



**Lincoln Bishop  
University**

Arts, Humanities & Social Sciences

**BA (Hons) Business with Marketing**

**Programme Specification**

This document provides a concise summary of the main features of the course(s) & associated award(s) offered through this Programme Specification and includes the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities provided. More detailed information on the learning outcomes, curriculum content, teaching/learning, assessment methods for each module and on the Programme's relationship to QAA Subject Benchmark Statements may be found in the dedicated student handbook for the Programme. The accuracy of the information in this document is reviewed periodically by the University and may be subject to review by the Quality Assurance Agency for Higher Education or by other national bodies.

## Versioning of Programme Specification

*This programme specification is valid for the period of approval confirmed at the time of the approval/last review event and relates to provision approved at that point. Programme specifications may be updated during the period of approval to include modifications approved through the University's quality assurance processes.*

*This version provides a description of the programme as approved for the academic session(s) indicated in section 3 of the following table.*

1	Senate approval – date and outcome of last approval	17 March 2021 (Senate approved 13 July 2022) 19 December 2024 (Reviewed) 28 July 2025 (Revised)
2	Next Scheduled Review Date: [Month/Year]	2027  <b>Foundation Degree &amp; Combined Honours</b> Curriculum specifically attached to this programme specification will be reviewed at the same time.
3	Programme Specification - Effective date: [Day/Month/Year]	01 September 2022
4	Version Number	1.1

## Modifications to Programme Specification

*Modifications to the programme specification since approval/ last review, and the cohort(s) of students affected by the change, are listed in Section H (Log of Modifications) at the back of the document.*

## Cross Referencing of Programme/Module Specifications

*Modifications to any elements of Module Specifications attached to this Programme will be updated and then changes made to this document to reflect that. On each Module Spec the Programmes it relates to are clearly indicated for cross referencing.*

## Programme Specification

*The information in this document is organised into the following sections:*

*Section A – Administrative and Regulatory Information*

*Section B – Outcomes*

*Section C – Structure*

*Section D – Teaching, Learning and Assessment*

*Section E – Programme Management*

*Section F – Mapping*

*Section G – Graduate Attributes*

*Section H – Log of Modifications*

## SECTION A – ADMINISTRATIVE AND REGULATORY INFORMATION

<b>1</b>	<b>Programme Specification Title</b>
	BA (Hons) Business with Marketing
<b>1a</b>	<b>Programme Code</b>
	BUSMKTG_1.1
<b>2</b>	<b>Brief Summary (for Marketing Purposes)</b>
	<p>The BA (Hons) Business with Marketing programme provides a thorough grounding in a range of business and marketing related subjects including finance, management, entrepreneurship and leadership, the chance to work with a wide variety of organisations through our links with industry and the opportunity to develop projects and expertise in areas that you are interested in. Specialist modules focus on Innovation and Creativity in Marketing, Consumer Behaviour and the Customer Experience, Brand Strategy and Management and Marketing in a global context.</p> <p>This programme equips you for both employment and self-employment and gives you the confidence to succeed in the business world. Modules are contemporary in nature and tackle key issues facing organisations and society head on.</p> <p>Modules are taught and assessed using a variety of active learning techniques where you are encouraged to take charge of your own learning through engaging with academic knowledge and research, tutors, external organisations, and your peers. Your assignments are developed in conjunction with industry experts and throughout the duration of your programme you will be given live briefs to fulfil for your clients. You will have the opportunity to undertake a work placement as part of the programme, and an international field trip (extra-curricular) (that you will be required to self-fund) in the second year of the programme.</p>

This programme is best suited to individuals with a ‘can do’ attitude who want to go the extra mile to develop their business and professional skills throughout the duration of their studies.				
3	Awarding institution	Lincoln Bishop University		
3a	Programme Length	Full-Time 3	Part-Time n/a	
3b	Mode(s) of Study	Full-time		
4	Home Academic Programme Portfolio	Arts, Humanities & Social Sciences		
5	HECoS/UTT/UCAS code(s)	HECoS/CAH2 100079	ITT	UCAS code
6	Framework for HE Qualifications position of final award(s)	Honours (Level 6)		
7	Alignment with University Credit Framework	Undergraduate		
8	Compliance with University Assessment Regulations	Academic Regulations Governing Taught Qualifications		
9	Progression routes with Foundation Degree (FdA) or Top-up	Not Applicable		

## Awards

<b>10</b>	<b>Final Award title(s)</b>	BA (Hons) Business with Marketing
<b>10a</b>	<b>Exit or Fall back Award title(s)</b>	Certificate of Higher Education in Business (120 credits) Diploma of Higher Education in Business with Marketing (240 credits) BA Business with Marketing
<b>10b</b>	<b>Pathway</b>	
<b>11</b>	<b>(i) Combined Honours Awards available e.g.:</b> <ul style="list-style-type: none"> <li>BSc/BA (Hons) XX</li> <li>BSc/BA (Hons) XX and YY</li> </ul>	

## Arrangements with Partners

12	Approved Collaborative partner(s)	Partner Name	Type of Collaborative Partnership
		N/A	
13	Articulation Arrangements with Partners	Partner Name	Details of Arrangements
		N/A	

## Professional, Statutory and Regulatory Bodies

14	PSRB(s) associated with final award of any route within the programme specification	<p>CMI Level 5 Award (603/2390/5) / Certificate (603/2391/7) / Diploma (603/2392/9) in Management and Leadership</p> <p>To achieve the CMI L5 Diploma in Management and Leadership, 5D30 learners must complete all of the mapped modules.</p> <p>The CMI units mapped are as follows: 503, 506, 513, 520, 523, 524, 608.</p> <p>BUS41122 Marketing Principles - mapped to unit 523          BUS41322 An Introduction to Finance - mapped to unit 520          BUS52422 Equality, Diversity, and Inclusion - mapped to unit 506          BUS52522 Managing Projects to Achieve Results - mapped to unit 513          BUS52222 CSR and Sustainability - mapped to unit 608          BUS61722 Managing and Leading for Success - mapped to unit 503          BUS62522 Capstone Project - mapped to unit 524</p>
15	Date and outcome of last PSRB approval/accreditation	11.06.2022
16	Expiry Date of PSRB approval	

## SECTION B - OUTCOMES

17	QAA Benchmark Statement(s)
	<p>Subject Benchmark statement for Business and Management (QAA, 2023) QAA Benchmark statements and the FHEQ levels have been used in designing the Module and Programme Outcomes.</p> <p><a href="http://qaa.ac.uk">UK Quality Code (qaa.ac.uk)</a></p> <p><a href="http://qaa.ac.uk">Subject Benchmark Statement - Business and Management (qaa.ac.uk)</a></p> <p>There is an expectation that degree programmes covered by the Business and Management Subject Benchmark Statement should provide a broad, analytical, and highly integrated study of business and management.</p> <p>Graduates will be able to demonstrate relevant knowledge and understanding of organisations, the business environment in which they operate and their management. This encompasses the internal aspects, functions and processes of organisations including their diverse nature, purposes, structures, size/scale, governance, operations, and management, together with the individual and corporate behaviours and cultures which exist within and between different organisations and their influence upon the external environment.</p> <p>Within the framework of organisations, business environment and management, graduates will be able to demonstrate knowledge and a systematic understanding of markets, sales, finance, information systems, strategy, and operations. In terms of people management, graduates will develop their skills in the leadership and management of people within legal and ethical frameworks. This will include organisational design and development, looking at change, diversity, and values.</p> <p>The programme will emphasise understanding, responding to and shaping the dynamic and changing nature of business and the consideration of the future of organisations within the global business environment, including strategic and risk management.</p>
18	Programme Aim
	<p>The main aims of the BA (Hons) Business with Marketing programme are to provide students with:</p> <ul style="list-style-type: none"> <li>• A coherent and detailed knowledge and understanding of the general scope of Business as a discipline, its different areas (including functions with specific emphasis on Marketing) and</li> </ul>

applications, and its interactions with related subjects including (but not limited to) economics, social history, and politics.

