balanced and comprehensive portfolio of modules with the flexibility to develop interests in chosen business specialisms</li> <li>3. an understanding of sustainable and ethical approaches to business practice and procedures and the skills to enable them to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy</li> <li>4. a supportive and stimulating learning environment which is intellectually challenging and develops analytical and critical abilities</li> <li>5. opportunities to develop transferable skills and competencies and an appreciation of working in a diverse and multi-cultural environment</li> <li>6. enhancement of lifelong learning skills and personal development to support employability, career aspirations and an effective contribution to society</li> </ol>	

<b>13. Intended Learning Outcomes and Learning, Teaching and Assessment Methods</b>	
<b>Knowledge and understanding:</b>	<b>Examples of learning, teaching and assessment methods used:</b>
<p>Of a complex body of knowledge:</p> <ul style="list-style-type: none"> <li>• The internal aspects, functions and processes, behaviour and cultures of organisations and their influence on the environment.</li> <li>• The nature and organisational impact of the changing and future nature of the external environment.</li> <li>• The various processes, procedures, theories and practices for effective management of organisations and rational, proactive and responsive decision making.</li> <li>• The fundamental concepts underpinning the core business management functions of marketing, finance, HR, operations and information management.</li> <li>• The operational and strategic requirements of specific aspects of business management, according to the nature of the programme taken.</li> <li>• Some knowledge and understanding at the boundaries of an aspect(s) of business management.</li> </ul>	<ul style="list-style-type: none"> <li>• A programme of structured lectures, interactive seminars, group work sessions, individual tutorials and VLE support</li> <li>• The researching and writing of assignments and subsequent oral and written feedback</li> <li>• In-depth, self-directed research and tutorial guidance and discussion</li> <li>• 'Real-world' settings and scenarios experienced via case studies, guest speaker inputs, company visits, work placement</li> <li>• A variety of assessment vehicles including briefing papers, portfolios, critiques, reflective summaries, explorative papers, essays, investigative reports, group work, research tasks, blogs and computerised tests, open and closed book examinations, oral presentations, campaigns and agency pitches.</li> <li>• Complementarity across selected modules</li> </ul>

	<ul style="list-style-type: none"> <li>The double modules at L6 (Independent Study, Market Profile, Financial Investigation and HR Investigation) require students to engage and comment on particular aspects of current research according to the nature of the module taken</li> </ul>
<b>Cognitive and intellectual skills</b>	<b>Examples of learning, teaching and assessment methods used:</b>
<ul style="list-style-type: none"> <li>Critical thinking, analysis and synthesis with reference to past, present and future organisational, environmental and management issues and personal experiences and development.</li> <li>Divergent approaches to transcend subject-specific boundaries and develop an integrated understanding of business and management issues.</li> <li>Problem solving and decision making in a range of complex and unpredictable circumstances.</li> <li>Management of information including the interpretation and abstraction of meaning from a variety of information, data and experiences.</li> <li>Sensitivity to diversity in terms of people, cultures, business, management and ethical issues.</li> <li>Engagement with the values of global social responsibility</li> </ul>	<ul style="list-style-type: none"> <li>All modules encourage learners to engage in discussion of key issues and application of key concepts.</li> <li>Higher order critical skills (eg the ability to evaluate evidence, arguments and assumptions to reach sound judgements) are encouraged not only at level 6, but also at levels 4 and 5 (with additional tutor support in line with <a href="#">UW's Curriculum Design Policy</a>)</li> <li>An integrated approach requiring students to work across subject disciplines (eg realistic problem-based tasks in BUSM1001, organisational diagnosis in BUSM3003, global strategic analysis in BUSM3004)</li> <li>Case study work offers students the opportunity to engage in problem solving and complex issues</li> <li>Mandatory modules used to address problem solving and decision making (eg BUSM1001), sensitivity to diversity (eg BUSM3003, 3004), social responsibility (eg BUSM2001) set in a context of change (eg BUSM3003, 3004).</li> </ul>
<b>Practical skills relevant to employment:</b>	<b>Examples of learning, teaching and assessment methods used:</b>
<ul style="list-style-type: none"> <li>Select and use effective business communication media and technology to structure, present and disseminate information, requirements and decisions.</li> <li>Engage effectively with team-based activities to work cooperatively and flexibly with others and contribute initiative, energy and motivation</li> <li>Conduct research into business and management issues with an appreciation of the uncertainty, ambiguity and limits of resultant knowledge and conclusions.</li> <li>Commercial awareness showing an appreciation of the need for efficiency, cost effectiveness, customer importance and a general knowledge of the market place in which an organisation operates.</li> </ul>	<ul style="list-style-type: none"> <li>Faculty librarian runs sessions on availability of and access to information sources in mandatory level 4 module BUSM1001 (and others)</li> <li>Opportunities via the course and support sessions to help students develop skills in PowerPoint, internet research, e-mailing, Excel, project management</li> <li>All modules include opportunities for group discussions. Some modules include group assessments</li> <li>All mandatory modules (at least) include learning outcomes which require students to use an appropriate range of academic, business or practical sources</li> <li>Research-based knowledge, understanding and critical appreciation is</li> </ul>

