

PROGRAMME SPECIFICATION

for an UG/PG/Integrated Masters Programme Leading to an Award of The University of Northampton

Unless otherwise stated all sections must be completed.

1 Awarding Institution	<i>The University of Northampton</i>
2 Teaching Institution	<i>The University of Northampton</i>
3 Programme Accreditation	<i>None</i>
4 Final Award	BA Honours (Single) BA Honours (top-up/direct entry to level 6) Joint Honours (Major, Joint, Minor)
5 Title of Programme/Route/Pathway	Business Entrepreneurship (Single, Major, Joint, Minor) 3/4 year Honours degree (Optional placement) Business Entrepreneurship Top Up one year programme 4 year degree programme with Foundation Study Framework
6 UCAS Code	BA(Hons) – NN13 BA/BSc(Hons) (joint) – NF Foundation Study Framework – NN14
7 Benchmarking Group (QAA or other) where appropriate	See www.qaa.ac.uk (academic infrastructure) Business and Management

8 Programme Mission Statement

The programme is designed to encapsulate knowledge, understanding and importantly real-life application across all aspects of entrepreneurship including marketing, finance and an entrepreneurial mindset. To produce graduates who are able to effectively analyse and proactively respond to business opportunities either as employees within the SME or corporate sectors or in starting their own business.

The ability to evaluate entrepreneurial growth and marketing strategies will be developed with a recognition of the importance of addressing social issues through business activities.

9 Programme Learning Outcomes (normally a maximum of 12)

All learning and teaching at the University of Northampton is undertaken using an Active Blended Learning methodology (ABL) in line with a [University-agreed definition](#). This may not necessarily be the case for iterations of the modules on this Programme when taught at partner delivery institutions. By the end of this Programme, with limited guidance, students will be able to:

A: Subject Knowledge and Understanding and Application

A1 Critically understand the meaning of business opportunity and its centrality to innovation and entrepreneurship, being aware of and alert to opportunities in the emerging business environment.

A2 Identify and critically evaluate a range of models which can be used to analyse an organisations' strategic capability and its position in the environment in which it operates.

A3 Identify and assess the viability of an opportunity, justify a proposal and build a robust plan for new products, services and venture activities in the light of identified trends.

A4 Demonstrate the importance and responsibility of delivering successful strategic positioning in a fast changing global economy with all the opportunities and threats that encompasses.

A5 Critically compare and contrast standard marketing theory and practice with that seen in small businesses, justifying the use of marketing tools within an operational framework

A6 Analyse existing businesses with a view to evaluating an organisation's strategic situation, its capability and position and to develop a set of objectives.

A7 Demonstrate an understanding of a range of issues pertinent to the development of digital marketing strategies as applied to a small business context

A8 Take a professional approach to the development of business relationships, recognising the nuances of corporate entrepreneurship and how this differs from nascent entrepreneurship

A9 Demonstrate an empathy and understanding of ethical business practices and the opportunities for addressing social issues through business models as well as the corporate responsibilities of good business practice

A10 Evaluate and critically analyse own work-based learning experiences and contextualise with appropriate theory/literature to inform and deepen understanding of real-world workplace contexts. **(Optional Placement Year only)**

B: Changemaker and Employability Skills¹ (min 3, usually 1 per category)

Change: B1 Problem solving	Through developing an entrepreneurial mindset, students will be able to develop creative and innovative ways to make the most of recognised opportunities and evaluate alternative approaches to problem solving
Self-Direction: B2 Self-Management	Initiate a reflective, autonomous approach to learning and work effectively both in teams and independently to achieve identified objectives
Collaboration: B3 Communication	Communicate information and present complex arguments, clearly and accurately, to a professional standard of presentation, whether orally, in writing or via information technology, in a manner suited to the audience.

10 Learning Outcomes for Intermediate Awards

Students who leave their programme early may be eligible for an intermediate award. Intermediate awards recognise that students who have successfully completed assessments for part of their programme have achieved the learning outcomes for an intermediate award.

The intended learning outcomes for Certificates and Diplomas in Higher Education are listed in Appendix 2.

Ordinary Degrees:

The learning outcomes for an Ordinary Degree at Undergraduate Level are the same as those for the Honours Degree. Any differences are in the extent to which individual outcomes have been realised within the scope appropriate for a learning outcome at Level 6.