- A critical understanding of the essential theories, principles and concepts of the various subject(s) studied within the BA (Hons) Business with Marketing.
- The subject specific and professional skills to successfully engage in critical learning and research across a range of business and marketing related subject areas using tools and techniques appropriate to the discipline, some of which are more specialised, advanced, and complex.
- Well-developed skills for the gathering, evaluation, analysis and presentation of information, ideas, concepts and quantitative and/or qualitative data, drawing on a wide range of current sources. This will include the use of ICT as appropriate.
- A range of employability-related skills including research, analysis, information-management, critical review of evidence, and the formulation of arguments and solutions to problems.

Typically, holders of the BA (Hons) Business with Marketing will be able to:

- Use their knowledge, understanding and skills, in both identifying and analysing problems and issues and in formulating, evaluating, and applying evidence-based solutions and arguments.
- Communicate the results of their studies and other work accurately and reliably in a range of different contexts using the main specialist concepts, constructs, and techniques of the subject(s).
- Identify and address their own learning needs, including being able to draw on a range of current research, development, and professional materials.
- Apply their subject and transferable skills to contexts where criteria for decisions and the scope of the task may be well defined but where personal responsibility, initiative and decision-making is also required.

## 19 Programme Specific Outcomes

### Final Award Learning Outcomes

On successful completion of BA (Hons) Business with Marketing, students will be able to:

#### Knowledge and Understanding

- KU1 Demonstrate a comprehensive, detailed, and systematic knowledge and understanding of the relationship between theory and practice in the discipline and broader global context of business and marketing.

- KU2 Exhibit a critical, confident, and evidence-based knowledge and understanding of the role of business leadership and management practices in the effective and efficient functioning of organisations.
- KU3 Demonstrate a comprehensive, detailed, and systematic knowledge and understanding of the behaviour, demands and expectations of customers and the importance of effective marketing, including critical analysis of contemporary marketing techniques and methods.
- KU4 Evidence a conceptual understanding of relevant responsible and ethical issues in a range of business contexts.
- KU5 Demonstrate a critical, confident, and evidence-based knowledge and understanding of a variety of contemporary and prevalent issues and their impact upon the management of organisations, for example: brand strategy and management, business innovation, and enterprise development.

#### **Subject-specific and professional skills**

- SPS1 Accurately deploy frameworks, theories and principles of business leadership and management to propose effective resolutions to complex business and marketing problems.
- SPS2 Interpret financial and economic data using statistical and financial functions and procedures.
- SPS3 Develop a critical understanding of the role of entrepreneurs including social entrepreneurs, intrapreneurs, innovators and businesses owners, leaders, and managers in society.
- SPS4 Work collaboratively demonstrating emotional intelligence and empathy, appropriate understanding, sensitivity, and awareness of diversity in terms of people and cultures.
- SPS5 Develop and engage in critical reflective practice for the purpose of developing personal responsibility in decision making in complex situations.

#### **Intellectual skills**

- IS1 Evaluate and critically analyse data and information from a range of sources using appropriate qualitative and quantitative skills in order to make effective judgements about the challenges facing business organisations.
- IS2 Select and apply knowledge and understanding of scholarly frameworks and theories to seek solution(s) to complex and often unpredictable organisational or marketing problems.
- IS3 Demonstrate the use of initiative, creativity, inclusivity, responsibility, and commercial acumen to develop proposals for successful business and marketing outcomes in dynamic situations.
- IS4 Utilise a variety of media including digital technology, to convey ideas and arguments effectively to a range of audiences, and demonstrate the ability to write, discuss and present arguments and ideas using appropriate academic conventions.



**Transferable skills**

- TS1 Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
- TS2 Demonstrate the ability to independently find, critique, evaluate and use a wide range of information, data, or tools accurately in complex contexts.
- TS3 Critically evaluate arguments, assumptions, and abstract concepts to identify and address business or marketing problems.
- TS4 Demonstrate strong, responsible, and ethical digital literacy and its application in evidence-based decision making.
- TS5 Deploy numerical skills critically and effectively to interpret data, using it to evaluate, and model business or marketing problems.

<b>20</b>	<b>Exit Award Learning Outcomes</b>
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**Students awarded the Diploma of Higher Education will be able to:**

- demonstrate knowledge and critical understanding of the well-established principles of the area(s) of study, and of the way in which those principles have developed.
- apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context.
- demonstrate knowledge of the main methods of enquiry in subject(s) relevant to the named award, and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study.
- demonstrate an understanding of the limits of their knowledge, and how this influences analyses and interpretations based on that knowledge.

On successful completion of a **Diploma of Higher Education** students will be able to:

**Knowledge and Understanding**

- KU1 Demonstrate a knowledge and a critical understanding of the relationship between theory and practice in the discipline and broader global context of business and marketing.
- KU2 Exhibit a critical and analytical evidence-based knowledge and understanding of the role of business leadership and management practices in the effective and efficient functioning of organisations.

- KU3 Demonstrate a detailed and systematic knowledge and understanding of the behaviour, demands and expectations of customers and the importance of effective marketing, including critical analysis of contemporary marketing techniques and methods.
- KU4 Evidence a critical understanding of relevant responsible and ethical issues in a range of business and marketing contexts.
- KU5 Demonstrate a critical awareness and understanding of a variety of contemporary and prevalent issues and their impact upon the management of organisations, for example: business innovation, enterprise development.

### **Subject-specific and professional skills**

- SPS1 Develop an understanding of frameworks, theories and principles of business leadership and management in order to propose effective resolutions to complex business and marketing problems.
- SPS2 Demonstrate an ability to Interpret financial and economic data using statistical and financial functions and procedures.
- SPS3 Develop an understanding of the role of entrepreneurs, businesses owners, leaders, and managers in society.
- SPS4 Develop effective interpersonal skills in a personal and professional context and begin to develop effective networks.
- SPS5 Demonstrate an ability to engage in reflective practice for the purpose of professional development.