	<p>assessed through the Independent Study, Market Profile, Financial Investigation and HR Investigation.</p> <ul style="list-style-type: none"> <li>Commercial awareness is embedded throughout the programmes and is particularly explicit in mandatory modules BUSM1001/21/41/51, BUSM2001, BUSM3003 and BUSM3004</li> </ul>
<b>Transferable/key skills:</b>	<b>Examples of learning, teaching and assessment methods used:</b>
<ul style="list-style-type: none"> <li>Engage in reflective activities to increase self-awareness and self-efficacy</li> <li>Effective self management (time, planning, motivation, initiative and enterprise).</li> <li>Personal development and responsibility, including in complex and unpredictable circumstances, together with the learning ability needed to undertake appropriate further training of a professional or equivalent nature.</li> <li>Effective oral and written communication</li> <li>Interpersonal and team working skills.</li> <li>Numeracy and quantitative skills.</li> <li>Participate in activities to develop leadership competence</li> <li>Apply creative and innovative approaches and techniques to solve problems</li> </ul>	<ul style="list-style-type: none"> <li>Group oral presentations and written assessments in a variety of formats (essay, report, critique) are used to develop oral and written communications</li> <li>Self-management skills are experienced through meeting assignment submission deadlines, working with others, and personalised assessment opportunities where students may choose a topic, case study or specific organisation or business sector as the basis for assessment</li> <li>Personal development is introduced at Level 4 in BUSM1001 and underpins the exit module BUSM3003. It is encouraged throughout the course via the personal tutor support system, opportunities for placement learning, overseas exchange and free module choices at Levels 4 and 5.</li> <li>Examinations are included at all levels, partly to retain and develop examination techniques for students wishing to pursue professional qualifications post-degree</li> <li>Interpersonal and teamworking skills are experienced via group activities and assessments</li> <li>Creative and innovative approaches are encouraged in a range of modules through realistic business problem solving, eg mandatory modules BUSM1001, BUSM3003, and option modules BUSM2081, BUSM3081 and BUSM3082</li> </ul>
<ul style="list-style-type: none"> <li>Students taking the generic BA (Hons) Business Management degree will have the opportunity to explore a range of specific aspects of business and management. They may also choose to focus their study around one area of specialism.</li> <li>Students who take a Specialist Award in Business Management will develop a deeper level of knowledge and understanding of two specialisms <u>within</u> a broader context of business and management.</li> </ul>	

The BA (Hons) Business Management and BA (Hons) Business Management Specialist Awards programmes adopt a progressive structure of:



with the intention of supporting progression across the intended range of cognitive, academic, practical and transferable skills appropriate to both study on the programmes and future employment. There is particular emphasis at L6 on contemporary management issues and approaches.

The Business Management programme endeavours to incorporate the [6 Principles for Responsible Management Education](#) to underpin good practice. Particular emphasis is given to the first two Principles:

**Principle 1** aims to develop capabilities of students to add sustainable value for business and society. Students have the option at L4 to take BUSM1003 An Introduction to Sustainable Business and at L6 BUSM3032 Sustainable Management, providing insights into the challenge that sustainability pressures present to organisations. Tutors are encouraged to switch to online submission, marking and feedback of assignments to demonstrate a sustainable approach in reducing photocopying and printing.

**Principle 2** aims to incorporate values of global social responsibility into academic activities and curricula. This is reflected in mandatory modules at each level of study, for example, BUSM1031 Management Concepts, BUSM2001 Business Ethics, BUSM3004 Global Business Strategy, as well as in the optional modules BUSM1003 Introduction to Sustainable Business and BUSM3032 Sustainable Management.

A wide variety of learning and teaching methods is used in the BA (Hons) Business Management degree and Specialist Awards in order to maximise achievement and progression opportunities for students with a diverse range of prior knowledge, skills and achievement. Particular care has been taken to ensure that the core modules provide an appropriate structure within which:

- to acquire and build knowledge and understanding (eg via the four subject-related core modules at Level 4 – BUSM1021, 1031, 1041, 1051);
- to develop and progress – at all three levels of study - across the intended range of cognitive, academic, practical and transferable skills appropriate to both study on the programme and future employment (eg BUSM1001, BUSM 2001) including higher order critical thinking skills (eg 3003, 3004);
- to develop a proactive approach to change, a sensitivity to business issues and enterprise (eg 3003, 3004);
- the opportunity to develop and experience a variety of complementary approaches to learning and teaching and a good balance of activities

Integration between practice and theory is provided by

- the opportunity to undertake a one-year business placement
- the mandatory modules at Level 6 requiring students to reflect on their learning and individual experiences of organisations, their environment and management. Such experiences will be acquired through other modules, for example via exposure to visits and other inputs from practising managers,

simulation of real-life scenarios via case studies or modelling, as well as personal employment undertaken throughout their course.

#### Independent Project

The double modules at L6 (BUSM3001/2 Independent Study, BUSM3040 Market Profile, BUSM3050 Financial Investigation and BUSM3090 Human Resource Investigation) require students to undertake independent research in a discipline or field of their choice. The subject-focused alternatives to Independent Study allow students to appreciate the importance of research skills in enabling business planning and effective decision-making. For example, in Market Profile students construct a profile of a country, industry or sector; the Financial Investigation requires students to carry out an in-depth financial investigation of a chosen organisation and provides an opportunity for students to demonstrate their knowledge and understanding of data, and its limitations, and relate this to the real world; and in the HR Investigation students conduct a comparative study of an HR system in two or more countries. The modules incorporate the necessary guidance, planning and preparation to undertake independent study. They are front-loaded with a minimum of 4 formal taught sessions covering the required research skills in order to understand conventions of academic research methodology and writing. Students will be able to define the exact nature of the study, with the agreement of the supervising tutor. In accordance with UW practice, subject specialists will be allocated as supervisors according to students' choice of module/study area. Students are required to undertake an interim review with their supervisor at the mid-point of their study.

The learning and teaching strategies for individual modules, as outlined in the accompanying Module Specifications, have been undertaken in accordance with the [University's Curriculum Design Policy](#).

#### **14. Assessment Strategy**

The Assessment strategy has been designed to **provide a variety of challenges appropriate to students on a vocationally-oriented, multi-disciplinary academic undergraduate programme**. Thus care has been taken to include in the core and specialist modules assessments which encourage the development of academic skills of wider reading and research and which foster advanced scholarship.

Students will also have the opportunity to undertake more **'practical' assignments** relevant to the real world of employment depending on the nature of the subject disciplines in which they choose to specialise, for example, Marketing (portfolios of artefacts, interactive marketing campaign and blog); Advertising (an agency pitch and development of promotional and media plans); PR (reputation strategy proposal); Management (organisational audit); and Entrepreneurship (creative thinking and the development of new business ideas).