11 PSRB Requirements

¹ Skills also include capabilities, behaviours and attributes

None

12 Assessment strategy

Key skills are best learned in context so these are embedded within each module then set in the context of the programme. A balanced mix of case studies, live client projects, assignments, portfolios and presentations are used to demonstrate a holistic approach to assessment.

Students studying at the UoN campus in Northampton will also receive an additional 2 hours of assessment coaching per 20 credit module, in line with our Integrated Learner Support model.

13 Programme structure

See Award Maps (Appendix 4).

14 Admissions Policy and Criteria

The University of Northampton's admissions policy applies to the three year degree programme and the four year degree programme with Foundation Study Programme.

The Admissions Policy for BA Single Hons / Joint Hons / Foundation Degree is in accordance with the University's Admissions; and Equality and Diversity policies; and seeks to recruit to the programme students from diverse educational and social backgrounds who have the ability to benefit from and motivation to complete the programme. The programme welcomes applications from those with a wide variety of educational qualifications, and will consider on merit applicants with no formal qualifications.

- Entry Requirements
 - There are no specific entry requirements beyond the University's General Requirements for Entry.

15 Assessment Regulations

Modular framework regulations apply and there are no supplementary regulations attached.

16 Support for learning

At institutional level support includes those services offered by Library and Learning Services, Information Technology Services and Student Services (please refer to The University of Northampton website <http://www.northampton.ac.uk/> and click on current students). In addition, the Learning Development team provides support for study skills.

All students studying at the UoN campus in Northampton will also receive an additional 6 hours of embedded academic skills development at each level of the programme of study. These will be shared across core modules and will cover academic and digital skills from Library and Learning Services teams, and employability and changemaker skills development from the Changemaker Hub.

17 Evaluation and quality enhancement

The University of Northampton has several methods for the monitoring and enhancing of academic quality and standards. These include:

- External Examiners
- Boards of Examiners
- Annual Review processes via Annual Review Action Plans (Annual RAPs)
- Student-Staff Liaison Committees
- Periodic Subject Review
- Student evaluation surveys (including module reviews)

The guidelines set out in the Annual Review Handbook require that the Programme Team operates a continuous process of self-review via an Annual Review Action Plan (ARAP) whereby programme quality is progressively enhanced and good practice shared.

The programme is continuously monitored by the Programme Team through the receipt of both formal and informal feedback. Informal student feedback is continuously sought and responded to by the Programme Team as a major part of the monitoring process. More formal feedback is obtained from students via module reviews carried out annually and other forms of student surveys. Student representatives are invited to attend the Student-Staff Liaison Committee meetings where they have the opportunity to raise issues of concern for discussion. Further formal feedback is obtained from the External Examiner, who normally visits the University at least once per academic year to examine various aspects of the programme and submits a written report to the University at the end of each academic year. Any matters arising will be considered and responded to by the Programme Team as part of the Annual Review Action Plan (ARAP) meetings.

18 Indicators of quality and standards

Not applicable

19 Date of approval or revision

25th June 2018

20 Appendices

Appendix 1	Programme to Module Learning Outcomes Map
Appendix 2	Intermediate Award Learning Outcomes
Appendix 3	Assessment Map
Appendix 4	Award Map (Curriculum Team official version ONLY)
Appendix 5	PSRB requirements (if appropriate)
Appendix 6	Foundation Study Framework Learning Outcomes (if appropriate)
Appendix 7	Joint Honours Programme Learning Outcomes (if appropriate)

Guidance on preparing programme specifications is available on the QAA website at: <http://www.qaa.ac.uk/academicinfrastructure/programSpec/default.asp>.

Appendix 1: Programme to Module Learning Outcomes Map

Enter the Module Codes in the left hand column and indicate which modules address which PLOs into the appropriate cells. Add / delete rows as applicable.