### **Intellectual skills**

- IS1 Present, evaluate and analyse data and information from a range of sources in order to make effective judgements about the challenges facing business organisations.
- IS2 Demonstrate an ability to critically select knowledge and understanding of scholarly frameworks and theories to propose solutions in specified organisational or marketing scenarios.
- IS3 Demonstrate the use of initiative to develop proposals for successful business or marketing outcomes in dynamic situations.
- IS4 Utilise a digital technology, to convey ideas and arguments effectively to a range of audiences, and demonstrate the ability to write, discuss and present arguments and ideas using appropriate academic conventions.

**Transferable skills**

- TS1 Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
- TS2 Demonstrate the ability to independently find, apply, evaluate, and use a wide range of information, data, or tools accurately in specified contexts.
- TS3 Demonstrate the ability to evaluate arguments, assumptions, and abstract concepts to identify and address business problems.
- TS4 Demonstrate responsible and ethical digital literacy.
- TS5 Deploy numerical skills effectively to interpret data, using it to evaluate business or marketing problems.

**Students awarded the Certificate of Higher Education will be able to:**

- demonstrate knowledge of the underlying concepts and principles associated with the area(s) of study, and an ability to evaluate and interpret these within the context of the area of study.
- present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of the subject(s) of study.

On successful completion of a **Certificate of Higher Education** students will be able to:

**Knowledge and Understanding**

- KU1 Demonstrate knowledge and understanding of the relationship between theory and practice in the discipline of business.
- KU2 Exhibit knowledge and understanding of the role of business leadership and management practices in the effective functioning of organisations.
- KU3 Demonstrate knowledge and understanding of the behaviour, demands and expectations of customers and the importance of effective marketing.
- KU4 Evidence an understanding of relevant ethical issues in a range of business contexts.
- KU5 Demonstrate an awareness and understanding of a variety of contemporary and prevalent issues and their impact upon the functions of organisations.

**Subject-specific and professional skills**

- SPS1 Develop an understanding of the frameworks, theories and principles of business leadership and management.
- SPS2 Demonstrate an ability to interpret financial data using financial procedures.

- SPS3 Develop an understanding of the role of entrepreneurs, businesses owners, leaders, and managers in society.
- SPS4 Develop an awareness of interpersonal skills in a personal and professional context.
- SPS5 Demonstrate an ability to engage in reflective practice for the purpose of professional development.

#### **Intellectual skills**

- IS1 Present data and information from a range of sources in order to make effective judgements about the challenges faced in business organisations.
- IS2 Demonstrate knowledge and understanding of scholarly frameworks and theories to seek solutions in specified organisational scenarios.
- IS3 Demonstrate the use of initiative to develop proposals for successful business outcomes.
- IS4 Utilise digital technology effectively and demonstrate the ability to write, discuss and present knowledge and understanding using appropriate academic conventions.

#### **Transferable skills**

- TS1 Communicate information, ideas, problems, and solutions using a variety of established business techniques.
- TS2 Demonstrate the ability to independently find, evaluate and use a wide range of information and data in specified contexts.
- TS3 Demonstrate an ability to evaluate arguments, assumptions, and abstract concepts in order to identify and address business problems.
- TS4 Demonstrate an understanding of responsible and ethical digital literacy and its application.
- TS5 Demonstrate an understanding of how numerical skills can be used to interpret data in order to make sound judgements in accordance with basic theories and concepts.

#### **In order to qualify for an Ordinary Degree (Level 6):**

- The student must meet the requirements as laid down in the [Regulations for Undergraduate Awards](#) (which is available from the University Website).

## SECTION C – STRUCTURE

21a	Structures, modes of delivery (eg FT/PT etc), levels, credits, awards, curriculum map of all modules (identifying core/option status, credits, pre or co-requisites) potential entry/exit points and progression/award requirements
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### September 2024 Cohort

#### Level 4 – 120 credits

Level 4	Semester 1	BUS41022 Organisational Environments and Behaviour (30 credits)	BUS41222 The New Professional (30 credits)
	Semester 2	BUS41122 Marketing Principles (30 credits)	BUS41322 An Introduction to Finance (30 credits)

#### Level 5 – 120 credits

The core learning outcomes for the level are delivered in 90c. The remaining 30c (15c per semester) can be used by students to opt out to undertake either: one Graduate Attribute (GA) Enhancement Module or a subject enhancement option module.

Level 5	Semester 1	BUS52022 Using Data for Information and Decision Making (15 credits)	BUS51922 Digital Marketing Strategies (15 credits)	BUS52922 Innovation and Creativity in Marketing (15 credits)	*BUS52222 CSR and Sustainability or GA Enhancement Module (15 credits)
	Semester 2	BUS52522 Managing Projects to Achieve Results (15 credits)	BUS53022 Consumer Behaviour and the Customer Experience (15 credits)	BUS52622 The Developing Professional (15 credits)	*BUS52422 Equality, Diversity, and Inclusion or GA Enhancement Module (15 credits)

*\*Learners that wish to submit their work to the CMI for consideration and mapping against the CMI Level 5 Diploma in Management and Leadership will be required to undertake both Subject Enhancement Modules at level*

5. Learners that opt to undertake Graduate Attribute Enhancement Modules at this level will forgo the opportunity to present their work to the CMI / achieve a CMI Level 5 Diploma in Management and Leadership.

### **Level 6 – 120 credits**

The core learning outcomes for the level are delivered in 90c. The remaining 30c (15c per semester) can be used by students to opt out to undertake either subject enhancement modules.

Level 6	Semester 1	BUS62422 Business Research Methods (15 credits)	BUS61722 Managing and Leading for Success (15 credits)	BUS62822 Brand Strategy and Management (15 credits)	BUS61922 Business Start-Up (15 credits)
	Semester 2	BUS62522 Capstone Project (30 credits)		BUS62922 Marketing in a Global Context (15 credits)	BUS62322 Social Innovation and Entrepreneurship (15 credits)

### **January 2025 Cohort**

#### **Level 4 – 120 credits**

The January 2025 intake of students join the programme in Semester two, and study the same Level 4 Semester 2 modules as those who enrolled in September. They undertake an additional semester between May to July.

Level 4	Semester 2	BUS41122 Marketing Principles (30 credits)	BUS41322 An Introduction to Finance (30 credits)
	Semester 3	BUS41022 Organisational Environments and Behaviour (30 credits)	BUS41222 The New Professional (30 credits)

### **Level 5 – 120 credits**

*The core learning outcomes for the level are delivered in 90c. The remaining 30c (15c per semester) can be used by students to opt out to undertake either: one Graduate Attribute (GA) Enhancement Module or a subject enhancement option module.*

Level 5	Semester 1	BUS52022 Using Data for Information and Decision Making (15 credits)	BUS51922 Digital Marketing Strategies (15 credits)	BUS52922 Innovation and Creativity in Marketing (15 credits)	*BUS52222 CSR and Sustainability or GA Enhancement Module (15 credits)
	Semester 2	BUS52522 Managing Projects to Achieve Results (15 credits)	BUS53022 Consumer Behaviour and the Customer Experience (15 credits)	BUS52622 The Developing Professional (15 credits)	*BUS52422 Equality, Diversity, and Inclusion or GA Enhancement Module (15 credits)