A mixture of assignments is intentionally set in order to **maximise opportunities for all students** to perform and develop skills relevant to future academic and professional study.

An appropriate balance of **formative and summative assessments** is included. The majority of modules include two summative assessments, which are typically weighted, for example, 50:50, 60:40, or 75:25, to reflect their role in delivering learning outcomes and 'syllabus' coverage at a mid-point and end of the semester. In some modules staff believe that students benefit from a single assessment element at the end of the module, supporting them to fully ingest knowledge and

practice relevant skills before assessment. Modules including more than 2 assessment items allow students to experience a variety of assessment approaches within a subject area and to demonstrate effectiveness across a range of skills. Formative assessment is provided informally via class discussions, dedicated tutorials and blended learning. More formal opportunities are provided via exercises posted on the VLE.

**Assessment styles** include individual work (to develop and encourage independent learning), and group-based work (to develop group skills and extend the scope of material/activity that can be covered).

Marking of student work is **internally and externally** verified via a minimum of 15% sample of work for every element of assessment. All work is anonymously marked, except where this is impracticable (eg Independent Project, oral presentations). Student work is graded according to the University's Generic [Undergraduate Grade Descriptors](#) (A-H). Specific assessment criteria, which reflect the Intended Learning Outcomes are also published for each assessment. Constructive and timely relevant feedback is an integral part of the assessment process.

Online submission and marking of assignments is available using the University's SOLE.

An Assessment Grid which maps assessments against modules is included in the Course Handbook. The Assessment Strategy reflects tenets of the [University's Assessment Policy](#).

## **15. Programme structures and requirements**

### **BA (Hons) Business Management generic award**

This is available in full-time or part-time mode and may be taken as a Single, Major, Joint or Minor pathway. Single Honours students only may also take the course in sandwich mode with an optional one year placement between levels 5 and 6. There are opportunities to select 'free option' modules at levels 4 and 5 from other subject areas, eg Computing, Psychology, Sport, Media.

All modules are worth 15 credits, with the exception of the following double-weighted modules which are worth 30 credits: BUSM1001 The Business Professional, Independent Study (BUSM3001/2), BUSM3040 Market Profile, BUSM3050 Financial Investigation, BUSM3056 IFRS for SMEs, BUSM3061 Advertising Campaign Strategy and BUSM3090 Human Resource Investigation.

### **BA (Hons) Specialist Awards**

These are available as Single Honours only. They may be taken in full-time, part-time mode or sandwich mode with an optional one year placement between levels 5 and 6. There are opportunities to select 'free option' modules at levels 4 and 5 from Business Management or other subject areas, including Computing, Psychology, Sport, Media.

All modules are worth 15 credits, with the exception of the following double-weighted modules which are worth 30 credits: BUSM1001 The Business Professional, Independent Study (BUSM3001/2), BUSM3040 Market Profile, BUSM3050 Financial

Investigation, BUSM3056 IFRS for SMEs, BUSM3061 Advertising Campaign Strategy and BUSM3090 Human Resource Investigation.

The tables below show the programme structure, permitted specialism combinations and Mandatory modules within each specialism.

**BA (Hons) Specialist Awards**

Level 4	The Business Professional	Economic Concepts	Management Concepts	Marketing Concepts	Financial Concepts	Free Option	Free Option		
Level 5	Business Ethics	Business Option	Specialism A	Specialism A	Specialism B	Specialism B	Free Option	Free Option	
Optional 1-Year Business Placement									
Level 6	Enhancing Organisations & Employability	Global Business Strategy	Specialism A	Specialism A	Specialism B	Specialism B	Independent Study/ Market Profile/ Financial Investigation/ HR Investigation		
<b>Permitted Specialism Combinations (marked ✓)</b>									
	Accountancy	Advertising	Economics	Entrepreneurship	HRM	Leadership	Management	Marketing	PR
Accountancy	x	✓	✓	✓	✓	x	✓	✓	✓
Advertising	✓	x	✓	✓	✓	x	✓	✓	✓
Economics	✓	✓	x	x	✓	x	✓	✓	✓
Entrepreneurship	✓	✓	x	x	✓	✓	✓	✓	✓
HRM	✓	✓	✓	✓	x	✓	✓	✓	✓
Leadership	x	x	x	✓	✓	x	✓	✓	x
Management	✓	✓	✓	✓	✓	✓	x	✓	✓
Marketing	✓	✓	✓	✓	✓	x	✓	x	✓
PR	✓	✓	✓	✓	✓	x	✓	✓	x

**Mandatory Modules within each Specialism**

<i>Accountancy Specialism</i>	<i>Advertising Specialism</i>	<i>Economics Specialism</i>	<i>Entrepreneurship Specialism</i>	<i>HR Specialism</i>	<i>Leadership Specialism</i>	<i>Management Specialism</i>	<i>Marketing Specialism</i>	<i>PR Specialism</i>
<b>Level 4</b>								
Financial Concepts	Marketing Concepts	Economic Concepts	Business Professional	Management Concepts	Management Concepts	Management Concepts	Marketing Concepts	Marketing Concepts
<b>Level 5</b>								
Financial Accounting & Analysis	Advertising & the Mind of Consumer	Macro Economics	Creative Problem Solving	Managing People & Performance	Leadership Principles & Practice	Project Management	Customer Behaviour	Public Relations Practice
Mgmt Accounting & Finance	Advertising Management	Micro Economics	Small Organisation Development	Human Resources: Context & Practice	Leadership in Action	Operations Management	Interactive Marketing	Public Relations & Campaigning
<b>Level 6</b>								
Advanced Management Accounting	Advertising Campaigning Strategy	Contemp Global Systems	Managing Entrepreneurship	Managing the Diverse Workforce	Coaching & Mentoring	Managing Emerging Issues	Contemp Issues in Marketing	Public Relations & Society
Corporate Finance		Economics of Business	Entre & Intrapreneurship	In the Contemp Workplace	Leadership in Turbulent Times	Sustainable Management	Contem Marketing Strategy	Selling the Prime Minister

**Sandwich Mode** - Students wishing to take the course in sandwich mode must record this intent with the Worcester Business School Placements Coordinator by week 3 in Semester 1 of Level 5 in order to be able to participate in the two mandatory Pre-Placement Workshops which commence in Learning Week of Semester 1. Formal registration to a sandwich degree requires students to register

for module BUSM3000 as part of the normal procedures for selecting modules for the following year.