Level 4:	Compulsory / Designated	Section A: Subject Knowledge, Understanding and Skills PLOs										Section B: Changemaker and Employability Skills PLOs		
		A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	B1	B2	B3
ACC1003	C						√							√
MKT1001	C	√		√		√						√		√
MKT1003	C	√			√							√	√	√
MKT1005	C	√	√				√		√	√		√		√
MKT1019	C			√			√		√	√		√	√	√
MKT1022	D		√		√	√	√					√	√	
HRM1017	D													
Level 5:	C/D	A1	A2	A3	A4	A5	A6	A7	A8	A9		B1	B2	B3
MKT2001	C		√			√	√	√					√	√
MKT2004	C	√	√	√	√	√	√			√		√	√	√
MKT2031	C	√	√		√		√		√	√		√	√	√
HRM2043	C		√						√			√		√
MKT2037	C	√	√	√	√		√		√	√		√	√	√
MKT2046	D		√			√	√	√					√	√
MKT2028	D	√	√		√		√		√	√		√	√	√
ACC2004	D			√			√							√
HRM2042	D			√			√					√	√	√
HRM2049	D		√										√	√
HRM2053	C	√	√								√			√
Level 6:	C/D	A1	A2	A3	A4	A5	A6	A7	A8	A9		B1	B2	B3

MKT3026	C	√	√	√			√					√		√
MKT3025	C		√			v		√					√	
MKT3031	C	√	√				√		√	√		√	√	√
MKT4001	D	√	√	√	√	√	√		√					
MKT4007	D	√			√	√	√	√	√			√	√	√
MKT3039	D					√		√				√		√
BUS3001	D	√	√							√		√		√
MKT3040	D	√			√	√								√
MKT3046	D					√		√				√	√	√

Appendix 2: Learning Outcomes for Intermediate Awards

Certificate of Higher Education

The award of a Certificate of Higher Education indicates that, with detailed guidance, students will be able to:

Subject-Specific Knowledge, Understanding and Application (max 3)

1. demonstrate knowledge of the underlying concepts and principles associated with their area(s) of study, and an ability to evaluate and interpret these within the context of that area of study;
2. demonstrate an ability to 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 their subject(s) of study; and
3. evaluate the appropriateness of different approaches to solving problems related to their area(s) of study and/or work.

Employability and Changemaker Skills (max 3, drawn from the [ChANGE Project](#))

4. work collaboratively, making connections with peers.
5. use their knowledge to identify opportunities for change.
6. use evidence to generate impact for themselves and their communities.

Unnamed Diploma of Higher Education

The award of a Diploma of Higher Education indicates that with guidance students will be able to:

Subject-Specific Knowledge, Understanding and Application (max 5)

1. demonstrate knowledge and critical understanding of the well-established principles of their area(s) of study,

and of the way in which those principles have developed

2. demonstrate the ability to 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
3. demonstrate knowledge of the main methods of enquiry in the 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
4. evidence an understanding of the limits of their knowledge, and how this influences analyses and interpretations based on that knowledge.

Employability and Changemaker Skills (max 3, drawn from the [ChANGE Project](#))

6. create collaboratively through professional connections.
7. be socially responsible and use their knowledge to manage opportunities for positive change.
8. use evidence and reflection to develop themselves and generate positive impact on their work with others.

Appendix 4 Award maps

Detail of award: BA (Hons) Business Entrepreneurship 2017 entry

Name of award: BA (Hons) Business Entrepreneurship

In order to achieve the named award above, students must meet all requirements of this award map.

STAGE 1

<u>Code</u>	<u>Title</u>	<u>Credits</u>	<u>Status</u>	<u>Pre-Requisites</u>
MKT1001	Foundations of Marketing	20	Compulsory	None
ACC1003	Introductory Accounting and Finance	20	Compulsory	None
MKT1005	Entrepreneurial Skills Development	20	Compulsory	None
MKT1003	Enterprise and Opportunity	20	Compulsory	None
MKT1019	Introducing Social Enterprise	20	Compulsory	None
MKT1022	Business Modelling for Marketers	20	Designated	None
LEI1007	English for Business Studies (ESL) 1	20	Designated	None
HRM1017	Reflections of Work (WBL) ²	20	Designated	None

Students must take all the compulsory modules plus one designated module

STAGE 2

<u>Code</u>	<u>Title</u>	<u>Credits</u>	<u>Status</u>	<u>Pre-Requisites</u>
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MKT2001	Tactical and Strategic Marketing	20	Compulsory	None
MKT2004	New Ventures	20	Compulsory	None
MKT2031	Issues in Small Business and Entrepreneurship	20	Compulsory	MKT1003 or BUS1001
HRM2043	Management Skills Development	20	Compulsory	None
MKT2037	The Consultant Entrepreneur	20	Compulsory	MKT1005
MKT2046	Managing the Customer Experience	20	Designated	None
MKT2028	Enterprise in Society	20	Designated	None
ACC2004	Managing Finance and Financial Decisions	20	Designated	ACC1003
HRM2042	Learning Through Work (WBL) ²	20	Designated	None
HRM2049	Career Development and Employability	20	Designated	None

