

Appendix A: Programme Specification Pro-forma (PSP)

1. GENERAL INFORMATION

1. Programme Title:	BA (Hons) Business Management
2. Final Award:	BA (Hons) Business Management
3. Exit Awards:	Certificate of Higher Education Diploma of Higher Education BA Business Management BA (Hons) Business Management
4. Awarding Body:	Glasgow Caledonian University
5. Approval Date:	November 2018
6. School:	Glasgow School <i>for</i> Business and Society
7. Host Department:	Management and HRM
8. UCAS Code:	N120
9. PSB Involvement:	
10. Place of Delivery:	Any GCU Campus
11. Subject Benchmark Statement:	QAA Business and Management Benchmark Statement 2015
12. Dates of PSP Preparation/Revision:	April 2022

2. EDUCATIONAL AIMS OF THE PROGRAMME

With the increasing globalisation of economic, social and business activity, there is a growing need for business students to understand the forces that are driving how they interact and connect in the 21st Century workplace. The aim of BA/BA (Hons) Business Management programme is to prepare students for a workplace that is international and requires business graduates capable of contributing to the generation of sustainable value for both business and society. On this programme, students will experience an education equipping them with proficiency in their discipline as well as heightening their confidence, entrepreneurial awareness, knowledge and understanding of international cultural, social and economic contexts. The programme design meets the QAA General Business and Management Benchmark Statement 2015, Principles of Responsible Management Education (PRME) and UN Sustainable Development Goals (SDGs).

This programme will:

- Provide an applied and intellectual education in the area of business management, which demonstrates an enquiring, critical, analytical and creative approach.
- Provide a foundation year that encourages students to focus on their employability and develop a broad understanding of business and management prior to developing deeper knowledge of international business tracks linked to their preferred career paths.
- Develop enterprising and responsible leadership behaviours and provide an opportunity to apply this knowledge to business/societal issues and challenges in an ethical, sustainable and entrepreneurial way to ensure students are work ready.
- Provide the opportunity for the development of personal transferable skills across different cultural, social and economic contexts.

- Provide students with the opportunity to broaden their international perspectives and cultural knowledge by undertaking a foreign language and studying at a partner institution abroad.
- Provide a solid grounding for students who intend to undertake further study, either for a postgraduate degree or professional qualifications.

4. PROGRAMME STRUCTURES AND REQUIREMENTS, LEVELS, MODULES, CREDITS AND AWARDS

SCQF Level 7

M1N626553	Enterprising Behaviours for the Business Professional	20
M1N625621	Essentials of Managing Human Resources	20
M1N525493	Principles of Marketing	20
M1L126648	International Economics Issues and Challenges	20
M1N326692	Fundamentals of Financial Management	20
	Option	20
	Options (one from the following):	
M1M225558	Law in Business	
M1L325482	The Business of Social Science	
	Language (French, Spanish, Italian or German)	
	Language module level will be selected according to students' prior language knowledge (Introductory, Preliminary, Intermediate, General or Professional)	

Exit Award – Certificate of Higher Education 120

SCQF Level 8

M2N225595	Ethics & Responsible Leadership	20
M2N426567	Financial Management for Decision Makers	20
M2N225534	Management Issues and Concepts	20
M2N225585	Project Management and Risk	20
M2N225586	Learning and Development for Individuals, Organisations and Society	20
	Option	
	Options (one from the following):	
M1L125512	Introduction to Quantitative Data Analysis	
M2N525513	Social Media Marketing	
	Language (French, Spanish, Italian or German)	
	Language module level will be selected according to students' prior language knowledge (Introductory, Preliminary, Intermediate, General or Professional)	

Exit Award – Diploma of Higher Education 240

SCQF Level 9

Module Code	Module Title	Credit
M3N225489	Entrepreneurship for business, society and the professions	20
M3N225568	International Business Strategy	20
M3N225536	Contemporary Employment Relations	20
M3N225492	Business Research Methods: Theory and Practice	20
M3N225535	Operations Management	20
	Option	20
	Options (one from the following):	
M3N525520	Digital Business & Marketing	
M3N225566	Talent Management in Changing Global Contexts	
M3N325619	Business Continuity Management and Planning	
M3N325605	Work Placement Experience	
	Language (French, Spanish, Italian or German)	
	Language module level will be selected according to students' prior language knowledge (Introductory, Preliminary, Intermediate, General or Professional)	
Exit Award – BA Business Management		360
OR		
SCQF Level 9 (Placement Year) *		
M3N127244	Business Management Undergraduate Placement: Employability in Practice	100
M3N225492	Business Research Methods: Theory and Practice	20
<i>*Only open to students who join the programme at Level One</i>		
Exit Award – BA Business Management		360
SCQF Level 10		
Module Code	Module Title	Credit
MHN225481	Dissertation	40
MHN225553	Management of Innovation and Creativity	20
MHN625591	Leading Organisations in a Changing Global Context	20
MHN125559	Managing Sustainable Business Excellence	20
	Option	20
	Options (one from the following):	
MHN125567	Global Social Entrepreneurship & Enterprise	
MHN525488	International Advertising Strategy	
MHN125588	Logistics Management	
MHN225589	HRM Strategies for Organisational Performance and Reward	
	Language (French, Spanish, Italian or German)	
	Language module level will be selected according to students' prior language knowledge (Introductory, Preliminary, Intermediate, General or Professional)	
Exit Award – BA (Hons) Business Management		480

8. ASSESSMENT REGULATIONS

The Glasgow Caledonian University Assessment Regulations which apply to this programme, dependent on year of entry can be found at:

<https://www.gcu.ac.uk/gaq/regulationsandpolicies/assessmentregulationsandassociatedpolicies/>