#### **16. QAA Academic Infrastructure**

The 2007 [QAA Honours Degree Subject Benchmark Statement: General Business and Management, 2007](#) articulates the knowledge, skills and categories of achievement to be expected of successful honours graduates in the field. These have been used to craft module learning outcomes and content as well as learning, teaching and assessment strategies of all modules.

The programme conforms to the requirements of the [Framework for Higher Education Qualifications \(FHEQ\) August 2008](#), and thus aims to support Honours graduates to:

Acquire coherent and detailed knowledge, some of it at the forefront of business management and related academic disciplines

Deploy and apply established business techniques to extend knowledge and understanding, and to initiate and carry out projects in a range of business contexts

Develop evaluation skills in order to make sound business judgements, including identifying solutions to business problems

Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences, including a wide variety of business stakeholders

Develop the qualities needed for employment (including initiative, personal responsibility, and decision-making in complex and unpredictable circumstances) and for lifelong learning and personal development

The course structure also reflects the precepts of [NICATS](#) level descriptors (with increasing levels of confidence, responsibility and accountability) from a broad knowledge basis at level 4; to idea generation through concept analysis at level 5; through to effective application of a body of contemporary knowledge at level 6.

The arrangements for the optional work placement year reflect the expectations of the [QAA Code of Practice, Section 9: Work-based and Placement Learning](#) (Sept 07).

#### **17. Support for Students**

The following activities and documents have been put in place to provide development and support for undergraduate students at Worcester Business School:

- A subject specific group and activity based **induction programme** which includes inputs from Student Services
- **Handbooks** are provided for the Course, for Independent Project and Placement Handbooks for Students, Employers and Visiting Tutors
- **Module outlines** which include module code, module title, level, planned teaching activity, attendance requirements, assessment brief, assessment criteria and reading lists
- **Learning and study guides**, including bespoke guides for Independent Project and Work Placements.
- A **Virtual Learning Environment** to provide module-specific material, documents, activities and networking, as well as a more general announcements and updates.
- **Course Leaders** to advise on curriculum and other course-related issues
- A nominated **personal tutor** to provide pastoral support, academic advice and guidance, and Personal Development Planning, as appropriate

- A **Placements Coordinator** who runs a programme of workshops and other support arrangements and activities to prepare students for 1-year in-course placements and other work experience opportunities. Placement students will be further supported by a dedicated tutor during their placement experience.
- Nominated Independent Project **supervisors with relevant specialist knowledge** are allocated to supervise students during the production of the Independent Project in the final year of study
- A specialist **exchange tutor** to advise students regarding module choices and other arrangements through the University's [International Centre](#) for an exchange semester overseas
- Additional **study skills support** is provided via free advice sheets, booklets and free MP3 files (eg on exam or presentation skills, critical thinking, etc); 'how's it going' and suggestion portals; a writer-in-residence to assist with essay writing skills and general writing techniques; skill-specific workshops and reading lists
- Library, IT, Media and Print support is provided by Information Learning Services (ILS) staff, including a **nominated Academic Liaison Librarian for Worcester Business School**, and through an Enquiries Desk and Study Guides
- **Student representatives** on Course Management Committee to address course-wide issues
- A student online learning environment (**SOLE page**) via Registry Services where students can obtain specific details of module availability, registration and results as well as more general information on business competition opportunities, living, learning support and recreation
- **Equal opportunities** via the University's [Disability & Dyslexia Service](#) which provides advice and support for students who have mental health difficulties, dyslexia, sensory or physical impairments and other difficulties. There is a dedicated Assistant Disability Coordinator for students with sensory impairments. Advice is also available on access technology such as voice recognition and text-to-speech software. Much of the support provided is funded through the Disabled Students' Allowance (DSA).
- A range of **student support services**, including finance and accommodation advice
- Student and academic support, representation and social networking via the **Students' Union**
- [Career Services](#) offer one-to-one drop-in advice and information and publishes career events, activities and job opportunities. Worcester Business School also has its own intranet which advertises placement and career opportunities specifically for Business Management students.

## 18. Admissions policy, criteria and procedures

### **Admissions Policy**

The University aims to be accessible; it is committed to widening participation and encouraging diversity in the student population. The Worcester Business School works closely with central student support services including the Admissions Office, the Disability & Dyslexia Service and the International Centre to support students from a variety of different backgrounds. We actively encourage and welcome people from the widest range of economic and cultural backgrounds and value the contribution of mature learners.

### **Entry requirements:**

The University's standard entry requirements apply: 4 GCSE's at grade C or above, including English and Maths, plus 120 Tariff points from a minimum of 2 and maximum of 3.5 A Levels or equivalent Level 3 qualifications. The current UCAS Tariff requirements for entry to the course are published in the prospectus.

Accredited Key skills at level 3 may be allowed to contribute up to 20 UCAS Tariff points towards the total.

The University welcomes applications from candidates holding qualifications outside the UCAS Tariff including those awarded by professional bodies and overseas qualifications, including the International and European Baccalaureate.

Details of acceptable Level 3 qualifications, policy in relation to mature students or applicants with few or no formal qualifications can be found the University webpages. Information on eligibility for accreditation of prior learning for the purposes of entry or advanced standing is also available from the University webpages or from Registry Admissions Office (01905 855111).

### **Admissions Procedures**

Please refer to the Admissions office or  
<http://www.worc.ac.uk/courses/howtoapply/475.html>.