*\*Learners that wish to submit their work to the CMI for consideration and mapping against the CMI Level 5 Diploma in Management and Leadership will be required to undertake both Subject Enhancement Modules at level 5. Learners that opt to undertake Graduate Attribute Enhancement Modules at this level will forgo the opportunity to present their work to the CMI / achieve a CMI Level 5 Diploma in Management and Leadership.*

### **Level 6 – 120 credits**

*The core learning outcomes for the level are delivered in 90c. The remaining 30c (15c per semester) can be used by students to opt out to undertake either subject enhancement module.*

Level 6	Semester 1	BUS62422 Business Research Methods (15 credits)	BUS61722 Managing and Leading for Success (15 credits)	BUS62822 Brand Strategy and Management (15 credits)	BUS61922 Business Start-Up (15 credits)
	Semester 2	BUS62522 Capstone Project (30 credits)		BUS62922 Marketing in a Global Context (15 credits)	BUS62322 Social Innovation and Entrepreneurship (15 credits)

<b>21b</b>	<b>Module Structure</b>
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**Level 4**

Core Modules				
Code	Status	Module Title	Period (number)	No of credits
BUS41022	Mandatory	Organisational Environments and Behaviour	1	30
BUS41222	Mandatory	The New Professional	1	30
BUS41122	Mandatory	Marketing Principles	2	30
BUS41322	Mandatory	An Introduction to Finance	2	30

**Level 5**

Core Modules				
Code	Status	Module Title	Period (number)	No of credits
BUS51922	Mandatory	Digital Marketing Strategies	1	15
BUS52022	Mandatory	Using Data for Information and Decision Making	1	15
BUS52922	Mandatory	Innovation and Creativity in Marketing	1	15
BUS53022	Mandatory	Consumer Behaviour and the Customer Experience	2	15
BUS52522	Mandatory	Managing Projects to Achieve Results	2	15
BUS52622	Mandatory	The Developing Professional (Incorporating Placement)	2	15
Option Modules				
Code	Type	Module Title	Period (number)	No of credits
BUS52222	Subject Enhancement Module	CSR and Sustainability	1	15
BUS52422	Subject Enhancement Module	Equality, Diversity, and Inclusion	2	15

**Level 6**



Core Modules				
Code	Status	Module Title	Period (number)	No of credits
BUS62422	Mandatory	Business Research Methods	1	15
BUS61722	Mandatory	Managing and Leading for Success	1	15
BUS62822	Mandatory	Brand Strategy and Management	1	15
BUS62522	Mandatory	Capstone Project	2	30
BUS62922	Mandatory	Marketing in a Global Context	2	15
Option Modules				
Code	Type	Module Title	Period (number)	No of credits
BUS61922	Graduate Attributes Enhancement Module	Business Start-Up	1	15
BUS62322	Graduate Attributes Enhancement Module	Social Innovation and Entrepreneurship	2	15

## SECTION D - TEACHING, LEARNING AND ASSESSMENT

22	Curriculum Design
	<p>This programme has been designed to equip students with future-fit skills that will empower them to improve their lives and futures. The curriculum has been designed in line with the Subject Benchmark Statement for Business and aims to develop enquiring, critical and reflective students that respond well to challenge enabling them to contribute proactively to the world of private business, public or 'third' sector organisations, the main business and marketing related professions, self-employment, and the wider society within which businesses operate.</p> <p>At Level 4, students' study four distinctly varied 30-credit modules that give them a solid foundation for further study. As there is no pre-requisite to have studied Business previously, students are introduced to the concept of organisations and their environments and to developing their professional and specialist business and academic skills in Semester 1. In Semester 2, students study modules in Finance and Marketing and start to develop their understanding of the importance of each of these aspects to an organisation.</p> <p>At Levels 5 and 6, students study a diverse array of contemporary 15-credit business and marketing focussed modules and undertake a 30-credit Capstone Project at Level 6. Learners will be encouraged and supported (by their personal tutor(s)) to undertake their Capstone Project in an area related to Marketing, or a specialism that best reflects their career goals. Relevant commercial, transferable and research related skills are delivered progressively across the programme. Learning is scaffolded in line with the FHEQ level descriptors. Teaching, learning and assessment will be scheduled over two 12-week semesters within each year. In Semester 2 of Level 5, one week (30 hours) is dedicated to undertaking a work-placement as part of the module BUS52621. There will also be opportunities to undertake industry visits and an international field trip during the programme.</p> <p>The curriculum is action centred and challenges students 'to do' (business, marketing, and enterprise related activities). Core to the notion of 'doing' and acting is the spirit in which this activity should be 'done'. Students on the programme will be challenged to act in line with the ethos of the UN Sustainable Development Goals. The Sustainable Development Goals (SDGs) are a collection of 17 global goals designed to be a "blueprint to achieve a better and more sustainable future for all". Individual modules embed this ethos and furthermore task students to develop and participate in entrepreneurial based projects that empower people to transform opportunities into real, sustainable progress for themselves and their communities as part of Enactus (part of Enactus UK). Enactus UK supports students and young</p>

people across the country to engage in social action and social enterprise. Their mission in the UK is to be recognized as a leader in developing a national network of socially minded young leaders of the future who transform communities and society through real life social action and environmentally responsible enterprise. Enactus provides a platform for university students around the world to collaborate with one another in addition to business and academic leaders in the development of entrepreneurial based projects.

The curriculum is also reinforced by its commitment to uphold the United Nations Global Compact (UNGC). The ten principles focus on key global challenges in the areas of human rights, labour, the environment, and anti-corruption. As global citizens, BA (Hons) Business with Marketing students at Lincoln Bishop University will develop a global mindset to understand, appreciate and take appropriate local or international action in response to these global challenges.

The curriculum provides students with the opportunity to achieve Level 5 Chartered Management Institute credits and is accredited by the CMI. The curriculum has been mapped to the CMI Level 5 syllabus in Management and Leadership and students who successfully undertake all of the mapped modules will have the opportunity to present their work to the CMI for consideration against the CMI Level 5 Diploma in Management and Leadership. Learners that do not undertake all of the mapped modules will forgo the opportunity to achieve a CMI Diploma but may be awarded Credits that could result in the achievement of a Level 5 Award or Certificate in Management and Leadership. This will be at the discretion of the CMI.

All students will become studying members with the CMI upon their enrolment onto the BA (Hons) Business with Marketing and will therefore have the added benefit of accessing Management Direct resources and CMI events.

The CMI requires its members to abide by its code of conduct and practice:

1. Behave in an open, honest, and trustworthy manner.
2. Act in the best interests of your organisation, customers, clients and / or partners.
3. Continually develop and maintain professional knowledge and competence.
4. Respect the people with whom you work.
5. Uphold the reputation of the profession and the Institute.
6. Create a positive impact on society.

As CMI members, BA (Hons) Business with Marketing students are expected to adhere to this code during their time on the programme and the programme has been designed in such a way that it promotes this ethos. The registration and certification fees payable to the CMI are included within the course fee. No additional fee will be payable by the student.

