Aston University

REG/13/512(a)

PROGRAMME SPECIFICATION 2013-14

Programme Title	**BUSINESS & MANAGEMENT**
UCAS/JACS Code	UCAS = NN12, JACS = N100
School/Subject Area	ASTON BUSINESS SCHOOL
Final Award	BSc
Interim Award(s)	CERTIFICATE IN HIGHER EDUCATION (YEAR 1 – 120 CREDITS), DIPLOMA IN HIGHER EDUCATION (YEAR 1 AND 2 – 240 CREDITS)
Mode(s) of Study	SANDWICH
Normal Length of Programme	FOUR YEARS (WITH PLACEMENT YEAR)
Total Credits	480
Programme Accredited By	Association of Chartered Certified Accountants (ACCA) Association of International Accountants (AIA) Chartered Institute of Marketing (CIM) Chartered Institute of Management Accountants (CIMA) Institute of Chartered Secretaries and Administrators (ICSA) Chartered Institute of Purchasing and Supply (CIPS) Chartered Insurance Institute (CII)
Dates Programme Specification Written and Revised	24 March 2003, 25 March 2004, 1 April 2004, 28 April 2004, 20 August 2004, 26th August 2005, 10th August 2006, 10th September 2007, 22nd September 2008, 24 September 2010, 14th September 2011, 29th August 2012, 31st July 2013
Educational Aims of the Programme	• To provide students with an excellent learning experience that draws on the research and consultancy of Aston academic staff • To provide well qualified graduates with key skills for life long learning • To meet the accreditation requirements of appropriate management-related professional bodies • To ensure relevance by maintaining and enhancing the School's links with business, professional and public sector organisations • To maintain and enhance the employability of graduates • To provide graduates with the main skills and knowledge in two specialist areas of management • To provide graduates with recognition of multi-national and multi-cultural business environments

Relevant Subject Benchmark Statements and other External and Internal Strategies, Policies or Research used to inform programme outcomes	The following reference points were used in designing the programme: • The Mission, Aims & Objectives of the Aston Business School Undergraduate Programme • A range of professional bodies (see previous page) • Quality Assurance Agency Benchmarking Statement on Business and Management • UK Quality Code Part A.1 (2011) • Aston Business School Advisory Panel (a group of senior business leaders who meet regularly with the ABS management team).

STAGE 1

Programme Structures and Requirements: Levels, Modules and Credits

Module Title	Credits	Level	Module Code	Core/Option	Condoneable Y/N	Pre-requisite(s) Y/N
Introduction to Financial Accounting	10	4	BF1100	CORE	Y	N
Introduction to Management Accounting	10	4	BF1114	CORE	Y	N
Introduction to Organisational Behaviour	10	4	BH1107	CORE	Y	N
International Perspectives in Organisation	10	4	BH1109	CORE	Y	N
Personal, Professional & Academic Effectiveness	10	4	BH1181	CORE	Y	N
Law for Business	10	4	BL1104	CORE	Y	N
Introduction to Marketing Management	10	4	BM1134	CORE	Y	N
Foundations/Introduction to Business Analytics	10	4	BN1115/6	CORE	Y	N
Principles of Operations Management	10	4	BN1135	CORE	Y	N
Information Technology for Business	10	4	BN1160	CORE	Y	N
Economic Environment for Business	10	4	BS1102	CORE	Y	N
Topics in Applied Economics	10	4	BS1108	CORE	Y	N
TOTAL	120					

