

PROGRAMME SPECIFICATION

Course record information

Name and level of final award:	BA (Hons) Business Management BA (Hons) Business Management - Accounting BA (Hons) Business Management - Economics BA (Hons) Business Management - Entrepreneurship BA (Hons) Business Management - Finance & Financial Services BA (Hons) Business Management - Human Resource Management BA (Hons) Business Management - Business International Business BA (Hons) Business Management - Law BA (Hons) Business Management - Marketing BA (Hons) Business Management - Operations & Supply Chain Management BA (Hons) Business Management/Pathway (Part-time) .
Name and level of intermediate awards:	BA Business Management Diploma of Higher Education in Business Management Certificate of Higher Education in Business Management
Awarding body/institution:	University of Westminster
Status of awarding body/institution:	Recognised Body
Location of delivery:	Marylebone Campus, London, UK
Language of delivery and assessment:	English
Course/programme leader:	Philip Sainter
Course URL:	Please see final page
Mode and length of study:	Full-time and part-time. All full-time degrees 3 years (or 4 years if optional work placement or study abroad year included). Full-time generally September start with some

direct entrants on January start; part-time 4 to 6 years with September start.

University of Westminster course code:	MGBSMGS MGASMGA MGESMGE MGNSMGN MGFSMGS BMHSBMH MGISMGI MGLSMGL MGMSMGM MGOSMGO
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JACS code:	N100
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UCAS code:	N900 NN24 NL21 N291 N294 NN26 NN21 NN22 NN26 N202
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QAA subject benchmarking group:	General business and management (2007)
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Professional body accreditation:	Standard exemptions from CIM, ACCA, CIMA, SII, CIPD to be sought; additional exemptions may be available on specific pathways.
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Date of course validation/review:	2009/2010
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Date of programme specification:	May 2012
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Admissions requirements:

Normal entry requirements for Year 1 are expected to be:

- 280 UCAS points (equivalent to BBC at A2, DMM at BTEC National Diploma);
- or any other equivalent achievement in certified awards such as: the Scottish Certificate of Education at Higher Grade; the Irish Leaving Certificate; Certificates issued by overseas awarding bodies deemed as being equivalent to those normally accepted for University entrance;
- or International Baccalaureate 28 points;
- or Access course with overall Merit profile.

+ GCSE Mathematics and English at grade C or equivalent.

Key skills and General Studies A2 will be viewed as a part of the candidate's overall application but will not normally be a qualification for entry.

The equivalence of qualifications from outside the UK will be determined according to guidance from NARIC (National Academic Information Centre).

All entrants who do not have English as their first language are normally expected to have a qualification in English Language usage equivalent to IELTS 6.0 (minimum of 5.5 in each component) or above

There may be the opportunity to apply for direct entry to Year 2 (Level 5) for candidates who have already achieved the equivalent of 120 UK (60 ECTS) credits at Level 4 from a degree course or relevant vocational or professional qualification from a UK or overseas institution. Similarly applications are considered for direct entry to Year 3 (Level 6) for candidates who have also already achieved the equivalent of 120 UK (60 ECTS) credits at Level 5. The applicant's claim for Accreditation of Prior Certified Learning (APCL) must show that they have not only met the credit requirements above but have also successfully met the relevant learning outcomes and reached an appropriate standard in subjects which are pre-requisite for effective progress through the subsequent levels of the course.

Every applicant who is judged to be academically suitable will be considered for admission. For applicants with a disability or long-term medical condition (including mental health), reasonable adjustments will be made where practicable in the light of the assessment of student need by the University's Disabilities Service in discussion with the relevant academic Department.

Aims of the course

The course seeks to provide an academic experience with a strong emphasis on development of the business knowledge, skills and capabilities appropriate to the rapidly changing global, cultural and technological business environment. The course aims to develop an enquiring, critical and reflective approach to ideas and issues, enabling successful graduates to contribute proactively to: the world of private business; to public or 'third' sector organisations; to the main business-related professions; to self-employment; and to the wider society within which businesses operate.

The Course aims to:

- provide a coherent study of business organisations and their management
- develop the knowledge, skills and capabilities graduates require to respond proactively and creatively to the challenges of the contemporary business environment
- develop a range of intellectual, professional attributes and transferable skills that will enable graduates to gain employment and then to add value to a business organisation and to the knowledge economy
- foster an enquiring, critical and reflective approach to ideas and issues in a range of organisations and sectors
- provide students with the opportunity to specialize in a functional area of business within a broad, analytical and integrated business context
- provide students with an opportunity to undertake a period of supported internship or study abroad
- equip graduates with the knowledge, understanding and academic skills to continue to post-graduate study

Employment and further study opportunities

Today's organisations need graduates with both good degrees and skills relevant to the workplace, ie employability skills. The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses
- Opportunities for part-time work, placements and work-related learning activities are widely available to students
- Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision

Staff are provided with up-to-date data on labour market trends and employers' requirements which will inform the service delivered to students.

The labour market is undergoing rapid and fundamental change. The drivers of this change are: economic, technological, political and environmental. The future world of work will demand people who can respond to and participate in change. It will require more flexibility in patterns of employment with individuals taking responsibility for their own career development; with many developing their own business or consultancy.

Businesses increasingly operate with teams of specialists, so require people who can communicate effectively and can interact effectively within a team recognising and supporting leadership, being proactive in leadership, negotiating, and managing conflict. Businesses also rely on people who can work independently and remotely, using technology to overcome the traditional constraints of location, time and national boundaries. Graduates of these degrees are well equipped to meet these challenges.

Westminster Business School (WBS) is 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 in the School and development of essential graduate attributes is embedded in the keystone modules BKEY401 Professional Competences, BKEY501 Business Research and Professional Practice and BKEY601 Strategic Perspectives. The Business Management core modules emphasise themes of: creativity, innovation, using one's initiative, dealing with ambiguity and risk management.

WBS has introduced the opportunity for all students to undertake an optional work placement to add value to the student experience. Each student will be allocated a Personal & Professional Development Tutor (PPDT) in their first year who will not only provide tutorial guidance with an attitude of care and interest in the individual from the start of Welcome Week but will work with the student to identify, develop and articulate their employability skills in their Personal Development Plan which will be closely linked to activities in keystone modules. The aim is to lead to a quality internship or work placement and future graduate employment. There is also a designated team of advisors in the Business Experience & International Team (BEIT) who have effective links with industry and will support the student to find a relevant placement.

WBS graduates are equipped to follow a variety of careers in the private, public and not-for-profit sectors. Past graduates have found successful employment as: management trainee, banking, trainee accountant, equity analyst, Human Resource Manager, recruitment consultant, retail manager, marketing trainee, market research assistant, advertising trainee, PR assistant, sales promotion executive, trainee brand manager, global brand assistant.

Increasing numbers of students progress to further study on graduation: either taking professional qualifications (in accountancy, financial services, marketing, HR for example) for which exemptions may be available; or proceed to a specialist Masters degree in a relevant discipline.

Learning outcomes

Learning outcomes are statements on what successful students have achieved as the result of learning. These threshold statements of achievement are linked to the knowledge, understanding and skills that a student will have gained on successfully completing a course.