The notion of the student as a professional commences with the 'The New Professional' module at Level 4 and students are actively tasked to develop their professional attributes across the programme. In the Level 5 module 'The Developing Professional', students shape their learning gain through identifying knowledge and skills gaps and identifying and pursuing strategies to reduce these gaps, building their professional and employability skills in preparation for the final year of the programme and life beyond their BA. Whilst there is a strong focus on the individual and their own development within these modules and across the programme there is also an equally strong focus on students working collaboratively to undertake group activities in formative settings. Students will also be challenged to come together to enact social change and from these experiences, students will develop an understanding of what it means to be both an individual member, team member and leader / manager within a team/ work environment. The curriculum therefore promotes the development of leadership management and team skills, all of which are key skills for Business with Marketing graduates.

The curriculum maps to the Lincoln Bishop University Graduate Attributes Award and further promotes the completion of the Graduate Attributes Excellence Award in the Level 5 module The Developing Professional.

The programme structure aligns to the development of Graduate attributes as follows:

1: Academic Literacies - students are enabled to develop academic literacy through engagement with evaluating and synthesizing original empirical research into their assignments. These skills are developed from the start of study at Level 4 with an increase in complexity in the types of sources used through the course of study. Additionally, assessments are specifically designed to support students in developing their academic competency, with levels of complexity increasing as the students' progress through the programme.

2: Global Citizenship – Students will develop a global perspective of Business through specific modules such as BUS62121 and BUS41021. Furthermore, as mentioned previously the curriculum is reinforced by its commitment to uphold the United Nations Global Compact (UNGC).

3: Information Literacy – Information literacy will be developed throughout the programme although specifically in modules BUSXXX and BUS52521 in which students will be required to independently search for academic sources through for example WorldCat and Google Scholar.

4: Digital Fluency – Assessments are designed to support students in developing digital fluency through a range of assessments including narrated digital storyboards, podcasts and through employing a commercial understanding of digital skills to produce a digital marketing plan in BUS51921. In addition, students will be encouraged through their studies to engage in online forums and discussion groups, Management Direct and CMI Webinars. The teaching team will also model the use of technology through session delivery as appropriate.

5: Employability – Employability is a key focus of the course, and a balance has been sought between creating a vocational course while meeting the demands of degree level study. As graduate attributes are embedded into all modules, it is anticipated that all students will develop the transferable skills necessary for employment / self-employment / portfolio careers. The modules BUS41321 and BUS52621 have been designed to build and enhance employability skills.

6: Being Enterprising – the course discipline coupled with the practical nature and characteristics of the course means that students are supported to develop creative problem-solving skills through directed independent learning. Enactus provides students the opportunity to engage in social action and enterprise and the Business Start-up module at Level 6 provides students with the opportunity to develop more commercially minded enterprise skills. Throughout the programme's students will be challenged to develop intrapreneurial and entrepreneurial competency.

<b>23</b>	<b>Learning and Teaching Strategies</b>
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Learning and teaching throughout the Business with Marketing degree programme, and across the Business subject area more generally, is aligned with the Learning, Teaching and Assessment Strategy which supports the University's aim 'to enable all students to achieve at the highest possible standard in their chosen field of study' with a commitment to 'support active and accessible learning'.

Teaching within the programme is delivered through a range of styles and methods including face to-face lectures, workshops, seminars, and tutorials and through the dynamic use of the University's VLE and other relevant digital tools such as MS Teams. Individual support is offered to all students on all modules through one-to-one tutorials, often focused on reinforcing understanding of topics and ensuring appropriate

preparation is being made for assignment tasks. Individuals are allocated project tutors to support them as required at Level 6.

Across the programme, students progressively develop more specific based subject knowledge and understanding through a diverse range of contemporary modules. During seminar and workshop activities students are encouraged to develop their subject knowledge and understanding, and to build subject specific and intellect skills by assembling evidence, presenting ideas, concepts, and findings, and constructing and defending arguments.

Interactive lectures and workshops sit at the core of Business teaching at Lincoln Bishop University. Whenever possible opportunities are taken to enhance learning and teaching using innovative practices and approaches, such as 'flipped' curricula, storyboarding, role-play, and group-based activities.

In addition, where relevant, the opportunity is taken to engage students with project based and experiential learning through specialist teaching, guest lectures and/or virtual and physical external visits. The majority of modules afford students with the opportunity to immerse themselves within the inner workings of organisations and students can expect to visit sites and organisations (virtually/ physically) that are diverse in nature\* ranging from an Amazon fulfilment centre, the Lincolnshire Co-operative head office, Siemens and Morgan Cars as additional opportunities to enhance learning and broaden the student academic experience (\*named organisations subject to change). Furthermore, within the second year of the programme students may have the opportunity (subject to viable numbers and the ability to take entrepreneurial action to self-fund) to undertake an international learning experience. As student numbers grow a wider variety of experiences may be provided although students may be required to self-select ones that are best suited to their overarching career plans as some trips / industry visits may be subject to maximum numbers.

Reflective Practice is encouraged and embedded throughout the programme and is core to student's professional development. Reflective practice encourages students to make sense and meaning from their experiences and transforms insights into practical strategies for personal growth and future impact. In line with the Chartered Institute of Personnel and Development (CIPD) definition on reflective practice, this approach deepens learning. Reflective practice throughout the duration of the programme may be captured and expressed in a variety of forms such as written spoken, or pictorial. Such reflections may be captured for formative or summative purposes.

<b>24</b>	<b>Assessment Strategies</b>
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Module assessments provide opportunities for students to acquire, develop and demonstrate knowledge and understanding, subject specific, intellectual, and transferable skills. A range of assessments are used which are relevant to the individual demands of the subject matter and enable students to participate in a varied and engaging educational experience. Assessments are used to appropriately test and encourage students to apply different areas of knowledge and demonstrate a wide range of skills. Innovative assessments that cater for an array of learning styles and preferences are a key feature of this programme.

Multi method weighted assessments form a key feature of the 30-credit modules at Level 4 (70:30 coursework: practical). At Levels 5 and 6 students are assessed by a single piece of assessment within each module. Across the programme the workload for students is also carefully managed through the effective scheduling of assessments and the use of a consistent rubric.

For written work at Level 4 a rubric of 2,000 words per 15 credits is applied. At Level 5, a rubric of 2,500 words per 15 credits is applied and at Level 6 a rubric of 3,000 words per 15 credits is applied. For practical work at Level 4 a rubric of 40 seconds per credit is applied. At Level 5, a rubric of 60 seconds per credit is applied and at Level 6 a rubric of 80 seconds per credit is applied.

Where practical assessment takes place, students are supported with skills development during taught sessions prior to delivery. This may include specialist digital input from the Centre for Enhancement in Learning and Teaching (CELT). CELT work closely with the programme team to support students to develop and enhance their digital and academic literacy throughout the programme.

Group work is not used as a summative assessment strategy although students can expect to work with others throughout the duration of their programme as noted in Section 22. Furthermore, formative assessment strategies will be employed throughout the programmes duration to monitor student learning and understanding, and to ensure that learners are in receipt of ongoing dialogue and feedback on their learning and progress. Learners will be engaged as partners in this process, and will develop skills such as self-assessment and peer-assessment.

