

DEFINITIVE COURSE RECORD

Course Title	BA (Hons) Business Management [with Study Abroad]
Awarding Bodies	University of Suffolk
Level of Award ¹	FHEQ Level 6
Professional, Statutory and Regulatory Bodies Recognition	None
Credit Structure ²	480 Credits Level 4: 120 Credits Level 5: 120 Credits plus 120 study abroad credits* Level 6: 120 Credits *For an award 'with Study Abroad', 120 study abroad credits are required.
Mode of Attendance	Full-time
Standard Length of Course ³	4 years full -time
Intended Award	BA (Hons) Business Management [with Study Abroad] BA (Hons) Business Management (Digital Entrepreneurship) [with Study Abroad] BA (Hons) Business Management (Digital Innovation) [with Study Abroad] BA (Hons) Business Management (Digital Marketing) [with Study Abroad]
Named Exit Awards	DipHE Business Management CertHE Business Management

Entry Requirements ⁴	112 UCAS points (or the equivalent) n BT 11.0no0 0v28.88 279.48 1 >« éB MG0.6 (M 1.<[(1 (i)-usi)-6E)1.D04ngl M

-time mode of
time course is variable and dependent upon the intensity of study. Further information

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This definitive record sets out the essential features and characteristics of the BA (Hons) Business Management [with Study Abroad] course. The information provided is accurate for students entering level 4 in the 2024/25 academic year⁵.

Course Summary

Our BA (Hons) Business Management course covers a broad range of management topics and is designed to give you an overview of how businesses work and managers can affect and improve business performance. Core modules on the course will ensure that you develop a good understanding of basic principles, important elements of management, leadership and strategy and develop skills that will support your employment after you graduate. At the same time, there are optional modules which give you the chance to specialise; choose subjects which you enjoy or that interest you; and to develop skills with a specific career or industry in mind. All students will enrol on the BA (Hons Business Management [with Study Abroad] and may be able to transfer to a specialist pathway at the end of Level 4 depending on module choice, leading either to a BA (Hons) Business Management (Digital Entrepreneurship) [with Study Abroad], BA (Hons) Business Management (Digital Innovation) [with Study Abroad] or BA (Hons) Business Management (Digital Marketing) [with Study Abroad].

The programme has been designed to support your future career ambitions – each module will require you to learn and apply ideas and to develop skills that will be useful to you in your future work. Students that graduate from the Business Management course take with them a broad range of skills and knowledge that can support careers in multi-national companies, small business, family firms, the public sector, charities or help those who want to start their own company.

Course Aims

In providing this course, the University and the course team aim to:

1. Provide you with an understanding of the fundamentals and complexities of leading, managing and creating businesses in a world which is increasingly complex, constantly changing and digital in nature.
2. Encourage you to be a critical and creative thinker, ready to access and evaluate information and data, apply your learning to solve problems and communicate in a variety of ways to professional audiences.
3. Support you as you build your experience through work placements, engagement with employers and application of academic ideas to real-world business practice.
4. Think in a sustainable way, cognizant of the positive impact that well-run businesses can have on the planet and society.
5. Enable you to shape your student experience so that you are in control of your career journey as an entrepreneur or employee, ready to apply your current skills and confident in adapting to an uncertain world.

⁵ The University reserves the right to make changes to course content, structure, teaching and assessment as outlined in the [Admissions Policy](#).

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Course Learning Outcomes

The following statements define what students graduating from the BA (Hons) Business Management course will have been judged to have demonstrated in order to achieve the award. These statements, known as learning outcomes, have been formally approved as aligned with the generic qualification descriptor for level 6 awards as set out by the UK Quality Assurance Agency (QAA)⁶.

By the end of Level 6 or successful completion of this course you will be able to:

1. Evaluate business concepts and trends, including those that are complex and at the forefront of current research and debate.
2. Synthesize and critically examine information and data drawing on sources that you have found for yourself.
3. Justify creative solutions to real-world scenarios using a range of concepts drawn from across disciplinary boundaries, information and data.
4. Discuss your university experience in terms of evidence of graduate attributes relating to your chosen graduate career.
5. Utilise an in-depth understanding of sustainability issues to design and make recommendations to improve business performance.
6. Formulate, justify and evaluate a project which demonstrates the value of well-designed research to business practice.

For students on a specialised pathway:

7. Formulate an understanding of current trends, issues and complexities, relating to your pathway, and how these affect businesses in a complex and digital world.

Course Design

The design of this course has been guided by the following QAA Benchmarks / Professional Standards / Competency Frameworks:

- QAA Subject Benchmark for Business and Management (published in March 2023)

Course Structure

The BA (Hons) Business Management [with Study Abroad] comprises modules at levels 4, 5 and 6.

Module Specifications for each of these modules is included within the course handbook, available to student[(c)-7s-S9.96

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	Module	Credits	Module Type ⁷
Level 4			
	Leadership and Organisational Behaviour	20	M
	Accounting for Business	20	R
	Principles of Digital Marketing	20	R
	Economics for Business	20	R
	Understanding the Entrepreneurial and Innovative Spirit	20	R
	Managing Business Data	20	R
Level 5			
All students must take the below modules			
	Business Ethics	20	M
	Career and Professional Development in Practice	20	R
	Consumer Behaviour	20	R
	Data and Decision Making	20	M

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Students who leave the course early may be eligible for a DipHE Business Management on successful completion of 240 credits including all mandatory modules at levels 4 and 5, or a CertHE Business Management on successful completion of 120 credits including all mandatory modules at level 4.

Course Delivery

The course is delivered at Ipswich. Students studying full-time on BA (Hons) Business Management are likely to have approximately 216 contact hours for level 4, 216 contact hours for level 5 and 216 contact hours for level 6. The contact hours will be a mix of lecture, seminar, and practical activities. Students will normally be expected to undertake 25-30 hours of independent study in an average week, but should be prepared for this to vary based on assignment deadlines and class exercises.

Students are responsible for finding and agreeing their own study abroad host. The University will provide support with this and will advise and agree suitable host institutions.