Full-time applicants apply through UCAS  
Part-time applicants apply directly to University of Worcester.

### **Admissions/selection criteria**

Please refer to the Admissions office or  
<http://www.worc.ac.uk/courses/howtoapply/6638.html>.

## **19. Methods for evaluating and improving the quality and standards of teaching and learning**

Mechanisms for review and evaluation of teaching, learning and assessment, the curriculum and outcome standards include:

- Module feedback
- Annual Course Evaluation Report completed by Course Leader
- Quinquennial Periodic Review including external scrutiny
- Peer teaching observation
- External Examiners' Reports
- Academic staff annual appraisal
- Staff Development Away Days and other events
- WBS Policy on Validation (Module Outlines and Assignment Briefs) and Moderation of Student Work
- Links with employers (eg via the WBS Employer Advisory Group) and PSRBs (eg Chartered Institute of Marketing, Management Standards Centre, Chartered Institute of Public Relations, Institute of Small Business and Entrepreneurship)
- Staff research and scholarly activity and membership of professional organisations

Committees with responsibility for monitoring and evaluating quality and standards:

#### Worcester Business School (WBS) Committees

- School Board
- School Quality Committee
- Learning, Teaching and Student Experience Committee
- Business Management Course Management Committee
- Post Results Moderation Group

#### University of Worcester (UW) Committees

- Academic Quality and Standards Committee
- Ethics Committee

#### Mechanisms for gaining student feedback on the quality of teaching and their learning experience

- Module feedback questionnaires
- Business Management Course Management Committee
- Meetings with module tutors and personal tutor
- National Students Survey
- Induction, exit and other ad hoc surveys

WBS has 4 Teaching Fellows, including 1 National Teaching Fellow.

## **20 Regulation of assessment**

### **Requirements to pass modules**

- Modules are assessed using a variety of assessment activities which are detailed in the module specifications.
- The minimum pass mark is D- for each module.
- Students are required to submit all items of assessment in order to pass a module, and in some modules, a pass mark in each item of assessment may be required.
- Some modules have attendance requirements.
- Full details of the assessment requirements for a module, including the assessment criteria, are published in the module outline.

### **Submission of assessment items**

- Students who submit course work late but within 5 days of the due date will have work marked, but the grade will be capped at D- unless an application for mitigating circumstances is accepted.
- Students who submit work later than 5 days but within 14 days of the due date will not have work marked unless they have submitted a valid claim of mitigating circumstances.
- Students who fail to submit an item of assessment lose their right to reassessment in that module, and will be required to retake the module.
- For full details of submission regulations see URF.

### **Retrieval of failure**

- Students are entitled to resit failed assessment items for any module that is awarded a fail grade, unless the failure was due to non-attendance or non-submission.
- Reassessment items that are passed are graded at D-.
- If a student is unsuccessful in the reassessment, they have the right to retake the module (or, in some circumstances, take an alternative

module).

### **Requirements for Progression**

- Students at Level 4 may be permitted to progress to Level 5 when they have passed at least 90 credits at Level 4.
- Students at Level 5 may be permitted to progress to Level 6 when they have passed at least 90 credits at Level 5.
- A student who fails 90 credits or more due to non-submission will be required to withdraw from the University.
- Students who pass less than 90 credits but have submitted all items of assessment will be required to retake modules.

### **Requirements for Awards**

<b>Award</b>	<b>Requirement</b>
CertHE	Passed 120 credits at Level 4 or higher
DipHE	Passed a minimum of 240 credits with at least 105 credits at Level 5 or higher
Degree (non-honours)	Passed a minimum of 300 credits with at least 105 credits at Level 5 or higher and a minimum of 60 credits at Level 6
Degree with honours	Passed a minimum of 360 credits with at least 105 credits at Level 5 or higher and a minimum of 120 credits at Level 6

### **Classification**

The honours classification will be determined by whichever of the following two methods results in the higher classification:

- Classification determined on the profile of the best grades from 45 credits attained at Level 5 and the best grades from 120 credits at Level 6. Level 5 and Level 6 grades count equally in the profile.
- Classification determined on the profile of the best grades from 120 credits attained at Level 6 only.

Institute-level Assessment Boards review and confirm results for modules, and the Board of Examiners considers students' mark profiles to make decisions about progression, awards and degree classifications as appropriate.

## **21. Indicators of Quality and Standards**

- The University underwent a QAA Institutional Audit in March 2011. The audit confirmed that confidence can be placed in the soundness of the institution's current and likely future management of the academic standards of its awards and the quality of the learning opportunities available to students. The audit team highlighted several aspects of good practice, including the student academic representative (StARs) initiative, the proactive approach which supports the student experience for disabled students, the comprehensiveness of the student online environment (SOLE), the wide range of opportunities afforded to students to

enhance their employability, the institution's commitment to enhancement, and the inclusive approach to working with its collaborative partners.

- The discipline of Business Management was specifically last audited in November 2005 which confirmed that the standard of student achievement in the discipline was appropriate to the title of the award and its location within the FHEQ. The QAA commended WBS for robust and comprehensive annual monitoring, for especially good practice in supporting its students via the personal tutoring system, and for quality assurance via post-results moderation.
- Annual External Examiners' reports have been extremely supportive and complimentary particularly with respect to the mix of assessments and responsive and proactive approach to continuously improving the curriculum.
- Many members of staff engaged in developing the programme are actively engaged in relevant research, consultancy and professional practice in the disciplines of business management.
- The University of Worcester holds the Investors in People kitemark which was renewed in 2008.
- HEFCE performance indicators, especially with respect to completion and achievement.
- The annual National Student Survey in which, in 2010 Business Management received an overall satisfaction score of 4.0 (out of a total of 5) and an overall satisfaction rating of 80%.
- Careers Destination Surveys – 93% of 2009 Business Management graduates were reported as employed or actively engaged in other activities (eg further study) within six months of graduating.

