

## Programme specification

*(Notes on how to complete this template are provide in Annexe 2)*

### 1. Overview/ factual information

<b>Programme/award title(s)</b>	BA (Hons) Business Management
<b>Teaching Institution</b>	Amity Global Varsity
<b>Awarding Institution</b>	The Open University - UK
<b>Date of first OU validation</b>	November 2017
<b>Date of latest OU validation</b>	November 2017
<b>Next revalidation</b>	2022
<b>Credit points for the award</b>	360
<b>UCAS Code</b>	
<b>Programme start date</b>	January 2018
<b>Underpinning QAA subject benchmark(s)</b>	<p>QAA Subject Benchmarks (Section 5.5 of QAA 2015)            On graduating with an honours degree in business and management, students will typically:</p> <ul style="list-style-type: none"> <li>• have a wide knowledge and understanding of the broad range of areas of business and management and the detailed relationships between these and their application to practice</li> <li>• consistently demonstrate a command of subject-specific skills as well as proficiency in generic skills and attributes</li> <li>• have a view of business and management which is influenced by a wide range of learning sources, based on a proactive and independent approach to learning</li> <li>• be distinguished from the threshold category by their enhanced capacity to develop and apply their own perspectives to their studies, to deal with uncertainty and complexity, to explore alternative solutions, to demonstrate critical evaluation and to integrate theory and practice in a wide range of situations.</li> </ul>
<b>Other external and internal reference points used to inform programme outcomes</b>	OU-UK Program Specifications
<b>Professional/statutory recognition</b>	
<b>Mode(s) of Study (PT, FT, DL, Mix of DL &amp; Face-to-Face)</b>	Distance Learning
<b>Duration of the programme for each mode of study</b>	3 Years
<b>Dual accreditation (if applicable)</b>	Not Applicable

### 2.1 Educational aims and objectives

BA(Honours) Business Management qualification will provide student with:

- a thorough understanding of the theoretical and work-based knowledge relevant to the application of business management in theory and practice
- the ability to reflect on experience of business management practices to produce and apply new understanding and skills
- an ability to recognise and deal with key individual and stakeholder differences in business management and the issues arising from such diversity
- a thorough understanding of the structures, cultures and functioning of business organisations and the complex nature of their key business functions and processes
- a broad range of important business and graduate skills, which you can bring to your employment in business management more widely
- comprehensive support and guidance to develop as an independent learner.

### 2.2 Relationship to other programmes and awards

(Where the award is part of a hierarchy of awards/programmes, this section describes the articulation between them, opportunities for progression upon completion of the programme, and arrangements for bridging modules or induction)

Upon successful completion of BA (Hons.) Business Management program, students can enrol for Post graduate program "Master of Business Administration".

Exit award may be conferred if a student completes part of, but not all, of the requirements of the programme for which he or she is registered. BA (Hons.) programme has provisions for exit awards at an intermediate stage, for which clear learning outcomes has been stated and laid out in programme specifications Point 2.4. A student who has withdrawn from a programme or has exhausted all assessment attempts will automatically be considered for an exit award where sufficient credit has been accrued. According to FHEQ Qualification levels, Level 4 Exit award of 'Certificate of Higher Education (CertHE)' will be awarded after completion of 120 credits; Level 5 exit award of 'Diploma of Higher Education (DipHE)' will be awarded after completion of 240 credits; and Level 6 exit award of 'Bachelor's degree with honours (BA (Hons))' will be awarded after completion of 360 credits.

### 2.3 For Foundation Degrees, please list where the 60 credit work-related learning takes place

Bachelor Program does not involve mandatory work related components

## 2.4 List of all exit awards

- 12 months (120 Credits) to achieve Certificate of Higher Education in Business Management.
- 24 months (240 Credits) for Diploma of Higher Education in Business Management;
- 3 Years (360 credits) for Degree in Bachelor of Arts (Honours) Business Management

The learning outcomes to achieve Certificate of Higher Education in Business Management are stated below:

### Learning Outcomes – LEVEL 4

#### A. Knowledge and understanding

On completion of this level, you will be able to:

- demonstrate broad understanding of the main concepts, theories and principles associated with several areas of business management
- apply the knowledge of varied areas of Business Management in solving business problems, and appreciate that these areas are open for an ongoing debate and reformulation.