Students' knowledge, skills and critical understanding of the subject will be assessed by a variety of methods as follows:

Module Code	Module Description	Credits	Year	Assessment and learning methods		
				Exam/Written	Practical	Coursework
				%	%	%

BUS41022	Organisational Environments and Behaviour	30	1		30	70
BUS41222	The New Professional	30	1		30	70
BUS41122	Marketing Principles	30	1		30	70
BUS41322	An Introduction to Finance	30	1		30	70
BUS51922	Digital Marketing Strategies	15	2			100
BUS52022	Using Data for Information and Decision Making	15	2			100
BUS52922	Innovation and Creativity in Marketing	15	2		100	
BUS52222	CSR and Sustainability	15	2		100	
BUS53022	Consumer Behaviour and the Customer Experience	15	2			100
BUS52422	Equality, Diversity, and Inclusion	15	2		100	
BUS52522	Managing Projects to Achieve Results	15	2			100
BUS52622	The Developing Professional (Incorporating Placement)	15	2		100	
BUS61722	Managing and Leading for Success	15	3			100
BUS62422	Business Research Methods	15	3			100
BUS61922	Business Start-Up	15	3		100	
BUS62522	Capstone Project	30	3			100
BUS62822	Brand Strategy and Management	15	3			100
BUS62922	Marketing in a Global Context	15	3			100
BUS62322	Social Innovation and Entrepreneurship	15	3		100	

### Indicative Assessment Strategy

Module Code	Module Title	Credits	Indicative Assessment Type and weighting	Indicative Assessment Loading	Indicative submission
BUS41022	Organisational Environments and Behaviour	30	Report	2800 words	70%
			Live presentation	6 minutes	30%
BUS41222	The New Professional	30	Portfolio	2800 words	70%
			Presentation	6minutes	30%
BUS41122	Marketing Principles	30	Portfolio	2800 words	70%



			Presentation of Marketing Plan to SME	6 minutes	30%
BUS41322	An Introduction to Finance	30	Report	2800 words	70%
			Presentation of Fact Sheet for Business	6 minutes	30%
BUS51922	Digital Marketing Strategies	15	Digital Marketing plan to outline the practical implementation of the overarching digital marketing strategy	2500 words	100%
BUS52022	Using Data for Information and Decision Making	15	Case Study based Project	2500 words	100%
BUS52922	Innovation and Creativity in Marketing	15	Portfolio	2500 words	100%
BUS52222	CSR and Sustainability	15	Narrated digital Storyboard	15 minutes	100%
BUS53022	Consumer Behaviour and the Customer Experience	15	Report	2500 words	100%
BUS52422	Equality, Diversity, and Inclusion	15	10 -minute TED style talk plus 5minute questioning	15 minutes	
BUS52522	Managing Projects to Achieve Results	15	Portfolio comprising essay & reflective piece	2500 words	100%
BUS52622	The Developing Professional (Incorporating Placement)	15	Practical skills showcase	15 minutes	100%
BUS61722	Managing and Leading for Success	15	Academic Essay	3000 words	100%
BUS62422	Business Research Methods	15	Project Proposal	3000 words	100%
BUS61922	Business Start-Up	15	15-minute Pitch plus 5 minutes questioning	20 minutes	100%
BUS62522	Capstone Project	30	Dissertation/ work-based project	6000 words	100%
BUS52421	Brand Strategy and Management	15	Report on Case study	3000 words	100%
BUS62922	Marketing in a Global Context	15	Academic Essay	3000 words	100%
BUS62322	Social Innovation and Entrepreneurship	15	Production of podcast	20 minutes	100%

<b>25</b>	<b>Inclusive Practice and Personal Development Planning</b>
	<p>The University provides a Student Advice service that assists students who have declared personal access needs. The Student Advice team work closely with the Business and Enterprise Programme Leader and wider team to identify specific actions to support effective learning and development for individuals who have declared personal access needs. The subject area takes an inclusive approach to all learning and teaching activities. Effective use is made of the VLE for learning and communication purposes. In addition, where appropriate, agreed alternative assessment tasks and time-limits are provided according to individual access needs. (See: Code of Practice for the Assessment of Students, and Code of Practice for Students with Access Needs).</p> <p>All BA (Hons) Business with Marketing students are assigned a Personal Tutor for the duration of their degree programme. Personal Tutors, and Module Tutors strive to support individual students' needs and to make any reasonable adjustments that students may require. The Business and Enterprise team are confident in escalating concerns where required and with supporting students in accessing additional support, whether academic or welfare related.</p> <p>The University provides all students with access to a personalised on-line 'Development and Career Plan' (DCP). This enables students to identify career goals and construct actions plans to achieve them. In collaboration with their Personal Tutor and the Careers and Employability services team, students can reflect on their academic progress and assessment results, engage with the Graduate Attributes framework and the Graduate Attributes Excellence Award, and evidence additional academic and professional achievements. As CMI studying members students are encouraged to engage with ongoing professional development activities and to log their commitment to this in their DCP.</p>
<b>26</b>	<b>Technology Enhanced Learning</b>
	<p>The University's virtual learning environment is used throughout the programme with every module having a relevant course area. The course areas are used to provide information on the schedule of teaching, announcements, and an extensive volume of supporting materials. These include reading materials that are continually reviewed and enhanced by module leaders in conjunction with the business subject librarian. Included within the Library Systems are access to journals and specific subject related learning resources. Module specific elements are laid down within individual modules. Links to on-line digital resources podcasts and videos are also provided through the VLE. In addition, students also have access to CMI Management Direct resources through their student membership.</p>

Lectures, seminars, and workshops use technology to support and enhance learning and students can expect to use a variety of digital applications. Students will also benefit from the digital expertise and resources of Lincolnshire Open Research and Innovation Centre (LORIC). Visiting speakers may make virtual guest appearances and students may experience virtual industry visits via live links. In addition, tutorials may be facilitated virtually through online applications.

## **27 Work-related Learning and/or Placement**

This programme has been designed with action at its core with the intention being to equip students with future-fit skills that will empower them to improve their lives and futures. Opportunities for work-related learning arise at all levels within the programme through the core curriculum design. The opportunity to undertake a work placement occurs in the Level 5 module The Developing Professional. These work-related learning experiences seek to enhance students' subject specific skills, knowledge and understanding, intellectual and transferable skills' (see: Code of Practice for Work-based Learning).

The work placement occurs during the second semester at Level 5. Students are responsible for identifying their own placement provider although they may seek assistance from BG Futures. Once a student has identified a placement provider the module tutor supports the student (with appropriate support from the Placement Office), in completing the necessary paperwork as required by the University and, where required, the provider. International trips (which will be self-funded by individual learners) and industry visits will be arranged on behalf of students in conjunction with other stakeholder organisations.