Learning Outcomes

Knowledge and understanding	<p>In order to progress from Level 4 to Level 5, the student should be able to:</p>	<p>In order to progress from Level 5 to Level 6, the student should be able to:</p>	<p>On successful completion of the programme, the student should be able to:</p>
	<ul style="list-style-type: none"> • describe and use personal and technological communication methods • use quantitative analysis to present information and solve business problems • explore and critically evaluate economic concepts through authentic problem-based learning • understand the impact of law on business relationships and show an awareness of ethical issues in relation to personal beliefs and values • <i>understand the key aspects of the performance of people in organisations in relation to own experience</i> • <i>understand the underpinning principles and current practice of Marketing and apply them to business problems</i> • <i>prepare and use financial information</i> 	<ul style="list-style-type: none"> • map the terrain of professional and career choice • apply management research methods • <i>integrate theory and practice by demonstrating how resources (financial and human) are secured, integrated, allocated and effectively managed to meet organisational objectives</i> • <i>critically examine the inter-relationships between market positioning and the management of operations to deliver value to customers within performance constraints</i> • <i>critique, from a user perspective, budgetary techniques to improve planning and ensure financial control</i> • <i>analyze and manage risk factors within a business project</i> 	<ul style="list-style-type: none"> • possess a cross-cultural perspective on the operational and strategic position of organisations • critically examine contemporary issues influencing business thinking and behaviour • critically evaluate alternative policies and strategies a company may adopt to meet stakeholder needs and minimise risk within changing internal and external environments

Professional Working Skills & Attributes		<p><i>Business awareness</i></p> <ul style="list-style-type: none"> describe the major functional areas of business show an awareness of ethical issues in own studies and relate these to personal values 	<p><i>Business awareness</i></p> <ul style="list-style-type: none"> apply theory to integrated business practice evaluate the impact of business on the wider social environment in relation to general ethical perspectives 	<p><i>Business awareness</i></p> <ul style="list-style-type: none"> critique theoretical frameworks and apply to practice critique and apply, personal corporate and professional responsibility
Key Transferable Skills	People Skills & Attributes	<p><i>Communication</i></p> <ul style="list-style-type: none"> communicate effectively in an appropriate format in a clear and concise manner using a range of communication tools and with structured and coherent arguments <p><i>Teamwork & Leadership</i></p> <ul style="list-style-type: none"> work effectively in a group on a given task meeting obligations to other group members recognise, support or be proactive in leadership 	<p><i>Communication</i></p> <ul style="list-style-type: none"> communicate effectively in an appropriate medium and style with regard to audience and desired effect <p><i>Teamwork & Leadership</i></p> <ul style="list-style-type: none"> interact effectively within a group, allocating tasks, receiving and giving information and ideas, and modifying responses where necessary to achieve team goals take responsibility for the direction and action of a group reflect on the group outcome and process to improve personal performance 	<p><i>Communication</i></p> <ul style="list-style-type: none"> engage in debate in a professional manner, using communication to persuade and convince <p><i>Teamwork & Leadership</i></p> <ul style="list-style-type: none"> work effectively as a member of a team, negotiating in a professional manner and managing conflict build a shared understanding of team goals continually reflect on the group process to improve personal and group effectiveness

	Learning and Study Skills & Attributes	<p><i>Cognitive</i></p> <ul style="list-style-type: none"> • demonstrate factual knowledge • structure a coherent argument with conclusions linked to evidence <p><i>Information literacy</i></p> <ul style="list-style-type: none"> • access and use a given range of information tools including the internet <p><i>Numeracy</i></p> <ul style="list-style-type: none"> • collect numerical data from a range of defined sources, perform simple explorations to solve a range of given problems <p><i>Information for decision-making</i></p> <ul style="list-style-type: none"> • apply given business tools accurately under direction to a well-defined problem and begin to appreciate the complexity of the issues <p><i>Research</i></p> <ul style="list-style-type: none"> • collect and collate information in an appropriate manner 	<p><i>Cognitive</i></p> <ul style="list-style-type: none"> • select and apply the major business theories in a practical context <p><i>Information literacy</i></p> <ul style="list-style-type: none"> • access, collect and analyse self-determined quantitative and qualitative information for effective use <p><i>Numeracy</i></p> <ul style="list-style-type: none"> • use quantitative information to verify and extend existing theory <p><i>Information for decision-making</i></p> <ul style="list-style-type: none"> • assess the reliability and validity of quantitative information • use a range of established techniques to initiate and undertake critical analysis of information • adopt multiple perspectives to identify key elements of real-life problems and select appropriate methods/tools for their resolution <p><i>Research</i></p> <ul style="list-style-type: none"> • critically review current research and critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make own judgements 	<p><i>Cognitive</i></p> <ul style="list-style-type: none"> • critically analyse theories, concepts and problems • formulate a complex argument within a theoretical and contextual framework • challenge received opinion and use own criteria and judgement <p><i>Information for decision-making</i></p> <ul style="list-style-type: none"> • evaluate options within the limitation of imperfect and incomplete information • develop appropriate criteria to identify a range of solutions to a complex problem and use decision-making in unpredictable contexts <p><i>Research</i></p> <ul style="list-style-type: none"> • develop and implement own research strategy, working with a minimum of guidance • critically review those aspects of current research relevant to self-determined research topic
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	Self Management Skills & Attributes	<i>Personal Awareness and Career Management</i> <ul style="list-style-type: none"> • manage and prioritise own study time in order to meet deadlines • explore and reflect on personal capabilities as defined in the personal development planning process 	<i>Personal Awareness and Career Management</i> <ul style="list-style-type: none"> • evaluate own strengths and weaknesses • identify career opportunities and critically assess own skills and attributes against requirements for future employment • reflect on outcomes, processes, the experience of others and personal experience to improve performance 	<i>Personal Awareness and Career Management</i> <ul style="list-style-type: none"> • initiate own activity, plan and manage own time effectively • manage own personal development • translate own strengths into evidence for personal marketability for employment
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Learning, teaching and assessment methods

Approach

Within a broader concern to improve the student experience the Business Management programme of courses emphasises **active** student learning such as seminars, workshops, problem-based, authentic and blended learning to promote student learning and engagement rather than a lecturer-led approach, where the focus tends to be on the transmission of knowledge from 'expert' to note-taking student 'learner'. However, within this overarching approach, there is recognition that the use of a template for all modules at all levels is not appropriate so the guiding principle is that of fitness for purpose. We believe that assessment should be used to both measure student achievement *and* to promote student learning and engagement. In addition, the rich mix of students' previous experiences will develop their cultural sensitivity and consequently empower them to work in a variety of cultural contexts.

Each 15 UK credit (7.5 ECTS credit) module is based upon a nominal total student learning time of 150 hours which includes staff facilitated learning and independent learning including, on-line support.

In summary, the learning, teaching and assessment strategy of the course will develop the students' intellectual abilities; their knowledge; their powers of creativity; analysis, synthesis and evaluation; and their transferable skills. The strategy reflects an appropriate balance between broadening and deepening their academic knowledge and developing practical business skills.

Level 4

Learning

At Level 4, the key aims are to effectively manage the transition to higher education, with all its attendant demands and expectations, and to motivate and engage first year students in the study of business. The two 30 credit year-long Keystone modules (taken by all students and representing one-half of the first year programme) have adopted an enquiry-based pedagogy – using case and problem-based learning – as a means for students to access both the necessary contextual knowledge and to develop essential competences for the world of work and to underpin further study. These integrated, cross-disciplinary modules (BKEY401 Professional Competences and BKEY402 Business Context) have been designed to increase the authenticity of the learning environment. These modules introduce the notion of learning as being based on enquiry and research. Further emphasis is placed on enhancing the first year experience by front-loading the support from personal tutoring with BKEY401 Professional Competences learning activities actively supported by a Personal & Professional Development Tutor (PPDT). Students are encouraged to engage actively in their own learning and to reflect on their learning and development needs through their personal development planning which is integrated into this module. Other Level 4 Business Management core modules, which have been designed to provide the subject-specific knowledge and skills necessary to progress successfully to more advanced study at Level 5, also embody significant elements of collaborative and active learning.