Students must take all compulsory modules plus one designated module

OPTIONAL PLACEMENT YEAR

<u>Code</u>	<u>Title</u>	<u>Credits</u>	<u>Status</u>	<u>Pre-Requisites</u>
HRM2053 *	The Placement Year Experience: Organisations in Context	40	Compulsory	None

Students must have **successfully completed** 100 credits at Level 5 in order to undertake placement

STAGE 3

<u>Code</u>	<u>Title</u>	<u>Credits</u>	<u>Status</u>	<u>Pre-Requisites</u>
MKT3026	Opportunity, Innovation and Entrepreneurship	20	Compulsory	None
MKT3025	Entrepreneurial Marketing	20	Compulsory	MKT2001 or MKT2004
MKT3031	Entrepreneurial Strategy	20	Compulsory	None
MKT4001	Marketing Dissertation	40	Designated	None
MKT4007	The Entrepreneur Project	20	Designated	None
LEI3006	Business Communication (ESL) ¹	20	Designated	None
MKT3039	Digital Marketing	20	Designated	None
BUS3001	Corporate Social Responsibility	20	Designated	None
MKT3040	Global Marketing	20	Designated	None

Students must take the compulsory modules plus either MKT4001 and one designated module or MKT4007 and two designated modules.

Students who do not complete the Honours Degree will be eligible for an Ordinary Degree in the named subject upon successful completion of a minimum of 60 Level 6 credits. These can be from any Level 6 modules, whether identified as compulsory or designated.

¹ For those with English as a Second Language (ESL)

² Work-based Learning Module (WBL) student must be in part or full time work and register with NBS Centre for Work-based Learning

* New module

Shbusent17

26/10/2017

Detail of award: BA (Hons) Business Entrepreneurship including Foundation Study Framework 2017 entry

Name of award: BA (Hons) Business Entrepreneurship

In order to achieve the named award above, students must meet all requirements of this award map.

STAGE 1a

<u>Code</u>	<u>Title</u>	<u>Credits</u>	<u>Status</u>	<u>Pre-Requisites</u>
FDN011	Investigations into your Subject Area 1: Business, Education and Social Sciences	40	Compulsory	None
FDN014	Investigations into your Subject Area 2: Business, Education and Social Sciences	40	Compulsory	None
MKT1005	Entrepreneurial Skills Development	20	Compulsory	None
MKT1003	Enterprise and Opportunity	20	Compulsory	None

Students must take all the compulsory modules

STAGE 1b

<u>Code</u>	<u>Title</u>	<u>Credits</u>	<u>Status</u>	<u>Pre-Requisites</u>
FDN016	Investigation into your Subject Area 3: Changemaking	40	Compulsory	None
MKT1001	Foundations of Marketing	20	Compulsory	None
ACC1003	Introductory Accounting and Finance	20	Compulsory	None

MKT1019	Introducing Social Enterprise	20	Compulsory	None
MKT1022	Business Modelling for Marketers	20	Designated	None
LEI1007	English for Business Studies (ESL) ¹	20	Designated	None
HRM1017	Reflections of Work (WBL) ²	20	Designated	None

Students must take all the compulsory modules plus one designated module

STAGE 2

<u>Code</u>	<u>Title</u>	<u>Credits</u>	<u>Status</u>	<u>Pre-Requisites</u>
MKT2001	Tactical and Strategic Marketing	20	Compulsory	None
MKT2004	New Ventures	20	Compulsory	None
MKT2031	Issues in Small Business and Entrepreneurship	20	Compulsory	MKT1003 or BUS1001
HRM2043	Management Skills Development	20	Compulsory	None
MKT2037	The Consultant Entrepreneur	20	Compulsory	MKT1005
MKT2046	Managing the Customer Experience	20	Designated	None
MKT2028	Enterprise in Society	20	Designated	None
ACC2004	Managing Finance and Financial Decisions	20	Designated	ACC1003
HRM2042	Learning Through Work (WBL) ²	20	Designated	None
HRM2049	Career Development and Employability	20	Designated	None