## **28 Employability**

Lincoln Bishop University has a strong reputation for developing highly skilled, sought-after, employable graduates. The Business and Enterprise team are committed to developing employable graduates and the curriculum has been designed to enhance employability at all levels of study. Employability is seen as an intrinsic aspect of all degree programmes offered by the University and Graduate Attributes are embedded within each undergraduate programme. The Business and Enterprise team, pride themselves on being able to assist students acquire the skills they need to foster their initiative and creativity as responsible global citizens.

The Business and Enterprise team and BG Futures have strong links with a wide range of businesses, through our local Growth Hub, Chamber of Commerce, CMI networks, Federation of Small Business (FSB) membership, Enactus and work-based apprentices. Through working with employers and key stakeholders

this programme has been designed to equip students with future-fit skills that will empower them to improve their lives and futures.

While employers are not directly involved in providing substantive programme content, relevant individuals are engaged to provide specific guest lectures and live Business based learning experiences. As student numbers increase, the programme team, along with BG Futures will work with connected stakeholders from the business community to source relevant experiences. Furthermore, BG Futures will prepare and assist students to find and undertake a high-quality work-based learning experience. As business and apprenticeship provision grows at Lincoln Bishop University, the programme team will continue to foster positive working relationships with both apprentices, their mentors, and organisations to build a community of connected and engaged stakeholders that will support Business and Enterprise programmes and activities at Lincoln Bishop University. This community will be encouraged to support BA Students with guest lectures, work placements, the provision of live project briefs and coaching and mentoring. A commitment to levelling up and engaging with organisations to drive social mobility has been made by the programme team and this approach and ethos will be core to developing the Business and Enterprise provision and a wider network of engaged, committed, and connected stakeholders.

Wherever relevant, the programme level Learning Outcomes that describe 'Transferable Skills' are embedded within specific module level Learning Outcomes. Consequently, such generic employability-related skills are often reflected in assignment tasks.

A range of employment opportunities exist for Business graduates. Jobs directly related to this programme include:

- Actuarial analyst
- Arbitrator
- Business adviser
- Business analyst
- Business development manager
- Chartered management accountant
- Corporate investment banker
- Data analyst
- Data scientist
- Forensic accountant

- Insurance underwriter
- Management consultant
- Project manager
- Risk manager
- Stockbroker
- Supply chain manager

Jobs where a Business degree would be useful include:

- Construction manager
- Costs lawyer
- Environmental engineer
- External auditor
- Human resources officer
- Logistics and distribution manager
- Marketing executive
- Mortgage adviser
- Retail manager
- Sales executive
- Systems analyst
- Urban designer

## SECTION E - PROGRAMME MANAGEMENT

29	<b>Programme Specific Admission Requirements</b>
	<p>Applicants will normally need 96-112 UCAS tariff points (from a maximum of four Advanced Level qualifications) to join the BA (Hons) Business with Marketing. Lincoln Bishop University welcomes a range of qualifications that meet this requirement, such as A/AS Levels, BTEC, Access Courses, International Baccalaureate (IB), Cambridge Pre-U, Extended Project etc. This list is not exhaustive, and applicants should explore the range of qualifications in the UCAS tariff that they can use to apply.</p> <p>Potential students in possession of alternative qualifications, transferable credits, or relevant experience will be invited to apply through the University's RPL processes. Lincoln Bishop University encourages applications from mature students and recognise that their experience or qualifications are likely to be different. Candidates with other entry qualifications and experience are welcome. The Admissions Team advise on their equivalence to the standard entry qualifications. Formal reference should also be made to the Code of Practice for the Admission of Students.</p>
30	<b>Programme Specific Management Arrangements</b>
	<p><u>General</u></p> <p>The programme is managed through the Faculty, led by the Programme Leader for Business and Enterprise, and supported by Module Leaders and lecturers. Programme Leaders report to the Head of Programmes and are supported by the staff of the Faculty Administration Office. An additional level of oversight and line-management is provided by the Pro Vice-Chancellor (Students).</p> <p>The quality of the programme is overseen by the Academic Enhancement Committee, which institutionally reports to the University's Senate. Yearly reviews of programme quality and delivery are conducted by Programme Leaders (Annual Monitoring Reports) which are informed by module evaluations, student and staff feedback, External Examiners comments and the Learning and Teaching Strategy. Targets for year-on-year development are set and effected to enhance programme delivery.</p> <p><u>Professional, Regulatory &amp; Statutory Bodies</u></p> <p>The Programme Leader for Business and Enterprise is the Centre Lead for all CMI courses at Lincoln Bishop University. Students will be registered with the CMI in semester 1 of Level 4 and will be registered onto the relevant mapped professional qualification at level 5. Students will become active CMI members and will have the opportunity to benefit from full membership of the professional body. Throughout the course</p>

students will build an e-portfolio on the VLE to present their marked mapped assignments to the External Examiner from the CMI. The CMI will be notified via the CMI Hub once students have completed their portfolios and at that point external examination will proceed. The responsibility for uploading the mapped work to an individual e-portfolio is the responsibility of the individual learner. Successful completion of a Lincoln Bishop University module does not necessarily mean that this module will be accepted by the CMI. The CMI reserve the right to refer learner work in order for learners to submit addendums if/ where required. Once the CMI External confers the qualification upon the student the certificates will be sent to the University. The Faculty Administration Office will record the achievement of each student and distribute the certificates to students.

### **31 Staff Responsibilities**

#### General

All staff delivering within the subject area are suitably qualified to teach the modules that comprise the BA (Hons) Business with Marketing programme though staff specialise in their areas of interest and expertise. The delivery team are committed to developing, maintaining, and documenting their professional skills through ongoing CPD.

Permanent members of the Business and Enterprise Team will act as designated module leaders and personal tutors whilst visiting tutors are employed to support module delivery. Module Tutors develop a teaching schedule based on the requirements of the related-module specification. Prior to the start of the semester of delivery, Module Tutors devise assessment tasks and draw-up Assignment Briefs that align with the module's Learning Outcomes and approved assessment type(s) and weighting(s). These are reviewed by the Programme Leader, Head of Programmes and External Examiner, and are made available through the VLE. Marking is undertaken in line with the University's Code of Practice for the Assessment of Students and the Guidance on Marking and Moderation.

All students are assigned a Personal Tutor during the first semester of their first year and retain that tutor through to graduation. Where possible each level of the BA (Hons) Business with Marketing is assigned the same personal tutor.

#### Professional, Regulatory & Statutory Bodies

All permanent staff are expected to have teaching qualifications or to have recognition as fellows or senior fellows of the Higher Education Academy (HEA).

All permanent members of the Business and Enterprise Team have corporate CMI membership and are personally responsible for keeping their details up to date with the CMI. Staff will be responsible for becoming familiar with the mapped CMI programme and for ensuring that Lincoln Bishop University module assignments map as defined by the mapping document for the CMI unit.

### **32 Programme Specific Academic Student Support**

All students within the subject area are assigned a Personal Tutor for the duration of their course. This is in addition to the support provided by the Module Leaders and course tutors. Students are closely monitored and supported during the first semester of their Level 4 experience. The Business and Enterprise Team take steps to ensure students are appropriately academically equipped to pursue the programme of study, this is delivered through several subject-embedded study skills development sessions as well as University level enhancement sessions supported by staff of the Centre for Enhancement in Learning and Teaching (CELT) and the library. If subject area academic staff feel it is necessary, they signpost students toward additional support, whether academic or welfare related.

