

PROGRAMME SPECIFICATION
BA (Hons) International Top-Up Awards

1. Awarding Institution/Body	University of Worcester	
2. Teaching Institution	University of Worcester	
3. Programme accredited by	Not applicable	
4. Final award	BA (Hons)	
5. Programme Titles International Business International Finance International Human Resource Management International Marketing	6. UCAS Code TBA TBA TBA TBA	
7. Pathways available	Single	
8. Mode and/or site of delivery	Taught modules	
9. Mode of attendance	FT, PT	
10. Subject Benchmark Statement	QAA Honours Degree Subject Benchmark Statement: General Business and Management, 2007	
11. Date of Programme Specification	July 2011	

12. Educational Aims of the Programme

The Programme aims to develop the learner's understanding of organisations, the external environment in which they operate and how they are managed. There is an emphasis on developing academic and cultural perspectives across national boundaries. In particular, the purpose of the programme is to provide students with:

1. the opportunity to extend existing knowledge of, and skills relating, to the study of international business and/or experience of an overseas culture
2. a focused, analytical study of organisations and specialised aspects of their strategy, behaviour, management and sustainability in the changing global environment in which they operate
3. the opportunity to access the specific knowledge and skills that will enable them to:
 - a. make an effective contribution to a functional specialism
 - b. apply specific knowledge and skills, via a specified double module, in a real-world context
4. a supportive and stimulating learning environment which is intellectually challenging and develops analytical and critical abilities
5. opportunities to develop transferable skills and competencies and an appreciation of working in a diverse and multi-cultural environment in preparation for a career in international business and management
6. enhancement of lifelong learning skills and personal development to support employability, career aspirations and an effective contribution to society

13. Intended Learning Outcomes and Learning, Teaching and Assessment Methods

Knowledge and understanding of: Knowledge and understanding of:	Examples of learning, teaching and assessment methods used:
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<ul style="list-style-type: none"> • The internal aspects, functions and processes, behaviour and cultures of organisations and their influence on the environment, with a focus on Business (BUSM3031, BUSM3032), Finance (BUSM3051, BUSM3052, BUSM3055), HRM (BUSM3091, BUSM3092) and Marketing (BUSM3041, BUSM3042, BUSM3043, BUSM3044). • The nature and organisational impact of the changing and future nature of the external environment (BUSM3003), with an emphasis on economic systems in the contemporary world (BUSM3021) from intercultural perspectives (BUSM3005). • The various processes, procedures, theories and practices for effective management of organisations and rational, proactive and responsive decision making. • The strategic requirements of specific aspects of business management (BUSM3004), according to the nature of the programme taken. • Some knowledge and understanding at the boundaries of an aspect(s) of business management. 	<ul style="list-style-type: none"> • A programme of structured lectures, interactive seminars, group work sessions, individual tutorials and VLE support • The researching and writing of assignments and subsequent oral and written feedback • In-depth, self-directed research and tutorial guidance and discussion • 'Real-world' settings and scenarios experienced via case studies, guest speaker inputs • A variety of assessment vehicles including essays (BUSM3042, BUSM3092) case studies (3031, 3091), audit (BUSM3032), oral presentations (BUSM3043), reports (BUSM3042, BUSM3051, 3055), group work (BUSM3052, BUSM3057), research tasks (BUSM3041, BUSM3040, BUSM3050, BUSM3090), open and closed book examinations (BUSM3004, BUSM3005, BUSM3021, BUSM3043, BUSM3051), portfolio (BUSM3005, BUSM3044). • Complementarity across modules • The double modules (BUSM3040, BUSM3050, BUSM3090) require students to describe and comment upon particular aspects of current research according to the nature of the course taken.
<p>Cognitive and intellectual skills:</p>	<p>Examples of learning, teaching and assessment methods used:</p>
<ul style="list-style-type: none"> • Critical thinking, analysis and synthesis with reference to past, present and future organisational, environmental and management issues and personal experiences and development. • Problem solving and decision making in a range of complex and unpredictable circumstances. • Management of information including the interpretation and abstraction of meaning from a variety of information, data and experiences. • Sensitivity to diversity in terms of people, cultures, business, management and ethical issues. 	<ul style="list-style-type: none"> • All modules encourage learners to engage in discussion of key issues and application of key concepts. • Higher order critical skills (eg the ability to evaluate evidence, arguments and assumptions to reach sound judgements) are developed and assessed in all Level 6 modules in accordance with UW's Curriculum Design Policy • Case study work offers students the opportunity to engage in problem solving and complex issues • Mandatory modules used to address problem solving and decision making, and sensitivity to diversity set in a context of change (eg BUSM3004, BUSM3005, BUSM3021)
<p>Practical skills relevant to employment:</p>	<p>Examples of learning, teaching and assessment methods used:</p>
<ul style="list-style-type: none"> • Select and use effective business communication media and technology to structure, present and disseminate 	<ul style="list-style-type: none"> • All modules include opportunities for group discussions. • All modules require students to conduct