Certain weeks have been designated by the University as primarily for guided independent learning. The purpose of these weeks is to encourage students to work on their own, adopting enquiry-led approaches to their learning and become self-aware about their learning capabilities. To ensure a coherent student experience, the Guided Independent Study weeks for all Level 4 modules will be Learning Weeks 6 and 12.

Teaching

The teaching will foster the forms of learning indicated above and follows the University's guidelines on student-centred, active learning. The methods of delivery vary to reflect the learning outcomes of the module: for example, the Keystone module BKEY401 Professional Competences is delivered in two-hour sessions to allow the use of activity-based learning, closely linked to individual reflection and supported by the personal and professional development tutoring system which will run in parallel. The learning activities in this and other Keystone modules will be experienced in a range of situations such as seminars, workshops, group discussion, group presentations, debates, individual research, peer feedback, online group discussions, online learning, online self-assessments and podcasts of key lectures.

Students will be cohorted (scheduled to attend sessions with other students on the same degree course) across the Keystone modules at Level 4. Experience has shown that this promotes social cohesion, improves student engagement and retention, and allows contextualisation of learning activities.

Knowledge and understanding of a subject is often developed through lectures and seminars. In the Business Management core modules, weekly keynote lectures of 1- 1½ hours address the main theoretical aspects and are linked to seminar/workshop activities of 1½ hours with groups of no more than 25 students. This group size allows for the use of activity-based learning and individual reflection. The seminars/workshops encompass a range of business related activities and provide the opportunity for students to reflect on theory and its application to contemporary business practice. Where appropriate, students will be encouraged to work in groups, to test their own ideas against their peers in order to develop their own understanding. Such activities also help them to develop the skills of group and team work required in the world of business.

Diagnostic assessment of language, numeracy, IT and academic writing skills as part of the induction process will help underpin subsequent support in these areas and begin to develop appropriate learning habits.

Assessment

At Level 4, in the Keystone modules, there is now an explicit focus on formative assessment early in the programme to allow students to make informed judgements on their work (in an HE setting), to provide a more constructive framework for feedback ('feed-forward') and to reduce the assessment burden.

Level 5

Learning

During Level 5, students begin to take more responsibility for their own learning and to develop practical and applied awareness of the challenges and issues of the contemporary business world. Although there is more emphasis on knowledge acquisition here than at Level 4, in line with the greater intellectual maturity of students at this stage in their academic careers, it is the (critical) application of this knowledge to develop a 'systematic understanding' of business that is crucial. This includes a willingness to engage with 'real-world' complexity and uncertainty. In the year-long 30-credit Keystone module (BKEY501 Business Research and Professional Practice), which represents one-quarter of the second year, students are divided into small learning sets to undertake a substantial piece of business research. The research process itself provides the structure for students to acquire relevant investigative skills, to work in teams and to reflect on and evaluate their own learning and professional (and personal) development. The module helps prepare students for final-year studies or other pieces of independent research as well as enhancing employability skills in preparation for an optional placement or study abroad year.

In addition to the Keystone module, those students on the Business Management degree also undertake the integrated study of core business disciplines and may choose to follow a specialist pathway or remain on a more general programme of study.

Teaching

The Keystone module will consist of a small number of initial keynote lectures to introduce concepts and issues with 1½ hour seminars using activity-based learning, closely linked to individual reflection supported by the personal and professional development tutoring system which will run in parallel.

The integrated Business Management core modules are taught using keynote lectures to introduce subject specific knowledge and seminars where students will work in groups to develop practical business models and to apply their knowledge to practical situations using case-studies, business simulations, in-tray exercises, etc.

Assessment

In the Level 5 Keystone module, emphasis is placed on enhancing students' self-evaluative ability with peer review of work in progress on research strategies used to encourage critical review. Transferable skills may be developed also through extra-curricular activities including work experience, student representative work, and social and cultural activities and these are recorded and assessed through a personal development portfolio.

The ability to work under pressure and to comply with deadlines is seen as part of a business education. Some of the Business Management core modules and many electives use unseen written examinations or problem-based exercises to assess the acquisition of professional knowledge and intellectual skills.

Level 6

Learning

At Level 6, there is an expectation that students, through a self-directed approach, will be able to engage proactively with their own learning and understand how their learning relates to that of others. The final year Keystone 30-credit, year-long module (BKEY601 Strategic Business Perspectives) builds on and synthesizes the knowledge and skills developed at Level 4 and Level 5 in order for students to pull together their (contested) understandings of business and business activities, in often ambiguous or uncertain settings. This module uses small business 'teams' to explore 'real-world' case studies reflecting important business issues or problems and, in the process, helps to further enhance student employability. A key learning approach is the use of a web-based business simulation which requires student teams to apply their acquired knowledge and skills – and to manage any conflicts that arise – in an international, competitive strategic context.

The final year also requires students to undertake an extended piece of independent research and writing of some form. For the generic Business Management degree and for most students on the specialist pathways, this will be a 15 credit, structured investigation based around a particular business 'theme'. There will be the opportunity for the more academically able student on a specialist pathway to undertake a self-directed dissertation: either a 30-credit one requiring primary and secondary research; or a 15-credit one based mainly on literature. This independent research provides a valuable foundation for both employment and postgraduate study in terms of evidencing the student's development of self-motivation, the ability to prioritise time and resources in order to meet deadlines, to deal with pressure effectively, to apply their own informed perspective, and to prepare a cogent analysis based on clearly articulated evidence.

Students on the Business Management degree will either undertake further in-depth study of a particular specialist pathway or select modules from across several disciplines to integrate their learning across different contexts.

Teaching

The focus at Level 6 is on the student. At Level 6, students are provided with opportunities to learn through group analysis of case-studies and work related materials. They will be expected to identify information required to meet module learning outcomes, then to research and present this for the benefit of themselves and the group.

When lectures are used, for example in the Keystone module, they will be split between keynote lectures to introduce concepts and issues and a series of lectures by visiting speakers from industry.

Assessment

Recognising that a business course needs to assess students' ability to work with others, group work has been incorporated into the Level 6 Keystone module. However, it has been identified from research on past students that, although the ability to work in a group is valuable in future employment, the derivation of fair, individual assessment marks is regarded highly by most students. Therefore all modules will incorporate individual assessment elements that have the same or higher overall weighting than the group assessments. Peer-assessment and negotiated activities will be incorporated in the assessment for some option modules. Many options will use unseen written examinations or problem-based exercises to assess the acquisition of knowledge and intellectual skills to reflect the assessment methods used by the relevant professional body in order to promote professional body recognition and exemptions.

Course structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Undergraduate students study 120 UK (60 ECTS) credits per year.

Modules are divided into:

Keystone modules taken by all students in the Westminster Business School Undergraduate programme and have been designed to develop the key transferable skills expected of a business management graduate.

Core modules are ones that must be undertaken by all students on the Business Management course.

Pathway core modules are those which provide the necessary underpinning for specialist study.

Pathway options are option modules related to a specific pathway.

Programme options include:

- the pathway cores
- the pathway options
- the general contextual option modules

Level 4 options provide the opportunity to improve basic skills such as numeracy and literacy or broaden study by trying something new. Level 5 options allow students to broaden their study or specialize. Level 6 options present the student with an opportunity to specialise in

order to explore and develop their work in relation to commercial and professional standards and provide a launch pad for their future career plans.

Free modules, of which a student may take a maximum of 15 UK credits in a year, may be chosen from the programme options or from the Westminster electives (which are modules from the whole University) subject to availability, pre-requisite requirements and coherence with the student's personal study programme. Students may also choose to commence the study of a foreign language alongside their business modules (and take this through to the final year), thereby adding further value to their degrees.