## 22. Employability and Graduate Destinations

- All full-time Single Honours students have the opportunity to take a 4-year sandwich degree with a **placement year**, normally in the third year of the programme. Students can apply for opportunities in the UK at a large number of well-known organisations across a wide range of industry sectors who offer placements annually, including IBM, Marks and Spencer, Intel, The Audit Commission, Microsoft, Kraft, The House of Commons, NHS, Lidl, Waitrose and many others.
- **Short-term work placement and job opportunities** are also advertised via the School's intranet for existing students.
- Worcester Business School aims to promote closer **links with employers** through the work of its Business and Professional Development Team. The team is currently working with key decision makers in a variety of private, public and third sector organisations, and is supported by the School's Employers' Advisory Group, which meets on a regular basis.
- The School works closely with a number of **professional organisations** including the Chartered Institute of Management, Institute of Commercial Management, Chartered Institute of Marketing, Chartered Institute of Personnel and Development, Chartered Institute of Public Relations, Institute of Financial Accountants, Chartered Institute of Payroll Professionals, and British Computer Society.
- The School has worked with a number of **business clients** in developing and delivering its programmes. These include – The NHS (a range of Primary Care and Acute Trusts); Local Government (a range of County, District and Unitary Authorities); West Mercia, Warwickshire, Gloucestershire and Staffordshire Constabularies; Ministry of Defence and The Royal Air Force; Her Majesty's Prison Service; Royal Mail; Financial Services Organisations (eg Lloyds TSB,

HBOS Plc, Clerical Medical, NFU Mutual and Virgin Money); Housing Associations, Southco and Malvern Instruments.

- The School has well-developed working relations with the **local business community** many of whom contribute to undergraduate programmes to give a real-world insight into the future world of work.
- These professional and business networks also involve **external events**, many of which are open to students, as well as employers.
- The Business School's specialist **research centre**, CPW (Centre for People at Work), has a wide range of contract-funded consultancy and research projects and provides further opportunities for students to link with employers.
- The School has, for a number of years, been an important focus for **projects linked with the West Mercia Constabulary** through the Shared Police and Higher Education Research and Enterprise (SPHERE) partnership, which enables the force to utilise academic expertise to enhance its policing activities eg through undergraduate students' final year projects.
- The School works alongside the University's Business Development Office, servicing the Graduate Internship programme, and liaising with **external agencies**, such as the Institute of Directors, Federation of Small Businesses, Chamber of Commerce and Confederation of British Industry.
- **Career guidance** is available through University of Worcester Careers Advisory Service and periodic Career Fairs are organised by Student Services.

**Please note:**

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in the Business Management Student Handbook, study guides and module outlines. The accuracy of the information contained in this document is reviewed by the University and may be checked by the Quality Assurance Agency for Higher Education.

Key sources of information about the Course can be found in:

Business Management Course Handbook  
Business Management Independent Project Guide  
UMS Student Handbook  
Undergraduate Regulatory Framework

Further information can be found on the University's website at [www.worc.ac.uk](http://www.worc.ac.uk).

## Appendix A: BA (Hons) Business Management & Specialist Awards Award Map

LEVEL 4							
Module Code	Module Title	Credits (Number)	Status (Mandatory (M) or Optional(O))				Prerequisites
			Single Hons	Major	Joint	Minor	
<b>BA (Hons) Business Management &amp; BA (Hons) Specialist Awards</b>							
BUSM1001	The Business Professional	30	M	Available as Single Honours only			None
BUSM1021	Economic Concepts	15	M	O	O	O	None
BUSM1031	Management Concepts	15	M	O	O	O	None
BUSM1041	Marketing Concepts	15	M	O	O	O	None
BUSM1051	Financial Concepts	15	M	O	O	O	None
<b>Optional Business Module Choices</b>							
BUSM1002	Business Law	15	O				None
BUSM1003	Introduction to Sustainable Business	15	O				None
BUSM1052	Business Accounting Systems	15	O				None
BUSM1061	Creative Concepts	15	O				None
BUSM1062	Issues in Advertising	15	O				None

### Single Honours Requirements at Level 4

Single Honours Students must take the 5 Mandatory modules BUSM1001, BUSM1021, BUSM1031, BUSM1041 and BUSM1051

In addition, Single Honours students are permitted to choose 2 Free Option modules at Level 4 from other Open modules within the Undergraduate Regulatory Framework or 2 further Optional modules from Business Management

### BA (Hons) Business Management students only: Major, Joint and Minor Pathway Requirements at Level 4

Major, Joint and Minor Pathway students must take 3 out of 4 Mandatory modules from BUSM1021, BUSM1031, BUSM1041 and BUSM1051.

LEVEL 5							
Module Code	Module Title	Credits (Number)	Hons Status (Mandatory (M) or Optional(O))				Prerequisites
			Single Hons	Major	Joint	Minor	
<b>BA (Hons) Business Management</b>							
BUSM2001	Business Ethics	15	M	M	O	O	None
<b>Optional Business Module Choices</b>							
BUSM2002	Business Research	15	O	O	O	O	BUSM1001
BUSM2011	Leadership Principles & Practice	15	O	O	O	O	BUSM1031
BUSM2012	Leadership in Action	15	O	O	O	O	BUSM1031
BUSM2021	Macro Economics	15	O	O	O	O	BUSM1021
BUSM2022	Micro Economics	15	O	O	O	O	BUSM1022