#### B. Cognitive skills

On completion of this level, you will be able to:

- identify principles and concepts underlying theoretical frameworks and approaches, along with identifying the strengths and weaknesses.
- identify a well-defined focus of enquiry, and will be able to collect data from a variety of sources, and communicate results effectively in an appropriate format.

#### C. Practical and professional skills

On completion of this level, you will be able to:

- demonstrate an awareness of ethical issues and be able to discuss these in an organisational context
- undertake tasks that may be complex and non-routine in nature, and will be able to self-reflect to improve their own performance

#### D. Key/transferable skills

On completion of this level, you will be able to:

- develop capabilities in key areas of business management and employ the same for self-development
- deploy interpersonal and communication skills to clarify tasks and identify and rectify issues in a range of contexts.

The learning outcomes to achieve Diploma of Higher Education in Business Management are stated below:

### Learning Outcomes – LEVEL 5

#### A. Knowledge and understanding

On completion of this level, you will be able to:

- demonstrate detailed knowledge of well-established theories and concepts and of different ideas, contexts and frameworks thereof in varied areas of business management

#### B. Cognitive skills

On completion of this level, you will be able to:

- collect and synthesise information to inform a choice of solutions to problems

in an unfamiliar contexts; and be able to explore new or existing data to identify patterns and relationships.

- analyse a range of information, compare alternative methods and technique; and apply their academic knowledge to assess feasibility of acceptability of the results.

#### C. Practical and professional skills

On completion of this level, you will be able to:

- evaluate external expectations, and suggest its relevance in making relevant business decisions within an ethical framework.
- undertake complex and non-routine performance tasks in an organizational context. You will be able to analyse performance of self and others and suggest improvements that ultimately result in better organizational environment.

#### D. Key/transferable skills

On completion of this level, you will be able to:

- reflect on the appropriateness and effectiveness of the problem solving processes used; and identify some key principles which may be relevant in future situations.
- present or communicate information about specialised business topics in a way which is appropriate to your purpose and audience and which encourages the sharing of ideas and different perspectives.

The learning outcomes to achieve Degree in Bachelor of Arts (Honours) Business Management are stated below:

#### Learning Outcomes – LEVEL 6

##### A. Knowledge and understanding

On completion of this degree, you will be able to:

- demonstrate knowledge and critical understanding of the main concepts, theories and principles associated with business management.
- project systematic knowledge and understanding in several specialisms of business management, and the role they play in enhancing knowledge and practical skills in business management.

##### B. Cognitive skills

On completion of this degree, you will be able to:

- synthesise, critically evaluate and challenge information, arguments and assumptions from different sources, including current research and scholarship, in accordance with the theories, concepts and principles of business management; and apply the same to a wide range of the principal professional skills, techniques, practices and/or materials associated with business management.

##### C. Practical and professional skills

On completion of this degree, you will be able to:

- critically engage, as appropriate, with practical and professional skills and demonstrate the relevance and implications of responsible and ethical issues in business management.
- regularly review current situation and future personal development, career and work options, and develop strategies to address factors that may limit choices.

##### D. Key/transferable skills

On completion of this degree, you will be able to:

- use a combination of formal, logical planning processes and an understanding of context to identify relevant information and risks and be able

to identify alternative strategies and resources.

- communicate with peers, experts and /or senior colleagues on an academic/professional level.
- demonstrate an ability to independently find, critically evaluate and use a wide range of information, data or tools accurately in complex contexts.