Students must take all compulsory modules plus one designated module

OPTIONAL PLACEMENT YEAR

<u>Code</u>	<u>Title</u>	<u>Credits</u>	<u>Status</u>	<u>Pre-Requisites</u>
HRM2053 *	The Placement Year Experience: Organisations in Context	40	Compulsory	None

Students must have **successfully completed** 100 credits at Level 5 in order to undertake placement

STAGE 3

<u>Code</u>	<u>Title</u>	<u>Credits</u>	<u>Status</u>	<u>Pre-Requisites</u>
MKT4001	Marketing Dissertation	40	Designated	None
MKT4007	The Entrepreneur Project	20	Designated	None
MKT3026	Opportunity, Innovation and Entrepreneurship	20	Compulsory	None
MKT3025	Entrepreneurial Marketing	20	Compulsory	MKT2001 or MKT2004
MKT3031	Entrepreneurial Strategy	20	Compulsory	None
MKT3028	Growing Social Enterprises	20	Designated	MKT2028
LEI3006	Business Communication (ESL) ¹	20	Designated	None
MKT3039	Digital Marketing	20	Designated	None
BUS3001	Corporate Social Responsibility	20	Designated	None

Students must take the compulsory modules plus either MKT4001 and one designated module or MKT4007 and two designated modules.

FDN and Level 4 modules are split across Stage 1a and Stage1b – 80 FDN credits/40 L4 credits at Stage 1a and 40 FDN credits/80 L4 credits at Stage 1b. The University's Supplementary Regulations govern how FDN modules are regulated and how progression from Stage 1a and Stage 1b and from Stage 1a and Stage 1b to Stage 2 is managed.

Students who do not complete the Honours Degree will be eligible for an Ordinary Degree in the named subject upon successful completion of a minimum of 60 Level 6 credits. These can be from any Level 6 modules, whether identified as compulsory or designated.

¹ For those with English as a Second Language (ESL)

² Work-based Learning Module (WBL) student must be in part or full time work and register with NBS Centre for Work-based Learning

* New module

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Detail of award: BA (Hons) Business Entrepreneurship Top Up 2017 entry

Name of award: BA (Hons) Business Entrepreneurship

In order to achieve the named award above, students must meet all requirements of this award map.

STAGE 3

<u>Code</u>	<u>Title</u>	<u>Credits</u>	<u>Status</u>	<u>Pre-Requisites</u>
MKT3026	Opportunity, Innovation and Entrepreneurship	20	Compulsory	None
MKT3025	Entrepreneurial Marketing	20	Compulsory	MKT2001 or MKT2004
MKT3031	Entrepreneurial Strategy	20	Compulsory	None
MKT4007	The Entrepreneur Project	20	Compulsory	None
MKT3040	Global Marketing	20	Designated	None
LEI3006	Business Communication (ESL) ¹	20	Designated	None
MKT3039	Digital Marketing	20	Designated	None
BUS3001	Corporate Social Responsibility	20	Designated	None
ACC3015	Accounting & Finance for Managers	20	Designated	None

Students must take the compulsory modules plus two designated module.

Students who do not complete the Honours Degree will be eligible for an Ordinary Degree in the named subject upon successful completion of a minimum of 60 Level 6 credits. These can be from any Level 6 modules, whether identified as compulsory or designated.

¹ For those with English as a Second Language (ESL) shbusenttopup17
27/4/2017

Detail of award: MAJOR, MINOR AND JOINT AWARDS involving BUSINESS ENTREPRENEURSHIP: 2017 entry

Name of award: BA/BSc (Hons) involving Business Entrepreneurship

In order to achieve the named award above, students must meet all requirements of this award map

STAGE 1

<u>Code</u>	<u>Title</u>	<u>Credits</u>	<u>Status</u>	<u>Pre-Requisites</u>
MKT1003	Enterprise and Opportunity	20	Compulsory	None
MKT1005	Entrepreneurial Skills Development	20	Compulsory	None
MKT1019	Introducing Social Enterprise	20	Compulsory	None

Students must take all modules. Students who are studying Law as their other subject must take MKT1003 and MKT1005 only to total 120 credits at Level 4

STAGE 2

<u>Code</u>	<u>Title</u>	<u>Credits</u>	<u>Status</u>	<u>Pre-Requisites</u>
MKT2004	New Ventures	20	Compulsory	None
MKT2031	Issues in Small Business and Entrepreneurship	20	Compulsory	MKT1003 or BUS1001
MKT2046	Managing the Customer Experience	20	Designated	None
HRM2043	Management Skills and Development	20	Designated	None

MKT2028	Enterprise in Society	20	Designated	None
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Major students must take MKT2004, MKT2031 plus two designated modules making 80 credits and must take 40 credits from their minor subject to total 120 credits at level 5.