STAGE 2

Programme Structures and Requirements: Levels, Modules and Credits

Module Title	Credits	Level	Module Code	Core/Option	Condoneable Y/N	Pre-requisite(s) Y/N
Business Policy	10	5	BS2232	CORE	Y	N
Business, Government and Society	10	5	BS2246	CORE	Y	N
Business Game	10	5	BN2225	CORE	Y	N
Choose one of the following modules						
Strategic Finance	10	5	BF2244	OPTION	Y	Y
Financial Management	20	5	BF2251	OPTION	Y	N
Make up the remaining credits from the following list without choosing more than 40 credits from any single specialist area						
Accounting & Finance						
Making Managerial Decisions using Accounting Information	20	5	BF2210	OPTION	Y	Y
Financial Accounting	20	5	BF2211	OPTION	Y	Y
Business Analytics						
Operational Research Techniques	10	5	BN2290	OPTION	Y	Y
Advanced Spreadsheet Systems	10	5	BN2226	OPTION	Y	Y
Business Analytics in Practice	10	5	BN2255	OPTION	Y	Y
Business & Government						
Comparing Public Policies	10	5	LB2011	OPTION	Y	N
Environmental Policy	10	5	LB2012	OPTION	Y	N
Government, Globalisation and Money	10	5	LB2015	OPTION	Y	N
Global Society	10	5	LY2022	OPTION	Y	N
Business Psychology						
Theories and Practice of HRM	20	5	BH2212	OPTION	Y	Y
Psychology and Work	20	5	BH2239	OPTION	Y	Y
Effective Teamwork	10	5	BH2286	OPTION	Y	N
Developing Creativity at Work	10	5	BH2287	OPTION	Y	N
Strategy for Future Leaders	20	5	BH2296	OPTION	Y	Y
Business Economics						
Introduction to Econometrics 1	10	5	BS2247	OPTION	Y	Y
Principles of Macroeconomics	10	5	BS2241	OPTION	Y	Y
Principles of Microeconomics	10	5	BS2242	OPTION	Y	Y
Industrial Organisation and Strategy	10	5	BS2243	OPTION	Y	Y
International Business Environment	10	5	BS2209	OPTION	Y	N
Emerging and Transitional Economies	10	5	BS2261	OPTION	Y	Y
International Business Economics	10	5	BS2223	OPTION	Y	Y

Information Systems						
Systems Analysis	10	5	BN2228	OPTION	Y	Y
Systems Analysis Project	10	5	BN2229	OPTION	Y	Y
IT and Web Development	10	5	BN2234	OPTION	Y	Y
Databases	10	5	BN2237	OPTION	Y	N
Law						
Principles of Intellectual Property Law	10	5	BL2205	OPTION	Y	Y
Principles of Criminal Law	20	5	BL2295	OPTION	Y	Y
Principles of Business Law	10	5	BL2296	OPTION	Y	Y
Marketing						
Market Research	10	5	BM2217	OPTION	Y	Y
Consumer Behaviour	10	5	BM2258	OPTION	Y	Y
Marketing Communications	10	5	BM2282	OPTION	Y	Y
e-Marketing	10	5	BM2243	OPTION	Y	Y
Principles of Services Marketing	10	5	BM2249	OPTION	Y	Y
Advanced Consumer Behaviour	10	5	BM2259	OPTION		Y
Operations Management						
Total Quality Management	20	5	BN2284	OPTION	Y	N
Doing e-Business	10	5	BN2285	OPTION	Y	N
Enterprise Resource Planning	10	5	BN2289	OPTION	Y	N
Languages (20 credits maximum)						
Intermediate French 1	10	4	LF1009	OPTION	Y	Y
Intermediate French 2	10	4	LF1010	OPTION	Y	Y
French for Beginners 1	10	4	LF1013	OPTION	Y	N
French for Beginners 2	10	4	LF1014	OPTION	Y	N
Advanced French 1	10	4	LF1016	OPTION	Y	Y
Advanced French 2	10	4	LF1023	OPTION	Y	Y
Intermediate German 1	10	4	LG1003	OPTION	Y	Y
Intermediate German 2	10	4	LG1004	OPTION	Y	Y
German for Beginners 1	10	4	LG1408	OPTION	Y	N
German for Beginners 2	10	4	LG1409	OPTION	Y	N
Advanced German 1	10	4	LG1033	OPTION	Y	Y
Advanced German 2	10	4	LG1034	OPTION	Y	Y
Spanish for Beginners 1	10	4	LS1400	OPTION	Y	N
Spanish for Beginners 2	10	4	LS1401	OPTION	Y	N
Intermediate Spanish 1	10	4	LS2400	OPTION	Y	Y
Intermediate Spanish 2	10	4	LS2401	OPTION	Y	Y
Advanced Spanish 1	10	4	LS1011	OPTION	Y	Y
Advanced Spanish 2	10	4	LS1012	OPTION	Y	Y
Chinese for Beginners 1	10	4	LX1400	OPTION	Y	N