### 3. Programme structure and learning outcomes

#### 3.1 Programme Structure

Level	Module	Code	Type	Credit	Remarks	Semester	Start Date	End Date
4	An introduction to business and management	B100	Compulsory	60	Earn 120 Credits. 1 Compulsory + 2 Electives	1	5-Feb-18	15-Jun-18
	Management practice	B123	Elective	30		2	9-Jul-18	14-Dec-18
	Fundamentals of accounting	B124	Elective	30				
	Communication skills for business and management	LB170	Elective	30				
5	Shaping business opportunities	B207	Compulsory	60	120 Credits. 1 Compulsory + 1 Elective	3	7-Jan-19	14-Jun-19
	Making it happen! Leadership, influence and change	B204	Elective	60		4	8-Jul-19	13-Dec-19
	Exploring innovation and entrepreneurship	B205	Elective	60				
6	Making sense of strategy	B301	Compulsory	60	Earn 120 Credits. 1 Compulsory. Select 2 Electives	5	6-Jan-20	12-Jun-20
	Creating futures: sustainable enterprise and innovation	B327	Elective	30		6	6-Jul-20	18-Dec-20
	Marketing and society	B324	Elective	30				
	Managing across organisational and cultural boundaries	B325	Elective	30				
	Managing 1: organisations and people	B628	Elective	30				
	Managing 2: marketing and finance	B629	Elective	30				

### 3.2. Programme learning outcomes

#### Learning Outcomes – LEVEL 4

After successful completion of these learning outcomes, the students will be conferred with **Certificate of Higher Education (CertHE) in Business Management**.

#### 3A. Knowledge and understanding

	Learning outcomes:	Learning and teaching strategy/ assessment methods
A-1	On completion of this level, you will be able to demonstrate broad understanding of the main concepts, theories and principles associated with several areas of business management	<p><b>Where it is taught:</b>  <b>B100: An introduction to business and management:</b> This module covers internal aspects of business – such as people at work, financial information and marketing, as well as organizational culture and structure. It then provides an overview of the external (economic and political) context in which businesses and management operate, business ethics, and the global context of business.  <b>B124: Fundamentals of Accounting:</b> This module introduces you to the main principles and purposes of accounting. It does not require previous knowledge of accounting and does not assume that you are currently in employment. It covers the essentials of financial and management accounting as well as the basic tools and techniques required for both types of accounting.</p> <p><b>Learning and Teaching Strategy:</b>  <i>In congruence with the Learning and Teaching strategy of the University, the following tools are used::</i>            Learning activities include lectures, videos lectures, webinars, and forum discussions with respect to faculty to student interaction and student to student interaction, and case analysis.            Students are encouraged to make full use of the forums – ‘Ask your Professor’, where they can ask questions. In addition, student body can interact using TGFs.            Use of the Blackboard learning platform, where instructors post lecture notes, assignment</p>

instructions, timely announcements, as well as additional resources from digital library, Online lectures, videos and study learning material.

**Assessment Strategy:**

Assessment methods give students the opportunity to display knowledge and understanding and staff the opportunity to identify issues in either. Students get timely feedback on their continuous test and exam by their lecturer.

**B100: An introduction to business and management** is assessed using the cased based submissions and analysis of the real world illustrations. The case or scenario is followed by the subjective questions to be answered within the stipulated word limit. Tutor Group Forum participation is also a part of assessment component.

**B124: Fundamentals of Accounting is assessed using 3 TMAs and EMA.**

TMA01(10%), TMA 02(20%) and TMA03 (20%) will be primarily problem solving with questions based on the blocks covered until that TMA.

TMA 02 is live project to review the accounting process being followed by a sole proprietor nearby. TMA03 is review of the financial statements of the company to understand the real life perspective of the same and answer basic questions related to five accounts – revenue, expenses, assets, liabilities and shareholder’s equity. This will enlighten students of the data sources that are publicly available and application of theory.

EMA (50%) is written examination with problem solving and analytical questions covering all the blocks.