BA (Hons) Business Management

Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
BKEY401	Professional Competences	Keystone	30	15
BKEY402	Business Context	Keystone	30	15
BBUS401	Perspectives on Organisations	Core	15	7.5
BBUS402	Principles of Marketing	Core	15	7.5
BBUS403	Financial Information	Core	15	7.5
Max 1 from:				
BEQM400	Numeracy Skills for Business (subject to pre-arrival screening)	Option	15	7.5
1LAN401	Writing for Academic Success (subject to pre-arrival screening)	Option	15	7.5
BBIM404	Web Development	Option	15	7.5
BBIM405	Online Entertainment Management	Option	15	7.5
BEQM402	London Economy	Option	15	7.5
BEQM403	Business of Sport	Option	15	7.5
BHRM401	Role of the Manager	Option	15	7.5
BMKT401	Consumer Behaviour	Option	15	7.5
	WBS UG Programme or Westminster electives	Option	15	7.5
Award of Certificate of Higher Education available				
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
BKEY501	Business Research & Professional Practice	Keystone	30	15
BBUS501	Financial & Human Resource Management in Organisations	Core	15	7.5
BBUS502	Making Management Decisions	Core	15	7.5
BBUS503	Value Creation for Customers	Core	15	7.5
Min 2, max 3 from:				
	Programme Options	Option	30-45	15-22.5
Max 1 from:				
	Westminster electives	Option	15	7.5
Award of Diploma of Higher Education available				
The opportunity is available to take an optional work placement or study abroad year				
Credit Level 6				
Module code	Module title	Status	UK credit	ECTS
BKEY601	Strategic Perspectives	Keystone	30	15
BBUS601	Current Themes in Business	Core	15	7.5
Min 4, max 5 from:				
	Programme Options	Option	60-75	30-50
Max 1 from:				
	Westminster electives	Option	15	7.5
Award of BA available				
Award of BA Honours available.				

Please note: Not all option modules will necessarily be offered in any one year.

BA (Hons) Business Management - Accounting

Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
BKEY401	Professional Competences	Keystone	30	15
BKEY402	Business Context	Keystone	30	15
BBUS401	Perspectives on Organisations	Core	15	7.5
BBUS402	Principles of Marketing	Core	15	7.5
BBUS403	Financial Information	Core	15	7.5
Max 1 from:				
BEQM400	Numeracy Skills for Business (subject to screening)	Option	15	7.5
1LAN401	Writing for Academic Success (subject to screening)	Option	15	7.5
BBIM404	Web Development	Option	15	7.5
BBIM405	Online Entertainment Management	Option	15	7.5
BEQM402	London Economy	Option	15	7.5
BEQM403	Business of Sport	Option	15	7.5
BHRM401	Role of the Manager	Option	15	7.5
BMKT401	Consumer Behaviour	Option	15	7.5
	WBS UG Programme or Westminster electives	Option	15	7.5
Award of Certificate of Higher Education available				
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
BKEY501	Business Research & Professional Practice	Keystone	30	15
BBUS501	Financial & Human Resource Management in Organisations	Core	15	7.5
BBUS502	Making Management Decisions	Core	15	7.5
BBUS503	Value Creation for Customers	Core	15	7.5
BFBL501	Management Accounting 2	Pathway core	15	7.5
Min 1, max 2 from:				
BFBL502	Legal Aspects of Business	Option	15	7.5
BFBL504	Audit Principles & Practice	Option	15	7.5
BFBL510	Financial Reporting & Analysis	Option	15	7.5
Max 1 from:	WBS UG Programme or Westminster electives	Option	15	7.5
Award of Diploma of Higher Education available				
The opportunity is available to take an optional work placement or study abroad year				
Credit Level 6				
Module code	Module title	Status	UK credit	ECTS
BKEY601	Strategic Perspectives	Keystone	30	15
BBUS601	Current Themes in Business; or	Core	15	7.5
BBUS612	# Dissertation; or		15	7.5
BBUB613	# Major Project		30	15
	# subject to 60% average in Level 5 + 60% in BKEY501			
BFBL601	Advanced Management Accounting	Pathway core	15	7.5
Min 2, max 3 from:				
BFBL609	Advanced Audit Principles and Practice	Option	15	7.5
BFBL611	Corporate Finance	Option	15	7.5
BFBL612	Financial Strategy and Management	Option	15	7.5
BFBL613	Taxation	Option	15	7.5
BFBL615	Company Law	Option	15	7.5
Max 1 from:	WBS UG Programme or Westminster electives	Option	15	7.5
Award of BA available				
Award of BA Honours available.				

Please note: Not all option modules will necessarily be offered in any one year.

The professional accountancy bodies all have a similar knowledge base within the foundation stage of their courses. The specialisms are normally developed towards the final stage of the professional course. Our modules will prepare you well for entry into any of the Accountancy bodies. All modules have learning outcomes with an aim of producing graduates who are both professional and reflective

in their decision making and problem solving skills. As far as the exemptions from the examinations of these bodies are concerned, you should gain exemptions for their foundation level papers. The exact exemptions will depend on the accounting body and the choices you have made at both level 5 and level 6.

All professional bodies update their syllabi regularly and hence it is difficult to pin point the exact exemptions for each body. Taking ACCA as an example, you might gain exemptions from the foundation papers and the following:

ACCA paper (as at March 2011)	Exemptions <u>may</u> be possible on the basis of:
F4 Corporate & Business Law	BFBL502 Legal Aspects of Business + BFBL615 Company Law
F5 Performance Management	BFBL501 Management Accounting 2 + BFBL601 Advanced Management Accounting
F6 Taxation	BFBL613 Taxation
F8 Audit & Assurance	BFBL504 Audit Principles & Practice + BFBL609 Advanced Audit Principles & Practice
F9 Financial Management	BFBL611 Corporate Finance + BFBL612 Financial Strategy & Management

BA (Hons) Business Management - Economics

Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
BKEY401	Professional Competences	Keystone	30	15
BKEY402	Business Context	Keystone	30	15
BBUS401	Perspectives on Organisations	Core	15	7.5
BBUS402	Principles of Marketing	Core	15	7.5
BBUS403	Financial Information	Core	15	7.5
Max 1 from:				
BEQM400	Numeracy Skills for Business (subject to screening)	Option	15	7.5
1LAN401	Writing for Academic Success (subject to screening)	Option	15	7.5
BBIM404	Web Development	Option	15	7.5
BBIM405	Online Entertainment Management	Option	15	7.5
BEQM402	London Economy	Option	15	7.5
BEQM403	Business of Sport	Option	15	7.5
BHRM401	Role of the Manager	Option	15	7.5
BMKT401	Consumer Behaviour	Option	15	7.5
	WBS UG Programme or Westminster electives	Option	15	7.5
Award of Certificate of Higher Education available				
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
BKEY501	Business Research & Professional Practice	Keystone	30	15
BBUS501	Financial & Human Resource Management in Organisations	Core	15	7.5
BBUS502	Making Management Decisions	Core	15	7.5
BBUS503	Value Creation for Customers	Core	15	7.5
BEQM504	Principles of Economics	Pathway core	15	7.5
BEQM503	Principles of Statistics	Pathway core	15	7.5
Min 1 from:				
BFBL502	Legal Aspects of Business	Option	15	7.5
BFBL504	Audit Principles & Practice	Option	15	7.5
BFBL510	Financial Reporting & Analysis	Option	15	7.5
	WBS UG Programme or Westminster electives	Option	15	7.5
Award of Diploma of Higher Education available				
The opportunity is available to take an optional work placement or study abroad year				
Credit Level 6				
Module code	Module title	Status	UK credit	ECTS
BKEY601	Strategic Perspectives	Keystone	30	15
BBUS601	Current Themes in Business; or	Core	15	7.5
BBUS612	# Dissertation; or		15	7.5
BBUB613	# Major Project		30	15
	# subject to 60% average in Level 5 + 60% in BKEY501			
BEQM603	Applied Economics	Pathway core	15	7.5
Min 2, max 3 from:				
BEQM605	Business Forecasting (pre-req BEQM503)	Option	15	7.5
BEQM606	Behavioural Economics	Option	15	7.5
BEQM607	International Economics	Option	15	7.5
BEQM608	Development Economics	Option	15	7.5
BEQM609	Environmental Economics	Option	15	7.5
BEQM610	Labour Economics	Option	15	7.5
BEQM611	Economics of Culture, Media and Entertainment	Option	15	7.5
Max 1 from:	WBS UG Programme or Westminster electives	Option	15	7.5
Award of BA available				
Award of BA Honours available.				