Chinese for Beginners 2	10	4	LX1401	OPTION	Y	N
Intermediate Chinese 1	10	4	LX2400	OPTION	Y	Y
Intermediate Chinese 2	10	4	LX2401	OPTION	Y	Y
Advanced Chinese 1	10	4	LX1001	OPTION	Y	Y
Advanced Chinese 2	10	4	LX1002	OPTION	Y	Y
Arabic for Beginners 1	10	4	LZ1400	OPTION	Y	N
Arabic for Beginners 2	10	4	LZ1401	OPTION	Y	N
Intermediate Arabic 1	10	4	LZ1003	OPTION	Y	Y
Intermediate Arabic 2	10	4	LZ1004	OPTION	Y	Y
TOTAL						

STAGE 3						
Programme Structures and Requirements: Levels, Modules and Credits						
Module Title	Credits	Level	Module Code	Core/Option	Condoneable Y/N	Pre-requisite(s) Y/N
Placement Year	120	P	BUP100	CORE	Y	N
TOTAL	120					

STAGE F

Programme Structures and Requirements: Levels, Modules and Credits						
Module Title	Credits	Level	Module Code	Core/Option	Condoneable Y/N	Pre-requisite(s) Y/N
Strategic Management	20	6	BM3399	CORE	Y	Y
Either (i) continue with both second year streams with one making up 60 credits(the "first stream") and the other making up 40 credits (modules in italics) or (ii) continue with one second year stream, making up 60 credits (the "first stream"), and then choose another 40 credits from any of the following (subject to meeting pre-requisites and timetable restrictions)						
Accounting						
Advanced Financial Accounting	20	6	BF3300	OPTION	Y	Y
Organisational Context of Management Accounting	20	6	BF3301	OPTION	Y	Y
International Finance	10	6	BF3334	OPTION	Y	Y
Derivatives	10	6	BF3314	OPTION	Y	Y
Business & Government						
British Governance	10	6	LB3010	OPTION	Y	N
Sociology of Work, Organisations and Society	10	6	LY3012	OPTION	Y	N
The Governance of Economic Development	10	6	LB3009	OPTION	Y	N
Corporate Power in a Globalised World	10	6	LY3022	OPTION	Y	N
Risk, Environment and Society	20	6	LY3010	OPTION	Y	N
Business Psychology						
Contemporary Issues in Human Resource Management	20	6	BH3303	OPTION	Y	Y
Employee Relations and Legal Issues in HRM	20	6	BH3308	OPTION	Y	N
Theories and Practice of Leadership	20	6	BH3319	OPTION	Y	N
e-Business						
Supply Chain Management	20	6	BN3372	OPTION	Y	Y
Innovation	20	6	BS3355	OPTION	Y	N
Theory and Practice of e-Commerce	20	6	BN3389	OPTION	Y	N
Economics						
Economics of Multinational Enterprise	10	6	BS3332	OPTION	Y	Y
Economics of Business Organisations	10	6	BS3340	OPTION	Y	Y
Economics of Entrepreneurship	10	6	BS3347	OPTION	Y	Y
Economics of Innovation	10	6	BS3361	OPTION	Y	Y

Competition Policy and Economic Regulation	20	6	BS3362	OPTION	Y	Y
Information Systems						
Effective Project Delivery	20	6	BN3385	OPTION	Y	N
World-wide Management of IT	10	6	BN3320	OPTION	Y	N
Knowledge at Work	10	6	BN3386	OPTION	Y	Y
Theory and Practice of e-Commerce	20	6	BN3389	OPTION	Y	N
International Management						
International Finance	10	6	BF3334	OPTION	Y	Y
Derivatives	10	6	BF3314	OPTION	Y	Y
International Marketing	20	6	BM3309	OPTION	Y	N
International Operations	20	6	BN3322	OPTION	Y	N
Law						
Principles of Company Law	20	6	BL3306	OPTION	Y	Y
Principles of Employment Law 1	10	6	BL3317	OPTION	Y	Y
Principles of Employment Law 2	10	6	BL3380	OPTION	Y	Y
Principles of International Sales and Transportation Law	20	6	BL3372	OPTION	Y	Y
Management Science						
Data Envelopment Analysis	10	6	BN3373	OPTION	Y	Y
Simulation	10	6	BN3324	OPTION	Y	Y
Effective Management Consultancy	20	6	BN3370	OPTION	Y	N
Management Science Project	20	6	BN3383	OPTION	Y	N
Marketing (Students choosing this as their "first stream" will take the first three modules and the remaining 10 credits will be made up by (i) BM3338 for students progressing from their placement year or (ii) by BM3375, BM3388 or BM3381 (subject to pre-requisites) for students progressing directly from second year.)						
International Marketing	20	6	BM3309	OPTION	Y	N
Marketing Strategy	20	6	BM3326	OPTION	Y	Y
Advanced Marketing Communications	10	6	BM3382	OPTION	Y	Y
Marketing Communications	10	6	BM3338	OPTION	Y	Y
Services Marketing Management	10	6	BM3381	OPTION	Y	Y
Strategic Brand Management	10	6	BM3388	OPTION	Y	Y
Advanced Marketing Research (Pre-requisite of BM2282 Marketing Communications)	10	6	BM3375	OPTION	Y	Y
Operations Management						
Operations Strategy	20	6	BN3318	OPTION	Y	N
Supply Chain Management	20	6	BN3372	OPTION	Y	Y
International Operations	20	6	BN3322	OPTION	Y	N
TOTAL	120					