A-2	<p>On completion of this level, you will be able to apply the knowledge of varied areas of Business Management in solving business problems, and appreciate that these areas are open for an ongoing debate and reformulation.</p>	<p><b>Where it is taught:</b></p> <p><b>B123: Management practice:</b> The purpose of this module is to help you to build on the learning and skills that you have gained in and through workplace experience, so that you can develop an understanding of management ideas and how they can be used in your current work setting.</p> <p><b>LB170: Communication skills for business and management:</b> Students develop the language they will use in achieving the qualification objectives above and develop a deeper understanding of topics, concepts, and theories that they will study and use throughout the qualification.</p> <p><b>Learning and Teaching Strategy:</b>  <i>In congruence with the Learning and Teaching strategy of the University, the following tools are used::</i>  Learning activities include lectures, videos lectures, webinars, and forum discussions with respect to faculty to student interaction and student to student interaction, and case analysis.  Students are encouraged to make full use of the forums – ‘Ask your Professor’, where they can ask questions. In addition, student body can interact using TGFs.  Use of the Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources from digital library, Online lectures, videos and study learning material.</p> <p><b>Assessment Methods:</b>  <b>B123: Management practice assessments</b> include the practical exercises to be executed continually during the course. The assessment also includes maintaining the reflective log and active participation in TGFs. EMA is the project submission that reflects on how the models and/or concepts introduced in the module have helped or could help you in addressing them.</p>
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		<b>LB170: Communication skills for business and management</b> assessment includes essay writing, note making and summarizing tasks, it also includes case study and preparing influential documents, and report writing as well.
<b>3B. Cognitive skills</b>		
	<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
B-1	On completion of this level, you will be able to identify principles and concepts underlying theoretical frameworks and approaches, along with identifying the strengths and weaknesses.	B100: An introduction to business and management B124: Fundamentals of Accounting
B-2	On completion of this level, you will be able to identify a well-defined focus of enquiry, and will be able to collect data from a variety of sources, and communicate results effectively in an appropriate format.	B123: Management practice LB170: Communication skills for business and management
<b>3C. Practical and professional skills</b>		
	<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
C-1	On completion of this level, you will be able to demonstrate an awareness of ethical issues and be able to discuss these in an organisational context	B100: An introduction to business and management B123: Management practice B124: Fundamentals of Accounting
C-2	On completion of this level, you will be able to undertake tasks that may be complex and non-routine in nature, and will be able to self-reflect to improve their	B123: Management practice LB170: Communication skills for business and management

	own performance	
<b>3D. Key/transferrable skills</b>		
	<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
D-1	On completion of this level, you will be able to develop capabilities in key areas of business management and employ the same for self-development	B100: An introduction to business and management B123: Management practice B124: Fundamentals of Accounting LB170: Communication skills for business and management
D-2	On completion of this level, you will be able to deploy interpersonal and communication skills to clarify tasks and identify and rectify issues in a range of contexts.	B100: An introduction to business and management B123: Management practice B124: Fundamentals of Accounting LB170: Communication skills for business and management

<b>Learning Outcomes – LEVEL 5</b>		
After successful completion of these learning outcomes, the students will be conferred with <b>Diploma of Higher Education (DipHE) in Business Management</b>		
<b>3A. Knowledge and understanding</b>		
	<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>