Please note: Not all option modules will necessarily be offered in any one year.

BA (Hons) Business Management – Entrepreneurship

Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
BKEY401	Professional Competences	Keystone	30	15
BKEY402	Business Context	Keystone	30	15
BBUS401	Perspectives on Organisations	Core	15	7.5
BBUS402	Principles of Marketing	Core	15	7.5
BBUS403	Financial Information	Core	15	7.5
Max 1 from:				
BEQM400	Numeracy Skills for Business (subject to screening)	Option	15	7.5
1LAN401	Writing for Academic Success (subject to screening)	Option	15	7.5
BBIM404	Web Development	Option	15	7.5
BBIM405	Online Entertainment Management	Option	15	7.5
BEQM402	London Economy	Option	15	7.5
BEQM403	Business of Sport	Option	15	7.5
BHRM401	Role of the Manager	Option	15	7.5
BMKT401	Consumer Behaviour	Option	15	7.5
	WBS UG Programme or Westminster electives	Option	15	7.5
Award of Certificate of Higher Education available				
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
BKEY501	Business Research & Professional Practice	Keystone	30	15
BBUS501	Financial & Human Resource Management in Organisations	Core	15	7.5
BBUS502	Making Management Decisions	Core	15	7.5
BBUS503	Value Creation for Customers	Core	15	7.5
BMKT510	Developing Practical Entrepreneurial Ideas	Pathway core	15	7.5
Min 1, max 2 from:				
BFBL513	Social Enterprise	Option	15	7.5
BLDE502	Entrepreneurial Leadership	Option	15	7.5
BMKT502	Marketing Research	Option	15	7.5
Max 1 from: WBS UG Programme or Westminster electives				
Award of Diploma of Higher Education available				
The opportunity is available to take an optional work placement or study abroad year				
Credit Level 6				
Module code	Module title	Status	UK credit	ECTS
BKEY601	Strategic Perspectives	Keystone	30	15
BBUS601	Current Themes in Business; or	Core	15	7.5
BBUS612	# Dissertation; or		15	7.5
BBUS613	# Major Project		30	15
BMKT614	Entrepreneurship Project	Pathway core	30	15
Min 1, max 2 from:				
BBIM613	Online Social Entrepreneurship	Option	15	7.5
BFBL616	Consumer Protection	Option	15	7.5
BMKT609	Personal Selling & Sales Management	Option	15	7.5
BMKT612	Small Business and Guerrilla Marketing (not in 2012/13)	Option	15	7.5
BMKT615	Entrepreneurship Theory to Practice	Option	15	7.5
BMKT616	Intrapreneurship for SMEs	Option	15	7.5
Max 1 from: WBS UG Programme or Westminster electives				
Award of BA available				
Award of BA Honours available.				

Please note: Not all option modules will necessarily be offered in any one year.

BA (Hons) Business Management – Finance & Financial Services

Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
BKEY401	Professional Competences	Keystone	30	15
BKEY402	Business Context	Keystone	30	15
BBUS401	Perspectives on Organisations	Core	15	7.5
BBUS402	Principles of Marketing	Core	15	7.5
BBUS403	Financial Information	Core	15	7.5
Max 1 from:				
BEQM400	Numeracy Skills for Business (subject to screening)	Option	15	7.5
1LAN401	Writing for Academic Success (subject to screening)	Option	15	7.5
BBIM404	Web Development	Option	15	7.5
BBIM405	Online Entertainment Management	Option	15	7.5
BEQM402	London Economy	Option	15	7.5
BEQM403	Business of Sport	Option	15	7.5
BHRM401	Role of the Manager	Option	15	7.5
BMKT401	Consumer Behaviour	Option	15	7.5
	WBS UG Programme or Westminster electives	Option	15	7.5
Award of Certificate of Higher Education available				
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
BKEY501	Business Research & Professional Practice	Keystone	30	15
BBUS501	Financial & Human Resource Management in Organisations	Core	15	7.5
BBUS502	Making Management Decisions	Core	15	7.5
BBUS503	Value Creation for Customers	Core	15	7.5
BFBL509	Strategic Financial Management	Pathway core	15	7.5
Min 1, max 2 from:				
BFBL502	Legal Aspects of Business	Option	15	7.5
BFBL508	Behavioral Finance	Option	15	7.5
BFBL510	Financial Reporting & Analysis	Option	15	7.5
BFBL513	Social Enterprise	Option	15	7.5
Max 1 from:	WBS UG Programme or Westminster electives	Option	15	7.5
Award of Diploma of Higher Education available				
The opportunity is available to take an optional work placement or study abroad year				
Credit Level 6				
Module code	Module title	Status	UK credit	ECTS
BKEY601	Strategic Perspectives	Keystone	30	15
BBUS601	Current Themes in Business; or	Core	15	7.5
BBUS612	# Dissertation; or		15	7.5
BBUB613	# Major Project		30	15
	# subject to 60% average in Level 5 + 60% in BKEY501			
BFBL607	Investment Analysis & Strategy	Pathway core	15	7.5
Min 2, max 3 from:				
BFBL604	Corporate Governance and Regulation	Option	15	7.5
BFBL620	International Banking	Option	15	7.5
BFBL621	International Capital Market Law and Financial Services	Option	15	7.5
BFBL622	Personal Finance	Option	15	7.5
Max 1 from:	WBS UG Programme or Westminster electives	Option	15	7.5
Award of BA available				
Award of BA Honours available.				

Please note: Not all option modules will necessarily be offered in any one year.