Programme Outcomes and Learning, Teaching and Assessment Strategies			
A. <u>Knowledge and Understanding</u>			
	On successful completion of their programme students, are expected to have knowledge and understanding of:	Learning, Teaching and Assessment Strategies to enable outcome to be achieved and demonstrated	
		Learning and Teaching Methods	**Assessment Methods**
A1	The main functions of management	The following learning and teaching methods are used: Lectures: • to introduce students to key concepts and theories, • to indicate areas of further study and reading, • to provide a broad overview of the subject • to stimulate enthusiasm and desire for further enquiry Tutorials: • to clarify, reinforce and extend students' understanding and knowledge • to give an opportunity for more individual advice on difficult concepts • to give students the support which is most appropriate to their ability and experience in the subject • to stimulate discussion Independent learning such as computer-based learning packages: • to enable students to work through at their own pace and to develop an understanding of the subject	The following assessment methods are used to assess knowledge and understanding: Closed Book Examinations/Tests: • to examine appreciation of key issues • to assess understanding of content and aims Multiple Choice tests: • to assess students range of knowledge and understanding of the subject • to provide students with formative information on their progress A wide range of written assignments: • to enable students to show their understanding of different perspectives and their critical appreciation of different questions and approaches • to demonstrate whether student are able to apply what they have learnt
A2	The theories, principles and underlying concepts of subjects relevant to management, and an understanding of business models and processes		
A3	How strategic decision-making within organisations as a whole takes place		

B. Intellectual Skills			
	On successful completion of their programme, students are expected to be able to:	Learning, Teaching and Assessment Strategies to enable outcome to be achieved and demonstrated	
		Learning and Teaching Methods	**Assessment Methods**
B1	Critically reflect on management problems and how to solve them	Intellectual skills are developed through: Lectures: • to stimulate enthusiasm and desire for further enquiry Tutorials: • to give an opportunity for individual advice on difficult concepts • to stimulate discussion and critical thought	Intellectual skills are assessed via: Closed Book Examinations/Tests: • to assess the ability to marshal arguments, apply models, and present ideas in a coherent and literate way • to assess whether students can apply the techniques of analysis taught Open Book Examinations/Tests: • to allow students to prepare in advance in a more creative way A wide variety of written assignments: • to assess students' ability to research the topic • to assess students' ability to assemble and evaluate data, apply models, reason and present ideas in a coherent and literate way • to enable students to show their understanding of different perspectives and their critical appreciation of different questions and approaches

C. <u>Professional Skills</u>			
	On successful completion of their programme, students are expected to be able to:	Learning, Teaching and Assessment Strategies to enable outcome to be achieved and demonstrated	
		Learning and Teaching Methods	**Assessment Methods**
C1	Apply their key skills and competencies within a real work-based situation (via placement experience)	Subject Specific skills are taught via: Tutorials/Case Studies: • to facilitate practical exercises • to understand theory in a practical context • to place techniques and theories in a wider business environment Workshops/Simulation: • to give practical experience of packages and techniques which students will need to know as practising managers Placement experience	Subject Specific skills are assessed via: Case Studies: • to assess ability to apply knowledge and skills to a practical scenario Group work/Business Games: • to assess ability to run a fictitious company Placement essay, log book and report: • to assess ability to analyse a practical problem in a real world situation • to demonstrate progress in the development of relevant general and specific management skills