<p>information, requirements and decisions.</p> <ul style="list-style-type: none"> Engage effectively with team-based activities. Conduct research into business and management issues with an appreciation of the uncertainty, ambiguity and limits of resultant knowledge and conclusions. 	<p>research into business and management issues</p> <ul style="list-style-type: none"> Research-based knowledge, understanding and critical appreciation is assessed through the double modules (BUSM3040, BUSM3050, BUSM3090)
<p>Transferable/key skills:</p> <ul style="list-style-type: none"> Effective oral and written communication. Numeracy and quantitative skills. Effective self management (time, planning, motivation, initiative and enterprise). 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. Interpersonal and teamworking skills. 	<p>Examples of learning, teaching and assessment methods used:</p> <ul style="list-style-type: none"> Group oral presentations and written assessments in a variety of formats Self-management skills are experienced through meeting assignment submission deadlines, working with others, the Independent project and personalised assessment opportunities where students may choose a topic, case study, organisation or business sector as the basis for assessment Personal development supported through the personal tutor system. Examinations are included partly to retain and develop examination techniques for students wishing to pursue professional qualifications post-degree Interpersonal and teamworking skills are experienced via group activities and discussions.

A wide variety of learning and teaching methods is used in the BA (Hons) International Top-Up 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;
- to develop and progress across the intended range of cognitive, academic, practical and transferable skills appropriate to both study on the programme and future employment, including higher order critical thinking skills
- to develop a proactive approach to change, a sensitivity to business issues and enterprise
- the opportunity to develop and experience a variety of complementary approaches to learning and teaching and a good balance of activities.

Independent Project

The double modules BUSM3040 Market Profile, BUSM3050 Financial Investigation, BUSM3090 HR Investigation, require students to undertake independent research in an appropriate discipline or field. The modules 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 project. 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 supervisors 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.

A grid showing the mapping of 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

The **BA (Hons) International Top-Up Awards** are available as a Single Honours award only. They may be taken in full-time or part-time mode. All modules are worth 15 credits, with the exception of the double-weighted modules BUSM3040 Market Profile, BUSM3050 Financial Investigation and BUSM3090 HR Investigation which are worth 30 credits. The module diet for each award is indicated in the Award Maps below. For BA (Hons) International Business, students may select three business options from the list shown, **subject to satisfactory pre-requisition**. For BA (Hons) International Finance, BA (Hons) International Human Resource Management and BA (Hons) International Marketing, all modules are prescribed and there are no Free Options.

BA (Hons) International Business Award Map

Module Code	Module Title	LEVEL 6		
		Credits	Status: Mandatory (M) or Optional (O)	
			Single Hons	Prerequisites
BUSM3004	Global Business Strategy	15	M	None
BUSM3005	Intercultural Perspectives	15	M	None
BUSM3021	Contemporary Global Systems	15	M	BUSM1021
BUSM3040	Market Profile	30	M	None
Optional Business Modules				
BUSM3006	Change & Continuity in the Public Sector	15	O	BUSM1031
BUSM3011	Coaching & Mentoring	15	O	BUSM1031
BUSM3022	Economics of Business	15	O	BUSM1021
BUSM3031	Managing Emerging Issues	15	O	BUSM1031
BUSM3032	Sustainable Management	15	O	BUSM1031
BUSM3041	Contemporary Issues in Marketing	15	O	BUSM1041
BUSM3043	International Marketing	15	O	BUSM1041
BUSM3044	Brand Management	15	O	BUSM1041
BUSM3051	Advanced Management Accounting	15	O	BUSM1051
BUSM3052	Corporate Finance	15	O	BUSM1051
BUSM3055	Advanced Financial Accounting & Analysis	15	O	BUSM1051
BUSM3057	The Business of Banking	15	O	BUSM1051
BUSM3061	Advertising Campaign Strategy	30	O	BUSM1041
BUSM3062	Contemporary Dev'ts in Advertising	15	O	BUSM1041
BUSM3071	Public Relations & Society	15	O	BUSM1041