BUSM2031	Project Management	15	O	O	O	O	BUSM1031
BUSM2032	Operations Management	15	O	O	O	O	BUSM1031
BUSM2041	Customer Behaviour	15	O	O	O	O	BUSM1041
BUSM2042	Interactive Marketing	15	O	O	O	O	BUSM1041
BUSM2043	Marketing Communications Dev't	15	O	O	O	O	BUSM1041
BUSM2044	Sales Management	15	O	O	O	O	BUSM1041
BUSM2051	Financial Accounting & Analysis	15	O	O	O	O	BUSM1051
BUSM2052	Management Accounting & Finance	15	O	O	O	O	BUSM1051
BUSM2053	Audit, Ethics & Governance	15	O	O	O	O	BUSM1051
BUSM2054	Personal Taxation	15	O	O	O	O	BUSM1051
BUSM2057	The Business of Banking	15	O	O	O	O	BUSM1051
BUSM2061	Advertising & the Mind of the Consumer	15	O	O	O	O	BUSM1041
BUSM2062	Advertising Management	15	O	O	O	O	BUSM1041
BUSM2071	Public Relations Practice	15	O	O	O	O	BUSM1041
BUSM2072	Public Relations & Campaigning	15	O	O	O	O	BUSM1041
BUSM2081	Creative Problem Solving	15	O	O	O	O	BUSM1001 or COMP1211
BUSM2082	Small Organisation Dev't	15	O	O	O	O	BUSM1001
BUSM2091	Managing People & Performance	15	O	O	O	O	BUSM1031
BUSM2092	Human Resources: Context & Practice	15	O	O	O	O	BUSM1031
<b>BA (Hons) Specialist Awards –</b> <i>all students must the following module, PLUS the modules listed in the their TWO relevant specialist areas A- I below</i>							
BUSM2001	Business Ethics	15	M	Available as Single Honours only			
<b>A. BA (Hons) Specialist Awards in Accountancy</b>							
BUSM2051	Financial Accounting & Analysis	15	M				BUSM1051
BUSM2052	Management Accounting & Finance	15	M				BUSM1051
<b>A. BA (Hons) Specialist Awards in Advertising</b>							
BUSM2061	Advertising & the Mind of the Consumer	15	M				BUSM1041
BUSM2062	Advertising Management	15	M				BUSM1041
<b>B. BA (Hons) Specialist Awards in Economics</b>							
BUSM2021	Macro Economics	15	M				BUSM1021
BUSM2022	Micro Economics	15	M				BUSM1021
<b>C. BA (Hons) Specialist Awards in Entrepreneurship</b>							
BUSM2081	Creative Problem Solving	15	M				BUSM1001 or COMP1211
BUSM2082	Small Organisation Dev't	15	M				BUSM1001
<b>D. BA (Hons) Specialist Awards in HRM</b>							
BUSM2091	HRM Managing People & Performance	15	M				BUSM1031
BUSM2092	Human Resources: Context & Practice	15	M				BUSM1031
<b>E. BA (Hons) Specialist Awards in Leadership</b>							
BUSM2011	Leadership Principles &	15	M				BUSM1031

	Practice						
BUSM2012	Leadership in Action	15	M				BUSM1031
<b>F. BA (Hons) Specialist Awards in Management</b>							
BUSM2031	Project Management	15	M				BUSM1031
BUSM2032	Operations Management	15	M				BUSM1031
<b>G. BA (Hons) Specialist Awards in Marketing</b>							
BUSM2041	Customer Behaviour	15	M				BUSM1041
BUSM2042	Interactive Marketing	15	M				BUSM1041
<b>H. BA (Hons) Specialist Awards in PR</b>							
BUSM2071	Public Relations Practice	15	M				BUSM1041
BUSM2072	Public Relations & Campaigning	15	M				BUSM1041
<b>Optional Business Module Choices</b>							
BUSM2002	Business Research	15	O				BUSM1001
BUSM2043	Marketing Communications Dev't	15	O				BUSM1041
BUSM2044	Sales Management	15	O				BUSM1041
BUSM2053	Audit, Ethics & Governance	15	O				BUSM1051
BUSM2054	Personal Taxation	15	O				BUSM1051
BUSM2057	The Business of Banking	15	O				BUSM1051

## Single Honours Requirements at Level 5

### **BA (Hons) Business Management**

BA (Hons) Business Management Single Honours students must take the 1 Mandatory module BUSM2001, **plus** 5 Optional modules from those listed above.

In addition, Single Honours students are permitted to choose 2 Free Option modules at Level 5 from other Open modules within the Undergraduate Regulatory Framework or 2 further Optional modules from Business Management.

### **BA (Hons) Specialist Awards**

BA (Hons) Specialist Awards Single Honours students must take the 1 Mandatory module BUSM2001, **plus** the modules listed in their TWO relevant specialist areas A-I above.

In addition, Single Honours students are permitted to choose 2 Free Option modules at Level 4 from other Open modules within the Undergraduate Regulatory Framework or 2 further Optional modules from Business Management

### **BA (Hons) Business Management students only: Major, Joint and Minor Pathway Requirements at Level 5**

**Major** Pathway students must take the 1 Mandatory module BUSM2001, **plus** 3 Optional modules from those listed above, subject to satisfying any prerequisites.

**Joint** Pathway students must take 3 Optional modules from those listed above, subject to satisfying any prerequisites.

**Minor** Pathway students must take at least 2 Optional modules from those listed above, subject to satisfying any prerequisites.

In addition, Single Honours students are permitted to choose 2 Free Option modules at Level 4 from other Open modules within the Undergraduate Regulatory Framework or 2 further Optional modules from Business Management