Joint students take MKT2004 and MKT2031 and one designated module making 60 credits and must take 60 credits in their other subject, to total 120 credits at level 5.

Minor students must take MKT2004 and MKT2031 making 40 credits and must take 80 credits from their major subject to total 120 credits at level 5.

OPTIONAL PLACEMENT YEAR

<u>Code</u>	<u>Title</u>	<u>Credits</u>	<u>Status</u>	<u>Pre-Requisites</u>
HRM2053 *	The Placement Year Experience: Organisations in Context	40	Compulsory	None

Students must have **successfully completed** 100 credits at Level 5 in order to undertake placement

STAGE 3

<u>Code</u>	<u>Title</u>	<u>Credits</u>	<u>Status</u>	<u>Pre-Requisites</u>
MKT4001	Marketing Dissertation ¹	40	Designated for Mj	None
MKT4007	The Entrepreneur Project ²	20	Designated for Mj and Jt	None
MKT4003	Marketing Joint Dissertation (Option A) ³	20	Designated for Jt	None
MKT4006	Marketing Joint Dissertation (Option B) ³	20	Designated for Jt	None

MKT3026	Opportunity, Innovation and Entrepreneurship	20	Compulsory	None
MKT3031	Entrepreneurial Strategy	20	Designated	None
MKT3025	Entrepreneurial Marketing	20	Designated	MKT2001 or MKT2004

Major students must take MKT4001 or MKT4007 and MKT3026 plus one or two designated modules making 80 credits and must take 40 credits from their minor subject to total 120 credits at level 6
Joint students must take MKT3026 and two designated modules making 60 credits and 60 credits from their other subject to total 120 credits at level 6. Joint students must take a dissertation module from one of their subjects, but may instead also undertake an interdisciplinary dissertation joining both subjects together.
Minor students must take MKT3026 and one designated module making 40 credits and must take 80 credits from their major subject to total 120 credits at level 6

Students who do not complete the Honours Degree will be eligible for an Ordinary Degree in the named subjects upon successful completion of a minimum of 60 Level 6 credits. These can be from any Level 6 modules, whether identified as compulsory or designated. Where the completed Level 6 credits are from one subject area only, the award title will be Ordinary Degree X WITH Y. Where the completed Level 6 credits are from both subject areas, the award title will be either Ordinary Degree X WITH Y or Ordinary Degree X AND Y depending on the degree on which the student registered.

¹ May not be taken with MKT4007 or MKT4003 or MKT4006

² May not be taken with MKT4001 or MKT4003 or MKT4006

³ May not be taken with MKT4001 or MKT4007 and must be taken with the joint dissertation/project module from a second subject

*New module

Detail of award: FdA Business Entrepreneurship 2017 entry

Name of award: FdA Business Entrepreneurship

In order to achieve the named award above, students must meet all requirements of this award map.

STAGE 1

<u>Code</u>	<u>Title</u>	<u>Credits</u>	<u>Status</u>	Pre-requisites	Delivery
MKT1003	Enterprise and Opportunity	20	Compulsory	None	UON
MKT1005	Entrepreneurial Skills Development	20	Compulsory	None	UON
MKT1001	Foundations of Marketing	20	Compulsory	None	UON
ACC1003	Introductory Accounting and Finance	20	Compulsory	None	UON
HRM1022	Analysing the Environment (WBL)	20	Compulsory	None	WBL
HRM1017	Reflections of Work (WBL)	20	Designated	None	WBL
MKT1019	Introducing Social Enterprise	20	Designated	None	UON
LEI1007	English for Business Studies	20	Designated	None	UON

Students must take all compulsory modules plus one designated module.
Certificate in Enterprise (Business Development) available on successful completion of Stage 1.