BUSM3072	Selling the Prime Minister	15	O	BUSM1041
BUSM3081	Managing Entrepreneurship	15	O	BUSM1001
BUSM3082	Entre & Intrapreneurship	15	O	BUSM1001
BUSM3091	Managing the Diverse Workforce	15	O	BUSM1031
BUSM3092	In the Contemporary Workplace	15	O	BUSM1031
COMP3242	E-business	15	O	None

Single Honours Requirements at Level 6

Single Honours students must take the 4 Mandatory modules BUSM3004, BUSM3005, BUSM3021 and, over two semesters BUSM3040 **plus** 3 Optional modules from those listed above.

BA (Hons) International Finance Award Map

LEVEL 6				
Module Code	Module Title	Credits	Status: Mandatory (M) or Optional (O)	
			Single Hons	Prerequisites
BUSM3004	Global Business Strategy	15	M	None
BUSM3021	Contemporary Global Systems	15	M	BUSM1021
BUSM3050	Financial Investigation	30	M	None
BUSM3051	Advanced Management Accounting	15	M	BUSM1051
BUSM3052	Corporate Finance	15	M	BUSM1051
BUSM3055	Advanced Financial Accounting & Analysis	15	M	BUSM1051
BUSM3057	The Business of Banking	15	M	None

Single Honours Requirements at Level 6

Single Honours students must take the 7 Mandatory modules BUSM3004, BUSM3021, BUSM3050 (over two semesters), BUSM3051, BUSM3052, BUSM3055 and BUSM3057.

BA (Hons) International Human Resource Management Award Map

LEVEL 6				
Module Code	Module Title	Credits	Status: Mandatory (M) or Optional (O)	
			Single Hons	Prerequisites
BUSM3004	Global Business Strategy	15	M	None
BUSM3005	Intercultural Perspectives	15	M	None
BUSM3031	Managing Emerging Issues	15	M	BUSM1031
BUSM3032	Sustainable Management	15	M	None
BUSM3090	HR Investigation	30	M	None
BUSM3091	Managing the Diverse Workforce	15	M	BUSM1031
BUSM3092	In the Contemporary Workplace	15	M	BUSM1031

Single Honours Requirements at Level 6

Single Honours students must take the 7 Mandatory modules BUSM3004, BUSM3005, BUSM3031, BUSM3032, BUSM3090 (over two semesters), BUSM3091 and BUSM3092.

BA (Hons) International Marketing Award Map

LEVEL 6				
Module Code	Module Title	Credits	Status: Mandatory (M) or Optional (O)	
			Single Hons	Prerequisites
BUSM3004	Global Business Strategy	15	M	None
BUSM3005	Intercultural Perspectives	15	M	None
BUSM3040	Market Profile	30	M	None
BUSM3041	Contemporary Issues in Marketing	15	M	BUSM1041
BUSM3042	Contemporary Marketing Strategy	15	M	BUSM1041
BUSM3043	International Marketing	15	M	BUSM1041
BUSM3044	Brand Management	15	M	BUSM1041

Single Honours Requirements at Level 6

Single Honours students must take the 7 Mandatory modules BUSM3004, BUSM3005, BUSM3040 (over two semesters), BUSM3041, BUSM3042, BUSM3043 and BUSM3044.

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
- **Course handbook**
- **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 **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
- An **Academic Achievement Programme** is provided to assist with academic and language skills
- 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:

Students must have successfully completed the first two years of a degree or have obtained an HND or Foundation degree in either International Business or Business plus experience of studying or working in an international environment.

Overseas students with an equivalent qualification to the above will also be expected to have IELTS 6.0 or above.

Qualifications should have been achieved within the last 6 years.

Please contact the Admissions Office (01905 855111) for advice on other qualifications.

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

Award	Requirement
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 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

- **Short-term work placement and job opportunities** are 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.