BA (Hons) Business Management – Human Resource Management

Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
BKEY401	Professional Competences	Keystone	30	15
BKEY402	Business Context	Keystone	30	15
BBUS401	Perspectives on Organisations	Core	15	7.5
BBUS402	Principles of Marketing	Core	15	7.5
BBUS403	Financial Information	Core	15	7.5
Max 1 from:				
BEQM400	Numeracy Skills for Business (subject to screening)	Option	15	7.5
1LAN401	Writing for Academic Success (subject to screening)	Option	15	7.5
BBIM404	Web Development	Option	15	7.5
BBIM405	Online Entertainment Management	Option	15	7.5
BEQM402	London Economy	Option	15	7.5
BEQM403	Business of Sport	Option	15	7.5
BHRM401	Role of the Manager	Option	15	7.5
BMKT401	Consumer Behaviour	Option	15	7.5
	WBS UG Programme or Westminster electives	Option	15	7.5
Award of Certificate of Higher Education available				
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
BKEY501	Business Research & Professional Practice	Keystone	30	15
BBUS501	Financial & Human Resource Management in Organisations	Core	15	7.5
BBUS502	Making Management Decisions	Core	15	7.5
BBUS503	Value Creation for Customers	Core	15	7.5
BHRM501	Organisational Analysis & Behaviour	Pathway core	15	7.5
Min 1, max 2 from:				
BHRM502	Corporate Social Responsibility	Option	15	7.5
BHRM503	Employment European Dimension	Option	15	7.5
BHRM504	Equality & Diversity in Employment	Option	15	7.5
BHRM505	Sociology of Work & Industry	Option	15	7.5
BHRM506	Understanding Employment Relations	Option	15	7.5
BLDE502	Entrepreneurial Leadership	Option	15	7.5
BLDE503	Professional experience in a business context	Option	15	7.5
BLDE504	Work Psychology	Option	15	7.5
Max 1 from: WBS UG Programme or Westminster electives				
Award of Diploma of Higher Education available				
The opportunity is available to take an optional work placement or study abroad year				
Credit Level 6				
Module code	Module title	Status	UK credit	ECTS
BKEY601	Strategic Perspectives	Keystone	30	15
BBUS601	Current Themes in Business; or	Core	15	7.5
BBUS612	# Dissertation; or		15	7.5
BBUB613	# Major Project		30	15
BHRM601	Human Resource Management	Pathway core	15	7.5
Min 2, max 3 from:				
BHRM602	Business Flexicurity and the New Europe	Option	15	7.5
BHRM603	Employee Reward	Option	15	7.5
BHRM604	Management For the International Manager	Option	15	7.5
BHRM605	Managing Change: A Human Resource Management approach	Option	15	7.5
BHRM606	Managing the Employment Relationship	Option	15	7.5
BHRM607	The Reality of Work Cultures in the Modern Economy	Option	15	7.5
BLDE601	Assessment at Work	Option	15	7.5
BLDE602	Human Resource Development	Option	15	7.5
BLDE603	The Psychology of Coaching and Mentoring	Option	15	7.5
BLDE604	Psychological and Psycho-Analytical Aspects of Individual and group behaviour	Option	15	7.5

BLDE605	The Social Psychology of Organisations	Option	15	7.5
BLDE606	Cultural Differences & People Management	Option	15	7.5
BFBL618	Principles of Employment Law	Option	15	7.5
Max 1 from:	WBS UG Programme or Westminster electives	Option	15	7.5
Award of BA available				
Award of BA Honours available.				

Please note: Not all option modules will necessarily be offered in any one year.

BA (Hons) Business Management – International Business

Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
BKEY401	Professional Competences	Keystone	30	15
BKEY402	Business Context	Keystone	30	15
BBUS401	Perspectives on Organisations	Core	15	7.5
BBUS402	Principles of Marketing	Core	15	7.5
BBUS403	Financial Information	Core	15	7.5
Max 1 from:				
BEQM400	Numeracy Skills for Business (subject to screening)	Option	15	7.5
1LAN401	Writing for Academic Success (subject to screening)	Option	15	7.5
BBIM404	Web Development	Option	15	7.5
BBIM405	Online Entertainment Management	Option	15	7.5
BEQM402	London Economy	Option	15	7.5
BEQM403	Business of Sport	Option	15	7.5
BHRM401	Role of the Manager	Option	15	7.5
BMKT401	Consumer Behaviour	Option	15	7.5
	WBS UG Programme or Westminster electives	Option	15	7.5
Award of Certificate of Higher Education available				
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
BKEY501	Business Research & Professional Practice	Keystone	30	15
BBUS501	Financial & Human Resource Management in Organisations	Core	15	7.5
BBUS502	Making Management Decisions	Core	15	7.5
BBUS503	Value Creation for Customers	Core	15	7.5
BMKT506	Global Markets	Pathway core	15	7.5
Min 1, max 2 from:				
BEQM506	The Global Economy	Option	15	7.5
BEQM507	The European Business Environment	Option	15	7.5
BHRM503	Employment: European Dimension	Option	15	7.5
BMKT507	Principles of International Marketing	Option	15	7.5
Max 1 from: WBS UG Programme or Westminster electives				
Award of Diploma of Higher Education available				
The opportunity is available to take an optional work placement or study abroad year				
Credit Level 6				
Module code	Module title	Status	UK credit	ECTS
BKEY601	Strategic Perspectives	Keystone	30	15
BBUS601	Current Themes in Business; or	Core	15	7.5
BBUS612	# Dissertation; or		15	7.5
BBUB613	# Major Project		30	15
	# subject to 60% average in Level 5 + 60% in BKEY501			
BFBL608	International Trade and Finance Law	Pathway core	15	7.5
Min 2, max 3 from:				
BBIM604	International Strategic Project Management	Option	15	7.5
BEQM607	International Economics	Option	15	7.5
BFBL619	European Union Law	Option	15	7.5
BFBL620	International Banking	Option	15	7.5
BFBL621	International Capital Market Law and Financial Services	Option	15	7.5
BHRM602	Business Flexicurity and the New Europe	Option	15	7.5
BHRM604	Comparative International Management	Option	15	7.5
BLDE606	Cultural Differences & People Management	Option	15	7.5
BMKT604	Cross-Cultural Studies for Marketing	Option	15	7.5
BMKT605	International Marketing Planning & Practice	Option	15	7.5
Max 1 from: WBS UG Programme or Westminster electives				
Award of BA available				
Award of BA Honours available.				

Please note: Not all option modules will necessarily be offered in any one year.

BA (Hons) Business Management – Law

Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
BKEY401	Professional Competences	Keystone	30	15
BKEY402	Business Context	Keystone	30	15
BBUS401	Perspectives on Organisations	Core	15	7.5
BBUS402	Principles of Marketing	Core	15	7.5
BBUS403	Financial Information	Core	15	7.5
Max 1 from:				
BEQM400	Numeracy Skills for Business (subject to screening)	Option	15	7.5
1LAN401	Writing for Academic Success (subject to screening)	Option	15	7.5
BBIM404	Web Development	Option	15	7.5
BBIM405	Online Entertainment Management	Option	15	7.5
BEQM402	London Economy	Option	15	7.5
BEQM403	Business of Sport	Option	15	7.5
BHRM401	Role of the Manager	Option	15	7.5
BMKT401	Consumer Behaviour	Option	15	7.5
	WBS UG Programme or Westminster electives	Option	15	7.5
Award of Certificate of Higher Education available				
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
BKEY501	Business Research & Professional Practice	Keystone	30	15
BBUS501	Financial & Human Resource Management in Organisations	Core	15	7.5
BBUS502	Making Management Decisions	Core	15	7.5
BBUS503	Value Creation for Customers	Core	15	7.5
BFBL502	Legal Aspects of Business	Pathway core	15	7.5
Min 1, max 2 from:				
BFBL511	Law & Media in the Information Age	Option	15	7.5
BFBL512	Alternatives to Litigation	Option	15	7.5
Max 1 from:	WBS UG Programme or Westminster electives	Option	15	7.5
Award of Diploma of Higher Education available				
The opportunity is available to take an optional work placement or study abroad year				
Credit Level 6				
Module code	Module title	Status	UK credit	ECTS
BKEY601	Strategic Perspectives	Keystone	30	15
BBUS601	Current Themes in Business; or	Core	15	7.5
BBUS612	# Dissertation; or		15	7.5
BBUB613	# Major Project		30	15
	# subject to 60% average in Level 5 + 60% in BKEY501			
BFBL608	International Trade and Finance Law	Pathway core	15	7.5
Min 2, max 3 from:				
BFBL615	Company Law	Option	15	7.5
BFBL616	Consumer Protection	Option	15	7.5
BFBL617	Corporate Rescue	Option	15	7.5
BFBL618	Principles of Employment Law	Option	15	7.5
BFBL619	European Union Law	Option	15	7.5
BFBL621	International Capital Market Law and Financial Services	Option	15	7.5
Max 1 from:	WBS UG Programme or Westminster electives	Option	15	7.5
Award of BA available				
Award of BA Honours available.				