A-1	<p>On completion of this level, you will be able to demonstrate detailed knowledge of well-established theories and concepts and of different ideas, contexts and frameworks thereof in varied areas of business management.</p>	<p><b>Where it is taught:</b></p> <p><b>B204: Making it happen! Leadership, influence and change:</b> This module is particularly focused on leadership and change practice in the work place. The strong work-based and reflective inquiry component of the course will ensure that any student completing this course successfully will be able to contribute to a work context from an early stage and the skills built into the learning contract will help students develop their ability to manage their own learning in new work contexts</p> <p><b>B205: Exploring innovation and entrepreneurship:</b> Students will be introduced to core concepts of entrepreneurship and innovation. They will also examine the theoretical and practical connections between these distinct yet closely-interrelated fields of study.</p> <p><b>B207: Shaping business opportunities:</b> This module explores how organizations work by looking at their internal functions (operations, finance and marketing). This module also emphasizes on the external environment and how the economic and political context helps shape how businesses respond to global challenges.</p> <p><b>Learning and Teaching Strategy:</b>  <i>In congruence with the Learning and Teaching strategy of the University, the following tools are used.:</i></p> <p>Learning activities include lectures, videos lectures, webinars, and forum discussions with respect to faculty to student interaction and student to student interaction, and case analysis.</p> <p>Students are encouraged to make full use of the forums – ‘Ask your Professor’, where they can ask questions. In addition, student body can interact using TGFs.</p> <p>Use of the Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources from digital library, Online lectures, videos and study learning material.</p> <p><b>Assessment Methods:</b></p> <p><b>B204: Making it happen! Leadership, influence and change:</b> Each TMA serves a specific purpose within the overall development of your learning and your work-based</p>
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		<p>practice. The assessment deliberates on the practice and learning journey of students itself, and analysis based exercises focusing on leadership and change issues.</p> <p><b>B205: Exploring innovation and entrepreneurship:</b> Students will be introduced to core concepts of entrepreneurship and innovation. They will also examine the theoretical and practical connections between these distinct yet closely-interrelated fields of study.</p> <p><b>B207: Shaping business opportunities:</b> This module explores how organizations work by looking at their internal functions (operations, finance and marketing). This module also emphasizes on the external environment and how the economic and political context helps shape how businesses respond to global challenges.</p>
<b>3B. Cognitive skills</b>		
	<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
B-1	On completion of this level, you will be able to collect and synthesise information to inform a choice of solutions to problems in an unfamiliar contexts; and be able to explore new or existing data to identify patterns and relationships.	B204: Making it happen! Leadership, influence and change B205: Exploring innovation and entrepreneurship B207: Shaping business opportunities
B-2	On completion of this level, you will be able to analyse a range of information, compare alternative methods and technique; and apply their academic knowledge to assess feasibility of acceptability of the results.	B204: Making it happen! Leadership, influence and change B207: Shaping business opportunities
<b>3C. Practical and professional skills</b>		
	<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>

C-1	On completion of this level, you will be able to evaluate external expectations, and suggest its relevance in making relevant business decisions within an ethical framework	B204: Making it happen! Leadership, influence and change B205: Exploring innovation and entrepreneurship B207: Shaping business opportunities
C-2	On completion of this level, you will be able to undertake complex and non-routine performance tasks in an organizational context. You will be able to analyse performance of self and others and suggest improvements that ultimately result in better organizational environment	B204: Making it happen! Leadership, influence and change B205: Exploring innovation and entrepreneurship B207: Shaping business opportunities
<b>3D. Key/transferable skills</b>		
	<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
D-1	On completion of this level, you will be able to reflect on the appropriateness and effectiveness of the problem solving processes used; and identify some key principles which may be relevant in future situations.	B204: Making it happen! Leadership, influence and change B205: Exploring innovation and entrepreneurship B207: Shaping business opportunities
D-2	On completion of this level, you will be able to present or communicate information about specialised business topics in a way which is appropriate to your purpose and audience and which encourages the sharing of ideas and	B204: Making it happen! Leadership, influence and change B205: Exploring innovation and entrepreneurship B207: Shaping business opportunities