### **33 Programme Specific Student Evaluation**

The Programme complies with current institutional evaluation policies. Through the Students' Union Representative Feedback System (RFS), a formal procedure has been established to enable students to contribute to the enhancement of the programme through their elected Student Representative.

Students' views and ideas for improvements are important to us and there are a number of opportunities for students to contribute feedback and ideas to the University to help to improve the learning experience. These opportunities include:

- ✓ Class representation
- ✓ Module feedback surveys
- ✓ Lincoln Bishop University Student Satisfaction Survey



# SECTION F – MAPPING

## MAP I

### ASSESSMENT /OUTCOMES MAP

Module Name	Programme Outcomes for Level 4																		
	K&U1	K&U2	K&U3	K&U4	K&U5	SPS1	SPS2	SPS3	SPS4	SPS5	IS1	IS2	IS3	IS4	TS1	TS2	TS3	TS4	TS5
BUS41022 Organisational Environments and Behaviour	X	X		X	X			X			X	X	X	X	X	X	X		
BUS41222 The New Professional	X	X		X	X	X		X	X	X				X		X		X	
BUS41122 Marketing Principles	X		X								X	X	X	X	X	X	X		X
BUS41322 An Introduction to Finance	X			X			X				X	X	X	X	X	X			X

Module Name	Programme outcomes for Level 5																		
	K&U1	K&U2	K&U3	K&U4	K&U5	SPS1	SPS2	SPS3	SPS4	SPS5	IS1	IS2	IS3	IS4	TS1	TS2	TS3	TS4	TS5
BUS51922Digital Marketing Strategies	X	X	X	X		X	X		X		X	X	X	X	X	X	X		
BUS52022Using Data for Information and Decision Making	X	X	X	X		X	X				X	X	X	X	X	X	X	X	X
BUS52922Innovation and Creativity in Marketing	X		X	X	X	X				X	X	X	X	X		X	X		
BUS52222CSR and Sustainability	X	X		X	X	X		X			X			X	X	X			
BUS53022Consumer Behaviour and the Customer Experience	X		X	X	X	X					X	X	X	X	X	X	X		X

BUS52422 Equality, Diversity, and Inclusion	X	X		X	X			X			X	X	X	X	X	X			
BUS52522Ma naging Projects to Achieve Results	X	X	X	X	X	X					X	X	X	X	X	X	X	X	X
BUS52622  The Developing Professional (Incorporatin g Placement)	X	X		X				X	X	X				X	X	X		X	

Module Name	Programme outcomes for Level 6																		
	K&U1	K&U2	K&U3	K&U4	K&U5	SPS1	SPS2	SPS3	SPS4	SPS5	IS1	IS2	IS3	IS4	TS1	TS2	TS3	TS4	TS5
BUS61722  Managing and leading for success	X	X		X	X	X		X	X		X			X	X	X	X	X	
BUS62422 Business	X	X		X	X	X				X	X	X	X	X	X	X	X	X	

Research Methods																			
BUS61922 Business Start-Up	X	X	X	X	X		X	X			X	X	X	X	X	X	X	X	X
BUS62522 Capstone Project	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
BUS62822 Brand Strategy and Management	X		X	X	X	X			X	X		X	X	X	X	X	X	X	X
BUS62922 Marketing in a Global Context	X		X	X	X	X			X	X		X	X	X	X	X	X	X	X
BUS62322 Social Innovation and Entrepreneurship	X	X	X	X	X			X	X		X			X	X	X		X	

## SECTION G

### MAP 2

#### Graduate Attribute Mapping

Please indicate (with a X) which of the Graduate Attributes that you have considered and where they are considered within the course.

Attribute	Programme outcomes																		
	K&U1	K&U2	K&U3	K&U4	K&U5	SPS1	SPS2	SPS3	SPS4	SPS5	IS1	IS2	IS3	IS4	TS1	TS2	TS3	TS4	TS5
Academic Literacies	X	X	X	X	X	X	X	X			X	X	X	X	X	X	X	X	X
Global Citizenship		X		X	X			X	X	X	X	X	X				X		X
Information Literacy		X				X	X	X			X	X	X	X	X	X	X	X	X
Digital Fluency		X	X								X	X	X	X				X	X
Employability		X		X	X	X		X	X	X	X	X	X	X	X	X	X		X
Being Enterprising		X	X		X	X		X	X			X	X	X			X		

#### Graduate Attributes

- GA1. [Academic Literacies](#) This covers the range of academic skills that you develop through undertaking university-level study.
- GA2. [Global Citizenship](#) This is about understanding the global context in which you live, study and work
- GA3. [Information Literacy](#) This is about being able to search for, locate, utilise and manage information effectively and ethically
- GA4. [Digital Fluency](#) These are the skills and practices of using digital technology effectively for learning, working and participating in society
- GA5. [Employability](#) This is all about how best to support you in developing the knowledge, skills, behaviours and attitudes which will enable you to be successful in work and life
- GA6. [Being Enterprising](#) This can be defined as a set of behaviours, attitudes and skills which allow both individuals and groups to create positive change through creativity and innovation

NB the above align to the Employability outcomes on the module specifications

<http://www.bishopq.ac.uk/student/careers/graduate-attributes/Pages/default.aspx>

# SECTION H

## MAP 3

### Approved Modifications to Programme Specification since Approval/Last Review

The following log provides a cumulative of minor and major modifications made to the Programme Specification since its approval/last review.

QASA Reference	Brief Outline of Light/Minor Modification/ Major Modification <i>(Light/Minor - include level &amp; title of modules &amp; a brief description of modification)</i> <i>(Major - include details of change such as new routes, pathways etc)</i>	Date of QASA Approval (or event)	Approval effective from:	Details of cohort of students who will be affected by the modification <i>(eg students entering Level 5 from September 2016 onward)</i>
v1.1	Desktop Review to include additional entry point (January 2025) for single international cohort.	18.12.2024	January 2025	Single cohort of international students entering programme in Sept 2025.
v1.1	Programme title amended following UEG approval	28.07.2025	1 September 2026	L4 cohort

# SECTION I

## MAP 4

### Mapping of PSRB requirements against the Programme

The following should be used as a guide to identify and specify all PSRB requirements that have to be met in order to qualify a learner against the PSRB.

	PSRB Name/Standard:					
	PSRB Requirement <i>Please details requirement of PSRB here</i>	PSRB Requirement <i>Please details requirement of PSRB here</i>	PSRB Requirement <i>Please details requirement of PSRB here</i>	PSRB Requirement <i>Please details requirement of PSRB here</i>	PSRB Requirement <i>Please details requirement of PSRB here</i>	PSRB Requirement <i>Please details requirement of PSRB here</i>
Met?						
Modules Identified in:						
Evidence of Requirement met						
Location of PSRB Approval Document						