LEVEL 6							
Module Code	Module Title	Credits (Number)	Hons Status (Mandatory (M) or Optional(O))				Prerequisites
			Single Hons	Major	Joint	Minor	
<b>BA (Hons) Business Management</b>							
BUSM3003	Enhancing Organisations & Employability	15	M	M	O	O	None
BUSM3004	Global Business Strategy	15	M	M	M	O	None
BUSM3021	Contemporary Global Systems	15		O	O	O	BUSM1021
BUSM3032	Sustainable Management	15	M		O	O	BUSM1031
BUSM3002 or BUSM3040 or BUSM3050 or BUSM3090	Independent Study Or Market Profile or Financial Investigation Or HR Investigation	30	M	M	O		None BUSM1041 BUSM1051 None
<b>Optional Business Module Choices</b>							
BUSM3005	Intercultural Perspectives	15	O	O	O	O	BUSM1031
BUSM3006	Change & Continuity in the Public Sector	15	O	O	O	O	BUSM1031
BUSM3011	Coaching & Mentoring	15	O	O	O	O	BUSM1031
BUSM3012	Leadership in Turbulent Times	15	O	O	O	O	BUSM2011 or BUSM2012
BUSM3041	Contemporary Issues in Marketing	15	O	O	O	O	BUSM1041
BUSM3042	Contemporary Marketing Strategy	15	O	O	O	O	BUSM1041
BUSM3043	International Marketing	15	O	O	O	O	BUSM1041
BUSM3044	Brand Management	15	O	O	O	O	BUSM1041
BUSM3051	Advanced Management Accounting	15	O	O	O	O	BUSM1051
BUSM3052	Corporate Finance	15	O	O	O	O	BUSM1051
BUSM3053	Corporate Taxation	15	O	O	O	O	BUSM1051 & BUSM2054
BUSM3054	Corporate Financial Reporting	15	O	O	O	O	BUSM2051
BUSM3055	Advanced Financial Accounting & Analysis	15	O	O	O	O	BUSM1051
BUSM3057	The Business of Banking	15	O	O	O	O	BUSM1051
BUSM3061	Advertising Campaign Strategy	30	O	O	O	O	BUSM1041
BUSM3062	Contemporary Dev'ts in Advertising	15	O	O	O	O	BUSM1041
BUSM3071	Public Relations & Society	15	O	O	O	O	BUSM1041
BUSM3072	Selling the Prime Minister	15	O	O	O	O	BUSM1041
BUSM3081	Managing Entrepreneurship	15	O	O	O	O	BUSM1001 or

							COMP1211
BUSM3082	Entre & Intrapreneurship	15	O	O	O	O	BUSM1001 or COMP1211
BUSM3091	Managing the Diverse Workforce	15	O	O	O	O	BUSM1031
BUSM3092	In the Contemporary Workplace	15	O	O	O	O	BUSM1031
COMP3242	E-business	15	O	O	O	O	None
<b>BA (Hons) Specialist Awards –</b> <i>all students must the following module, PLUS the modules listed in the their TWO relevant specialist areas A- I below</i>							
BUSM3003	Enhancing Organisations & Employability	15	M				
BUSM3004	Global Business Strategy	15	M				
<b>B. BA (Hons) Specialist Awards in Accountancy</b>							
BUSM3051	Advanced Management Accounting	15	M				BUSM1051
BUSM3052	Corporate Finance	15	M				BUSM1051
<b>I. BA (Hons) Specialist Awards in Advertising</b>							
BUSM3061	Advertising Campaign Strategy	30	M				BUSM1041
<b>J. BA (Hons) Specialist Awards in Economics</b>							
BUSM3021	Contemporary Global Systems	15	M				BUSM1021
BUSM2022	Economics of Business	15	M				BUSM1021
<b>K. BA (Hons) Specialist Awards in Entrepreneurship</b>							
BUSM3081	Managing Entrepreneurship	15	M				BUSM1001 or COMP1211
BUSM3082	Entre & Intrapreneurship	15	M				BUSM1001 or COMP1211
<b>L. BA (Hons) Specialist Awards in HRM</b>							
BUSM3091	Managing the Diverse Workforce	15	M				BUSM1031
BUSM3092	In the Contemporary Workplace	15	M				BUSM1031
<b>M. BA (Hons) Specialist Awards in Leadership</b>							
BUSM3011	Coaching & Mentoring	15	M				BUSM1031
BUSM3012	Leadership in Turbulent Times	15	M				BUSM1031
<b>N. BA (Hons) Specialist Awards in Management</b>							
BUSM3031	Managing Emerging Issues	15	M				BUSM1031
BUSM3032	Sustainable Management	15	M				BUSM1031
<b>O. BA (Hons) Specialist Awards in Marketing</b>							
BUSM3041	Contemporary Issues in Marketing	15	M				BUSM1041
BUSM3042	Contemporary Marketing Strategy	15	M				BUSM1041
<b>P. BA (Hons) Specialist Awards in PR</b>							
BUSM3071	Public Relations & Society	15	M				BUSM1041
BUSM3072	Selling the Prime Minister	15	M				BUSM1041

### Single Honours Requirements at Level 6

### **BA (Hons) Business Management**

BA (Hons) Business Management Single Honours students must take the 4 Mandatory modules BUSM3003, BUSM3004, BUSM3021, BUSM3032 and BUSM3002 **or** BUSM3040 **or** BUSM3050 **or** BUSM3090, **plus** 2 Optional modules from those listed above.

### **BA (Hons) Specialist Awards**

BA (Hons) Specialist Awards Single Honours students must take the 2 Mandatory modules BUSM3003 and BUSM3004, **plus** the modules listed in their TWO relevant specialist areas A-I above.

### **BA (Hons) Business Management students only: Major, Joint and Minor Pathway Requirements at Level 6**

**Major** Pathway students must take the 2 Mandatory modules BUSM3003, BUSM3004 and BUSM3002 **or** BUSM3040 **or** BUSM3050 **or** BUSM3090, **plus** 2 Optional modules from those listed above, subject to satisfying any prerequisites.

**Joint** Pathway students must take the 1 Mandatory module BUSM3004, **plus** 2 Optional modules from those listed above, subject to satisfying any prerequisites. Students may also add 30 credits from BUSM3002 **or** BUSM3040 **or** BUSM3050 **or** BUSM3090.

**Minor** Pathway students must take at least 2 Optional modules from those listed above, subject to satisfying any prerequisites.

**Sandwich Mode** - Students wishing to take the course in sandwich mode must record this intent with the Worcester Business School Placements Coordinator by week 3 in Semester 1 of Level 5 in order to be able to participate in the two mandatory Pre-Placement Workshops which commence in Learning Week of Semester 1. Formal registration to a sandwich degree requires students to register for module BUSM3000 as part of the normal procedures for selecting modules for the following year.