Please note: Not all option modules will necessarily be offered in any one year.

BA (Hons) Business Management – Marketing

Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
BKEY401	Professional Competences	Keystone	30	15
BKEY402	Business Context	Keystone	30	15
BBUS401	Perspectives on Organisations	Core	15	7.5
BBUS402	Principles of Marketing	Core	15	7.5
BBUS403	Financial Information	Core	15	7.5
Max 1 from:				
BEQM400	Numeracy Skills for Business (subject to screening)	Option	15	7.5
1LAN401	Writing for Academic Success (subject to screening)	Option	15	7.5
BBIM404	Web Development	Option	15	7.5
BBIM405	Online Entertainment Management	Option	15	7.5
BEQM402	London Economy	Option	15	7.5
BEQM403	Business of Sport	Option	15	7.5
BHRM401	Role of the Manager	Option	15	7.5
BMKT401	Consumer Behaviour	Option	15	7.5
	WBS UG Programme or Westminster electives	Option	15	7.5
Award of Certificate of Higher Education available				
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
BKEY501	Business Research & Professional Practice	Keystone	30	15
BBUS501	Financial & Human Resource Management in Organisations	Core	15	7.5
BBUS502	Making Management Decisions	Core	15	7.5
BBUS503	Value Creation for Customers	Core	15	7.5
BMKT502	Marketing Research	Pathway core	15	7.5
Min 1, max 2 from:				
BMKT503	Brands & Branding	Option	15	7.5
BMKT504	Product Portfolio Management	Option	15	7.5
BMKT505	Distribution & Retail	Option	15	7.5
BMKT506	Global Markets	Option	15	7.5
BMKT507	Principles of International Marketing	Option	15	7.5
BMKT508	Marketing Communication Theory	Option	15	7.5
BMKT509	Advertising	Option	15	7.5
Max 1 from:	WBS UG Programme or Westminster electives	Option	15	7.5
Award of Diploma of Higher Education available				
The opportunity is available to take an optional work placement or study abroad year				
Credit Level 6				
Module code	Module title	Status	UK credit	ECTS
BKEY601	Strategic Perspectives	Keystone	30	15
BBUS601	Current Themes in Business; or	Core	15	7.5
BBUS612	# Dissertation; or		15	7.5
BBUS613	# Major Project		30	15
	# subject to 60% average in Level 5 + 60% in BKEY501			
BMKT601	Marketing Management	Pathway core	15	7.5
BMKT602	Marketing Planning/Strategy	Pathway core	15	7.5
BMKT603	Marketing Communications	Pathway core	15	7.5
Min 1 from:				
BMKT604	Cross-Cultural Studies for Marketing	Option	15	7.5
BMKT605	International Marketing Planning & Practice	Option	15	7.5
BMKT606	PR & Sales Promotion	Option	15	7.5
BMKT607	Direct & Digital Age Marketing	Option	15	7.5
BMKT609	Personal Selling & Sales Management	Option	15	7.5
BMKT610	Services Marketing	Option	15	7.5
BMKT611	Retailing	Option	15	7.5
BMKT612	Small Business and Guerrilla Marketing (not in 2012/13)	Option	15	7.5
BMKT613	Ethics in Marketing	Option	15	7.5

	WBS UG Programme or Westminster electives	Option	15	7.5
Award of BA available Award of BA Honours available.				

Please note: Not all option modules will necessarily be offered in any one year.

BA (Hons) Business Management – Operations & Supply Change Management

Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
BKEY401	Professional Competences	Keystone	30	15
BKEY402	Business Context	Keystone	30	15
BBUS401	Perspectives on Organisations	Core	15	7.5
BBUS402	Principles of Marketing	Core	15	7.5
BBUS403	Financial Information	Core	15	7.5
Max 1 from:				
BEQM400	Numeracy Skills for Business (subject to screening)	Option	15	7.5
1LAN401	Writing for Academic Success (subject to screening)	Option	15	7.5
BBIM404	Web Development	Option	15	7.5
BBIM405	Online Entertainment Management	Option	15	7.5
BEQM402	London Economy	Option	15	7.5
BEQM403	Business of Sport	Option	15	7.5
BHRM401	Role of the Manager	Option	15	7.5
BMKT401	Consumer Behaviour	Option	15	7.5
	WBS UG Programme or Westminster electives	Option	15	7.5
Award of Certificate of Higher Education available				
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
BKEY501	Business Research & Professional Practice	Keystone	30	15
BBUS501	Financial & Human Resource Management in Organisations	Core	15	7.5
BBUS502	Making Management Decisions	Core	15	7.5
BBUS503	Value Creation for Customers	Core	15	7.5
BBIM501	Operations Management	Pathway core	15	7.5
Min 1, max 2 from:				
BBIM502	Project Management	Option	15	7.5
BBIM504	Information Management	Option	15	7.5
BMKT505	Retail & Distribution	Option	15	7.5
Max 1 from:	WBS UG Programme or Westminster electives	Option	15	7.5
Award of Diploma of Higher Education available				
The opportunity is available to take an optional work placement or study abroad year				
Credit Level 6				
Module code	Module title	Status	UK credit	ECTS
BKEY601	Strategic Perspectives	Keystone	30	15
BBUS601	Current Themes in Business; or	Core	15	7.5
BBUS612	# Dissertation; or		15	7.5
BBUB613	# Major Project		30	15
	# subject to 60% average in Level 5 + 60% in BKEY501			
BBIM615	Supply Chain Management (<i>subject to validation</i>)	Pathway core	15	7.5
Min 2, max 3 from:				
BBIM603	Business Process Management (2013/14)	Option	15	7.5
BBIM614	Procurement (2013/14)	Option	15	7.5
BBIM616	Service Design Management (<i>subject to validation</i>)	Option	15	7.5
BBIM603	Business Process Management (2013/14)	Option	15	7.5
Max 1 from:	WBS UG Programme or Westminster electives	Option	15	7.5
Award of BA available				
Award of BA Honours available.				

Please note: Not all option modules will necessarily be offered in any one year.

Academic regulations

The BA (Hons) Business Management degree and its intermediate awards operate in accordance with the University's Academic Regulations and the *Framework for Higher Education Qualifications in England, Wales and Northern Ireland* published by the Quality Assurance Agency for Higher Education (QAA) in 2008.

All students should make sure that they access a copy of the current edition of the general University handbook called Essential Westminster, which is available at westminster.ac.uk/essential-westminster. The following regulations should be read in conjunction with the Modular *Framework for Undergraduate Courses* and relevant sections of the current *Handbook of Academic Regulations*, which is available at westminster.ac.uk/academic-regulations.

Award

A **pass** in a module is achieved when the overall mark is greater than or equal to 40%.

In addition all Westminster Business School undergraduate modules require a minimum mark of 35% in the final assessment and a minimum mark of 35% in the assessed components within the module assessment (the module handbook will indicate those assessments which combine to give the in-module and end-of-module components).

To qualify for the award of **BA(Hons) Business Management**, a student must:

- obtained at least 360 credits including:
 - passed 75 credits at credit Level 4 or higher and achieved at least a condoned credit in each of the remaining modules worth 45 credits at Level 4; and
 - passed a minimum of 120 Credits at credit Level 5 or higher; and
 - passed a minimum of 120 credits at credit Level 6 or higher.
- attempted modules with a maximum value of 330 credits at credit Levels 5 and 6.