different perspectives.
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Learning Outcomes – LEVEL 6		
After successful completion of these learning outcomes, the students will be conferred with <b>Degree in BA (Hons.) Business Management</b>		
<b>3A. Knowledge and understanding</b>		
	<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
A-1	On completion of this degree, you will be able to demonstrate knowledge and critical understanding of the main concepts, theories and principles associated with business management.	<p><b>Where it is taught:</b></p> <p><b>B301: Making sense of strategy:</b> The course begins with an introduction to strategy looking at what the course means by the word strategy and at its historical antecedents. Block Two, Perspectives on Strategy, further develops these themes and looks at how the “rational” perspective achieved and maintained its prime position. Block Three, The Strategy Toolkit, then moves on to look at the ways the external environment is analysed from within this perspective and at the choices that emanate from such analyses for the organisation. Block Four is a case study in which students collaborate in the virtual environment to analyse, applying some of the tools in the toolkit. Block Five, entitled Implementation, then looks at the thorny issue of how strategies are implemented and the constraints that surround such implementation. The final Block “Where next for Strategy?” goes on to look at some ways of trying to understand strategy that are different from the “rational” perspective.</p> <p><b>B327: Creating futures: sustainable enterprise and innovation:</b> The module encourages students to do so by articulating how entrepreneurship and innovation can be used to satisfy individual goals/objectives while contributing to solving societal problems in an ethical and sustainable manner.</p>

**B324: Marketing and society:** Marketing and Society addresses the emergent area of Social Marketing and two interrelated areas of Corporate Social Responsibility and Marketing Ethics. The course examines the impact of established marketing techniques and practices on the promotion of social well-being and behavioural change. It identifies key ethical issues involved in marketing decision making and responsibilities of organisations to their stakeholders including the wider society.

**B325: Managing across organisational and cultural boundaries:** The module is structured around five themes relevant to understanding, organising and managing within and across different contexts. These are managing aims; power, politics and trust; cultural diversity; international management (cases) and the darker side of organising. Students will learn to analyse and examine different contexts in ways that gain insights into contextual characteristics, peculiarities and complexities

**B628: Managing 1: organisations and people:** A highly practical course designed for managers, aspiring managers, team leaders and supervisors. It covers core topics in organisational behaviour and human resource management via activities and problems solving.

**B629: Managing 2: marketing and finance:** Managing 2: Marketing and Finance is a highly practical module designed for managers, aspiring managers, team leaders and supervisors. It covers core topics in Marketing and Finance via activities and problems solving.

**Learning and Teaching Strategy:**

*In congruence with the Learning and Teaching strategy of the University, the following tools are used::*

Learning activities include lectures, videos lectures, webinars, and forum discussions with respect to faculty to student interaction and student to student interaction, and case analysis.

Students are encouraged to make full use of the forums – ‘Ask your Professor’, where



		<p>they can ask questions. In addition, student body can interact using TGFs. Use of the Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources from digital library, Online lectures, videos and study learning material.</p> <p><b>Assessment Strategy:</b> The module specific assessments have been specified in detail in module Handbook. The exploration based modules employ analysis based, case based submissions. They can be based on a live project or an external analysis for doing market research and then analyzing the same to prepare project report. Finance and accounting based courses involve problem solving. In addition, market data can be imported for further analysis. These reports will bring out the limitations of the student as well and will congregate to achieve the learning outcomes.</p>
A-2	On completion of this degree, you will be able to project systematic knowledge and understanding in several specialisms of business management, and the role they play in enhancing knowledge and practical skills in business management.	<p>B301: Making sense of strategy  B327: Creating futures: sustainable enterprise and innovation  B324: Marketing and society  B325: Managing across organisational and cultural boundaries  B628: Managing 1: organisations and people  B629: Managing 2: marketing and finance</p>
<b>3B. Cognitive skills</b>		
	<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
B-1	On completion of this degree, you will be able to synthesise, critically evaluate and challenge information, arguments and assumptions from different sources, including current research and scholarship, in accordance with the theories, concepts and principles of business management and apply the	<p>B301: Making sense of strategy  B327: Creating futures: sustainable enterprise and innovation  B324: Marketing and society  B325: Managing across organisational and cultural boundaries  B628: Managing 1: organisations and people  B629: Managing 2: marketing and finance</p>