STAGE 2

<u>Code</u>	<u>Title</u>	<u>Credits</u>	<u>Status</u>	Pre-Requisites	Delivery
MKT2031	Issues in Small Business and Entrepreneurship	20	Compulsory	MKT1003 or BUS1001	UON
HRM2043	Management Skills Development	20	Compulsory	None	UON
MKT2046	Managing the Customer Experience	20	Compulsory	None	UON
ACC2010	Financial Statements and Systems	20	Compulsory	None	UON
HRM2042	Learning Through Work (WBL)	20	Compulsory	None	WBL
MKT2037	The Consultant Entrepreneur	20	Designated	MKT1005	UON
MKT2004	New Ventures	20	Designated	None	UON
HRM2044	Measuring Organisational Success (WBL)	20	Designated	None	WBL
MKT2028	Enterprise in Society	20	Designated	None	UoN

Students must take all compulsory modules, and one designated module.

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26/04/2016

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Appendix 6: Foundation Study Framework Learning Outcomes

Foundation Study Framework Subject Knowledge and Understanding and Application (4 year programme only).

The Foundation Study Framework Learning Outcomes apply to the full 120 credits of Level 3 study. The Foundation Study Framework runs concurrently with some Level 4 modules and precedes Levels 5 and 6.

In relation to the subject / work area, students will, with the support of given procedures / formats be able to ...

A1	Demonstrate foundational knowledge of the relevant concepts and principles associated with their area(s) of study and an ability to evaluate and interpret that within the context of that area of study
A2	Demonstrate an ability to present, investigate and interpret information and ideas and use basic perspectives or approaches of their subject(s) of study to inform their understanding
A3	Evaluate the appropriateness of different approaches to addressing problems and completing tasks related to their area(s) of study

Foundation Study Framework Employability and Changemaker Skills

In relation to the subject / work area, students will, with the support of given procedures / formats be able to ...

Change: B1	Work collaboratively, beginning to make connections with peers
Self-Direction: B2	Begin to use foundation knowledge to identify opportunities for change
Collaboration: B3	Begin to use evidence to generate impact for themselves and their communities

Appendix 7: Joint Honours Programme Learning Outcomes

The following Programme Learning Outcomes are also achieved by students undertaking modules on this programme as part of a Joint Honours qualification.

Students undertaking this subject as part of a Joint Honours qualification will have met the Joint Honours learning outcomes listed below. The extent to which they have also met the programme learning outcomes identified in the two programme specifications for the relevant Single Honours subjects will depend on the extent to which those individual outcomes have been realised within the total credits studied at Level 6 as identified within the individual student transcript.

By the end of this Programme, with limited guidance, students will be able to:

A: Joint Honours Subject Knowledge and Understanding and Application (additional PLOs)

A1	Demonstrate an understanding of the complex and potentially competing nature of the inter-relationships between two disciplines, utilising this to take control of their own learning and make choices appropriate to their own educational development.
A2	Develop an integrated and inter-disciplinary approach to analysis which evidences the ability to make informed judgements in relation to unspecified, unpredictable and/or incomplete situations.
A3	Critically analyse, from an interdisciplinary perspective, approaches, techniques and/or resources for prioritising the requirements of a complex task and meeting those requirements.
A4	Evaluate and critically analyse own work-based learning experiences and contextualise with appropriate theory/literature to inform and deepen understanding of real-world workplace contexts. (Placement year only)

B: Joint Honours Changemaker and Employability Skills² (min 3, usually 1 per category) (additional PLOs)

Changemaker: B1	Articulate core ideas, arguments and concepts from two disciplines, utilising appropriate subject-specific and/or interdisciplinary evidence and authorities in support.
Changemaker: B2	Devise a range of solutions which justify a chosen course of action, utilising problem-solving strategies and methodologies

² Skills also include capabilities, behaviours and attributes

	from two disciplines.
Self-Direction: B3	Demonstrate a consistent and positive work ethic which reflects a willingness to take appropriate risks, explore multiple options from within different academic disciplines, and create purposeful opportunities for self-development.
Self-Direction: B4	Reflect critically and holistically on the personal, professional and/or academic skills developed by inter-disciplinary study.
Self-Direction: B5	Critically analyse, from an interdisciplinary perspective, approaches, techniques and/or resources for prioritising the requirements of a complex task and meeting those requirements.
Collaboration: B6	Communicate professionally and empathetically utilising a range of formats and styles drawn from two disciplines and selected as appropriate for complex concepts, purposes, topics and situations.
Collaboration: B7	Connect professionally and responsibly with academic, professional and/or other appropriate networks from two disciplines.