The class of the Honours degree awarded is decided by two criteria, the average of the best 105 credits passed at credit Level 6 being in the range of the class to be awarded, and the average of the next best 105 credits passed at credit Levels 5 and 6 provided the next best 105 credits passed are no more than one classification below this.

To qualify for the award of **BA(Hons) Business Management – specialist pathway**, a student must:

- obtained at least 360 credits including:
 - passed 75 credits at credit Level 4 or higher and achieved at least a condoned credit in each of the remaining modules worth 45 credits at Level 4; and
 - a minimum of 120 Credits at Level 5 or higher of which a minimum of 30 credits must be from the pathway including the pathway core(s); and
 - a minimum of 120 credits at Level 6 or higher of which a minimum of 45 credits must be from the pathway including the pathway core(s).
- attempted modules with a maximum value of 330 credits at credit Levels 5 and 6

The class of the Honours degree awarded is decided by two criteria, the average of the best 105 credits passed at credit Level 6 being in the range of the class to be awarded, and the

average of the next best 105 credits passed at credit Levels 5 and 6 provided the next best 105 credits passed are no more than one classification below this.

Support for students

On arrival, a Welcome Week programme will introduce students to the academic and administrative staff responsible for the course, the layout of the site on which they will be studying, the Library and IT facilities, Blackboard (a virtual learning environment) and the University intranet. Students will be provided with the Course Handbook and access to the Course Blackboard site, which provide detailed information about the course. The Welcome Week programme aims to provide an interesting introduction to the course where new students may not only gain information but have the opportunity to integrate socially while taking part in business related activities. During Welcome Week, students complete activities with their allocated tutor group, facilitated by Student Ambassadors and their Personal and Professional Development Tutor (PPDT). Their PPDT will provide advice and guidance on academic matters on a planned and regular basis and will also work with the student to identify, develop and articulate their employability skills in their Personal Development Plan. PPDTs provide the link between course delivery by academic staff and the more specialist support provided by University Services. This personal tutorial support continues through Years 2 and 3. This intensive, pro-active support in the first year, followed by pastoral support, continued personal development and career guidance alongside immediate access to advice should provide the support a student needs to achieve their maximum potential.

At University level, Services for Students provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers and the chaplaincy provides multi-faith guidance. The International Education Office provides particular support for international students. The University of Westminster Students' Union also provides a range of facilities to support all students during their time at the University.

Within the School, the School Senior Tutor leads and co-ordinates the work of the Personal and Professional Development Tutors who provide pastoral guidance and academic support. The School Disability Officer supports students with specific needs. There is a designated team of advisors in the Business Experience & International Team (BEIT) who have UK, international and pan-European links with both academic institutions and with industry so are able to provide effective support for those students who wish to find a relevant work placement or to spend a semester or a year on a study abroad programme. Guidance and information on general matters concerning the course is provided by a dedicated Programme Administrator within the School Registry.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at their School. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books).

Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught at their School. Students can also securely connect their own laptops and mobile devices to the University wireless network.

The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students.

Reference points for the course

Internally

There is a strong research culture in Westminster Business School, where we have internationally renowned research centres coupled with a good reputation for transferring research knowledge into practice. Up to date research from staff in the areas of Employment: skills, labour markets, diversity, employment relations; Finance and Financial Services: pensions, financial services markets, econometric forecasting for financial markets; and Business Information Organisation and Process Management: internet-based systems for strategic decision making have directly informed and enriched the development of curriculum for the UG Business programme.

Pedagogic research within the School on: student-centred active learning, enquiry-based learning, delivering effective feedback, supporting student diversity by considering teaching and assessment of international students, using technology to enhance support and feedback has had a direct impact on the programme.

The course aims have been designed to reflect the University's mission to provide for the intellectual, social and professional development of the individual. The learning, teaching and assessment strategy supports the University's mission to provide high quality higher education and to meet the requirements of the University policies on employability and student-centred active learning.

Externally

The skills strategy for the course has drawn upon the key national documents: QAA (2001) A Framework for HE Qualifications in England, Wales and Northern Ireland; and QAA (2007) Subject benchmarks in Business and Management. When embedding good practice in modules, module teams have used the SEEC (2003) Credit Level Descriptors for Further and Higher Education as a reference point. The requirements of relevant professional bodies for recognition and exemptions have influenced the curriculum and assessment of the specialist pathways.

Professional body accreditation

The requirements of relevant professional bodies for recognition and exemptions have influenced the curriculum and assessment of the specialist pathways.

Quality management and enhancement

Course management

The BA Business Management will be managed by a Course Leader. The BABM Course Leader will report to the Director of Undergraduate Studies and will liaise with the course team, academic departmental representatives, academic administrators and support services to enhance the learning experience of the students and to ensure the academic coherence and quality of the course. The Director of Undergraduate Studies holds responsibility for managing and monitoring the delivery and quality assurance of the suite of

undergraduate degrees within the School and reports directly to the Associate Dean (Learning & Teaching). The BABM Course Leader will be a member of the Course Leader forums which are held regularly to discuss operational matters, such as admissions and student progression, and to consider Course Committee feedback. Minimum standards, on matters such as Induction, are agreed and adhered to. Action points from this forum are sent, as appropriate, to the Heads of Department and the School Manager.

Westminster Business School operates a matrix management structure. Each member of academic staff is allocated to one of six Departments. Each Head of Department has responsibility for maintaining and monitoring the quality of all modules in that Department and holds line-management responsibility for all full- and part-time academics in their Department. The BA Business Management draws upon Keystone, Core and Option modules from all six Departments. Each Department has at least one away-day per year to identify and address ways of improving the design and delivery of the School's undergraduate courses. Staff in the Department participate in annual appraisal and observation of their teaching by their colleagues leading to staff development through course attendance or research activity. Academics attend staff-development workshops and symposia around current teaching, learning and assessment issues.

Course approval, monitoring and review

The course was initially approved by a University Validation Panel in 2010. The panel included internal peers from the University and external subject specialists from academia and industry to ensure the comparability of the course to those offered in other universities and the relevance to employers. Periodic course review helps to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers.

The course is monitored each year by the School to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the outcomes from each Course Committee, evidence of student progression and achievement and the reports from external examiners, to evaluate the effectiveness of the course. The Annual Monitoring Sub-Committee considers the School action plans resulting from this process and the outcomes are reported to the Academic Council, which has overall responsibility for the maintenance of quality and standards in the University.

Student involvement in Quality Assurance and Enhancement

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways. The most formal mechanism for feedback on the course is the Course Committee. Student representatives will be elected to sit on the Committee to represent the views of their peer group in various discussions. The University and the Students' Union work together to provide a full induction to the role of the Course Committee.

All students are invited to complete a Module Feedback Questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced. The University also has an annual Student Experience Survey which elicits feedback from students about their course and University experience.

Students meet with review panels when the periodic review of the course is conducted to provide oral feedback on their experience on the course. Student feedback from course committees is part of the Schools' quality assurance evidence base.

For more information about the BA Business Management course, visit the University website at:

www.westminster.ac.uk/wbs

<http://www.westminster.ac.uk/courses/undergraduate/subject?subject=Business%20and%20Management&level=UG>

or contact Marylebone Admissions Office

mrdmark@westminster.ac.uk

Please note: This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. This specification should be read in conjunction with the Course Handbook provided to students and Module Handbooks, which provide more detailed information on the specific learning outcomes, content, teaching, learning and assessment methods for each module.

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