D. <u>Transferable Skills</u>			
	On successful completion of their programme, students are expected to show:	Learning, Teaching and Assessment Strategies to enable outcome to be achieved and demonstrated	
		Learning and Teaching Methods	**Assessment Methods**
	A range of general and specific skills including:	Key skills are taught by a range of practical sessions: Tutorials: • to provide an opportunity for students to work in groups • to provide an opportunity for more individual advice on difficult concepts • to facilitate practical exercises Workshops: • to give practical experience of computer packages and techniques • to use computer facilities to obtain data and to communicate	Key skills are assessed via: Presentations: • to assess students' ability in analysing information and presenting their argument orally in front of a group of people Group Work: • to assess ability to work in a team Practical tests and portfolios: • to assess ability of using IT in a business environment Written work: • to assess ability to communicate effectively in written form • to assess ability to assemble and evaluate statistical and financial data by applying relevant models
D1	IT and computing skills		
D2	Report writing skills		
D3	Presentational skills		
D4	Oral and written communication and team working skills		
D5	Competency in understanding relevant statistical analyses and financial reports		

Entry Requirements	• Candidates must meet the general University entry qualifications as set out in the General Regulations for Undergraduate Programmes. • Candidates must satisfy the specific entry requirements for each programme as approved by the School Learning and Teaching Committee.

Programme Regulations	
1. Attendance Requirements	1.1 Students are normally required to attend the University for nine terms over a period of four consecutive academic years including industrial/ professional training. 1.2 In order to qualify for the award of the Degree a student must have attended at least 80% of the required proportion of tutorials, seminars, practical classes, and lectures, as set out in the Student Handbook.
2. Industrial/ Professional Training	2.1 Students will be required to undertake an appropriate programme of integrated industrial/professional training of at least 30 weeks and a maximum of 48 weeks at such times as approved by the Director Undergraduate Programmes. NB. The normal length of an Undergraduate industrial placement within the Business School is 48 weeks. 2.2 Students can undertake the programme of industrial/ professional training (as detailed in 2.1), by studying at specified institutions abroad. A Full Learning Agreement/Plan, must be approved by the partner school and by Aston within four weeks of arrival. 2.3 The Director Undergraduate Programmes may exempt students from the Placement Year if they have overseas status or have very special circumstances. 2.4 Marks from the placement year contribute to the degree classification as specified in the General Regulations for Undergraduate Programmes.

3. Assessment	3.1 Requirements for the Ordinary Degree:- 3.1.1 The Board of Examiners may require a student to transfer to the Ordinary Degree programme if the student's performance in the Level 4 or Level 5 Examination of the Honours Degree programme is not of Honours Degree standard. 3.1.2 The conditions governing Ordinary degrees are as set out in the University General Regulations. 3.1.3 At the discretion of the Director Undergraduate Programmes, students who have been transferred to the Ordinary Degree at the end of the first year may follow the Honours degree requirements in their second year in order to give them the opportunity to return to the Honours degree at the end of the academic year if their performance is deemed at Honours level by the second year Examination Board. 3.1.4 Students in their final year, who are studying for an Ordinary Degree, must successfully complete the core module BM3399 Strategic Management
4. Classification of Awards	5.1 The final degree classification will be calculated as set out in the University General Regulations.
5. Prizes	6.1 The award of available Prizes is at the discretion of the Examination Board. 6.2 The Board of Examiners will not award a prize to any student who has failed the module in question or who is unsuccessful in progressing to the next stage of the degree.
6.Certificate/Diploma of Higher Education	The Board of Examiners may award a Certificate of Higher Education (after satisfactory completion of year one) or a Diploma of Higher Education (after satisfactory completion of year one and year two) to a student who, for whatever reason, is unable to complete their degree programme.
General Regulations (http://www1.aston.ac.uk/registry/for-staff/regsandpolicies/general-regulations/) and the Regulations for the programme (above) take precedence over other information sources such as student handbooks if there is a conflict. If there is a conflict between General Regulations and Programme Regulations then General Regulations take precedence unless an exemption has been approved.	

Further Information	

This specification provides a concise summary of the main features of the programme and the threshold learning outcomes that a student might normally be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. **The individual modules included in the programme may differ from those included in this programme specification as our programmes are subject to continuous review.** Information on admissions requirements and career opportunities is available in the relevant prospectus. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in the appropriate module guides and programme handbook(s) which are available to students on enrolment.