	same to a wide range of the principal professional skills, techniques, practices and/or materials associated with business management.	
<b>3C. Practical and professional skills</b>		
	<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
C-1	On completion of this degree, you will be able to critically engage, as appropriate, with practical and professional skills and demonstrate the relevance and implications of responsible and ethical issues in business management.	B301: Making sense of strategy B327: Creating futures: sustainable enterprise and innovation B324: Marketing and society B325: Managing across organisational and cultural boundaries B628: Managing 1: organisations and people B629: Managing 2: marketing and finance
C-2	On completion of this degree, you will be able to regularly review current situation and future personal development, career and work options, and develop strategies to address factors that may limit choices	B301: Making sense of strategy B327: Creating futures: sustainable enterprise and innovation B324: Marketing and society B325: Managing across organisational and cultural boundaries B628: Managing 1: organisations and people B629: Managing 2: marketing and finance
<b>3D. Key/transferable skills</b>		
	<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>

D-1	On completion of this degree, you will be able to use a combination of formal, logical planning processes and an understanding of context to identify relevant information and risks and be able to identify alternative strategies and resources.	B301: Making sense of strategy B327: Creating futures: sustainable enterprise and innovation B324: Marketing and society B325: Managing across organisational and cultural boundaries B628: Managing 1: organisations and people B629: Managing 2: marketing and finance
D-2	On completion of this degree, you will be able to communicate with peers, experts and /or senior colleagues on an academic/professional level.	B301: Making sense of strategy B327: Creating futures: sustainable enterprise and innovation B324: Marketing and society B325: Managing across organisational and cultural boundaries B628: Managing 1: organisations and people B629: Managing 2: marketing and finance
D-3	On completion of this degree, you will be able to demonstrate the ability to independently find, critically evaluate and use a wide range of information, data or tools accurately in complex contexts	B301: Making sense of strategy B327: Creating futures: sustainable enterprise and innovation B324: Marketing and society B325: Managing across organisational and cultural boundaries B628: Managing 1: organisations and people B629: Managing 2: marketing and finance

#### 4. Distinctive features of the programme structure

- Where applicable, this section provides details on distinctive features such as:
  - where in the structure above a professional/placement year fits in and how it may affect progression
  - any restrictions regarding the availability of elective modules
- where in the programme structure students must make a choice of electives

Modules will be delivered in staged wise sequence, as specified in Section 3 of this document.

A minimum of 10 students will be required to run an elective.

#### 5. Support for students and their learning

We make all our qualifications as accessible as possible and have a comprehensive range of services to support all our students. The BA (Honours) Business Management uses a variety of study materials and has the following elements:

- studying a mixture of printed and online material – online learning resources may include websites, audio/video media clips, and interactive activities such as online quizzes
- working in a group with other students
- using and producing diagrams or screenshots
- undertaking practical work
- finding external/third party material online
- Providing access to specialist software, wherever required.
- Regular feedback within 10 days for tutor marked assessments and 30 days where evaluators' assistance is required.
- Regular Tutor to student interactions and student to student interactions.
- Adequate support centre answering generic student's queries beyond office hours.
- Appropriate induction to familiar students with teaching pedagogy, tools and resources available for use.
- Familiarizing students on Academic Malpractices and how not to indulge in it.
- Familiarizing students of the types of assessments and expectations from the programme in the beginning of the Programme.
- Capsule courses in time management, stress management, negotiations, report writing, Netiquette, public speaking, report writing, pronunciation and accent, etc. can be offered if need is assessed.
- All qualifications require students to complete learning and assessment activities within a required timescale and according to pre-determined deadlines. Students will therefore need to manage their time effectively during studies and the Institution will help them to develop this skill throughout the degree. Information on assessment will be available to students at the start of each module.

## 6. Criteria for admission

**Applicant must possess sufficient knowledge and understanding of ENGLISH Language. Candidates whose first Language is not English must have completed at least three (3) years of Academic Qualifications under English Medium.**

- o 12th Class completion Certificate (Completion 12 years of Formal Schooling)
- or
- o GCE/IGCSE/GCSE approved Examinations of International Examination Bodies,
- o Advanced (A) Level (completing 12 years of formal schooling)

## 7. Language of study

English

## 8. Information about non-OU standard assessment regulations (including PSRB requirements)

Not Applicable

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

Assessment of the knowledge and understanding of the components of the programme is achieved through a combination of continuous assessment and summative examination. The continuous assessment element consists of a series of tutor-marked assignments (TMAs) – usually 4 or 5 for each 60-credit module. These are also central to the teaching of the module since they enable tutors to identify and comment on your knowledge and understanding. Assessment of practice-based learning in several TMAs allows you to relate module concepts to your own experience and reflect on your learning and practice.

## 10. Changes made to the programme since last (re)validation

*Level wise programme learning outcomes have been defined and the modules have been mapped that would ensure achievement of these learning outcomes.*



Annexe 1: Curriculum map

Annexe 2: Notes on completing the OU programme specification template

## Annexe 1 - Curriculum map

This table indicates which study units assume responsibility for delivering (shaded) and assessing (✓) particular programme learning outcomes.

Study module/unit	Programme outcomes							
	A-1	A-2	B-1	B-2	C-1	C-2	D-1	D-2
B100: An Introduction to Business And Management	✓		✓		✓		✓	✓
B123: Management Practice		✓		✓	✓	✓	✓	✓
B124: Fundamentals of Accounting	✓		✓		✓		✓	✓
LB170 Communication skills for business and management		✓		✓		✓	✓	✓

Study module/unit	Programme outcomes						
	A-1	B-1	B-2	C-1	C-2	D-1	D-2
B207: Shaping business opportunities	✓	✓	✓	✓	✓	✓	✓
B204: Making it happen! Leadership, influence and change	✓	✓	✓	✓	✓	✓	✓
B205: Exploring innovation and entrepreneurship	✓	✓		✓	✓	✓	✓

Study module/unit	Programme outcomes							
	A-1	A-2	B-1	C-1	C-2	D-1	D-2	D-3
B301: Making sense of strategy	✓	✓	✓	✓	✓	✓	✓	✓
B327: Creating futures: sustainable enterprise and innovation	✓	✓	✓	✓	✓	✓	✓	✓
B324: Marketing and society	✓	✓	✓	✓	✓	✓	✓	✓
B325: Managing across organisational and cultural boundaries	✓	✓	✓	✓	✓	✓	✓	✓
B628: Managing 1: organisations and people	✓	✓	✓	✓	✓	✓	✓	✓
B629: Managing 2: marketing and finance	✓	✓	✓	✓	✓	✓	✓	✓

## Annexe 2: Notes on completing programme specification templates

1 - This programme specification should be mapped against the learning outcomes detailed in module specifications.

2 – The expectations regarding student achievement and attributes described by the learning outcome in section 3 must be appropriate to the level of the award within the **QAA frameworks for HE qualifications**:

<http://www.qaa.ac.uk/AssuringStandardsAndQuality/Pages/default.aspx>

3 – Learning outcomes must also reflect the detailed statements of graduate attributes set out in **QAA subject benchmark statements** that are relevant to the programme/award: <http://www.qaa.ac.uk/AssuringStandardsAndQuality/subject-guidance/Pages/Subject-benchmark-statements.aspx>

4 – In section 3, the learning and teaching methods deployed should enable the achievement of the full range of intended learning outcomes. Similarly, the choice of assessment methods in section 3 should enable students to demonstrate the achievement of related learning outcomes. Overall, assessment should cover the full range of learning outcomes.

5 - Where the programme contains validated **exit awards** (e.g. CertHE, DipHE, PGDip), learning outcomes must be clearly specified for each award.

6 - For programmes with distinctive study **routes or pathways** the specific rationale and learning outcomes for each route must be provided.

7 – Validated programmes delivered in **languages other than English** must have programme specifications both in English and the language of delivery.