



RICHMOND
THE AMERICAN INTERNATIONAL
UNIVERSITY
IN LONDON

BA (Hons) Business Studies (Top-up)

Programme Specification

2020-2021

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1. INTRODUCTION

This document describes the **BA (Hons) Business Studies (Top-up) degree** awarded by Richmond University, the American International University in London, using the protocols required by *The Framework for Higher Education Qualifications in England, Wales, and Northern Ireland* (QAA, 2008).

The degree is delivered in line with UK Regulatory Frameworks, chiefly the *FHEQ* and the *Higher Education Credit Framework for England*. Each course has been assigned to level 6 of the *FHEQ*, based on the course's learning outcomes and assessment strategies. Students are required to successfully complete a minimum of 120 UK CATS credits to achieve the degree.

This programme is particularly aimed at individuals who have been awarded a UK HND in Business Management. It provides a route for students to achieve a Bachelor's degree BA (Hons), in just one year. This degree enables students to develop their knowledge, skills and understanding of a particular topic while also receiving an internationally-recognised qualification.

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each course can be found in course specification documents and syllabi.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

2. OVERVIEW

Programme/award title(s)	BA (Hons) Business Studies Level 6 Top-Up Degree
Teaching Institution	Richmond, the American International University in London
Awarding Institution	Richmond, the American International University in London
Date of last validation	N/A
Next revalidation	August 2022
Credit points for the award	120 at Level 6
UCAS Code	
Programme start date	September 2020
Underpinning QAA subject benchmark(s)	QAA Subject Benchmark Statement Business and Management (November 2019)
Professional/statutory recognition	N/A
Language of Study	English
Language of Assessment	English
Duration of the programme for each mode of study (P/T, FT,DL)	FT
Date of production/revision of this specification	August 2020

3. ABOUT THE PROGRAMME

BA (Hons) Business Studies (Top-up) is a one year programme which completes students' three-year Honours degree. After having already built on the foundation of business knowledge in their Level 4 and Level 5, students will develop the breadth and depth of their operational and functional business knowledge and skills. Students will complete courses covering the areas of Marketing, Finance, Strategic and Performance Management, and Entrepreneurship. At the end of this one year programme, students will have acquired a range of transferable skills which can expand their career choices both in domestic and international markets.

4. MISSION

The mission of BA (Hons) Business Studies (Top-Up) is to prepare students to become knowledgeable, confident, strategic-minded and business savvy professionals.

5. PROGRAMME STRUCTURE

BA (Hons) Business Studies (Top-up)

A standard learning load for this course per academic year is 120 UK credits. Students complete 120 UK credits at Level 6.

Please note that students must complete a minimum of 120 credits in order to achieve the BA (Hons) Business Studies

Table 1 Degree Requirements

FHEQ Level 6		UK CREDITS
MGT 6800	Strategic Management	20
FNN 6800	Financial Performance Management	20
MGT 6801	Supply Chain Management	20
ENT 6800	Innovation and Entrepreneurship	20
MKT 6800	Digital Marketing Strategy	20
MKT 6801	Strategic Marketing Planning	20
FHEQ Level 6 Credit Totals		120

6. PROGRAMME OUTCOMES

Programme-level learning outcomes are identified below. Please refer to the Curriculum Map at the end of this document for details of how outcomes are deployed across the study programme.

Key Programme Outcomes

Upon completion of the BA (Hons) Business Studies (Top-up) degree, students should be able to:

- Acquire in-depth knowledge and understanding of theoretical frameworks and their applications in small, medium, and/or large enterprises.
- Enhance critical thinking by planning, implementing and evaluating corporate, financial/or and marketing strategies across sectors.
- Conduct independent research to diagnose and solve contemporary business issues in a dynamic economic, social and political environment.

Knowledge and Understanding (A)

A1 the nature and purpose of business organisations; key concepts relating to their functioning, survival and success.

A2 the structure, culture and role of business organisations; the complex dynamics of organisational environments; how organisations understand and interact with their environments.

A3 the nature and development of business functions within organisations; functional perspectives on business problems and issues; the nature and importance of cross-functional integration in business.

A4 business strategy and its development; including the identification of strategic directions and options; the relationships between business organisations and policy institutions, and their impacts on strategy.

A5 a broad critical understanding of the principal theories, methods, models and approaches that can be deployed in the discipline of Business.

Cognitive Skills (B)

B1 critique established ideas, concepts and techniques drawn from studies and use knowledge to examine a wide range of business problems and issues, including future work/practice arena

B2 identify and critically assess different perspectives on and approaches to business, organisational and work-practice issues.

B3 critically reflect on, evaluate and apply learning in different work/practice contexts.

B select and apply appropriate techniques and tools relevant to the the functions of finance and Marketing in particular

B5 critically analyse and evaluate a range of ideas, arguments or theories

Practical and/or professional skills (C)

C1 use and adapt relevant business knowledge and skills to practically engage with a range of problems and issues in work/practice arena.

C2 use specific business knowledge and skills, as a basis for significantly enhancing future working life.

Key Skills (D)

D1 communication information, ideas and arguments effectively using appropriate styles and language, to specialist and non-specialist audiences.

D2 read and interpret information presented in a variety of forms and perform relevant tasks of analysis and evaluation.

D3 apply ICT skills to search for, identify and present information appropriate to a variety of business/organisational activities.

D4 plan and manage your learning towards the achievement of established aims and objectives, including the recognition of knowledge limitations.

D5 engage in reflective and adaptive learning.

7. TEACHING, LEARNING, AND ASSESSMENT

Teaching Strategy

The teaching and learning strategy adopted within the **BA (Hons) Business Studies (Top-up) degree** is based on the understanding that all students will be treated as active learners. Clearly, the precise approach will vary from course to course, depending on the learning outcomes relevant to each class.

The generic components of our teaching and learning strategy normally involves a variety of approaches and include delivering many of the following:

- Regular use of formal lecture sessions in all courses.
- Occasional workshops and seminars in some courses.
- Regular use of individual and/or team-based projects in all courses.
- Regular use of self-directed and directed reading in all courses.
- Peer-tutoring led by advanced students in many courses.
- Use of audio-visual and library resources in some courses.

- Regular use of tutor- and student-led discussion groups via e-learning platforms.

The combination of teaching and learning approaches mentioned above develops our students' knowledge, thinking skills and practical skills.

Their knowledge is acquired through:

- Structured lectures and supporting materials
- Directed reading and use of internet materials
- Independent research

Their cognitive skills are developed through:

- Conducting research
- Making presentations and preparing other assessments
- Helping others to learn

Their practical skills are gained through:

- Application of theory to practices encountered during internships
- Using information technology to retrieve and manipulate data
- Negotiating by means of team-based projects

Their key skills are gained through:

- Employing and using appropriate linguistic skills
- Independent learning

Assessment Strategy

The assessment strategies we use with our **BA (Hons) Business Studies (Top-up) degree** speak directly to how we anticipate progression with student learning to take place.

In terms of following up with the assessment of student learning, our classes rely on the system of continuous assessment on a course by course basis and throughout any given semester. This approach often involves the use of term-papers, portfolios of work, quizzes, mid-semester and final exams as well as student presentations and general class discussion. Not every component applies to every course, but most do relate to many of the classes that are offered. Many of our courses involve a site visit or require attendance at a public lecture as well. Students generally find these events to be extremely valuable to their learning.

All of the courses will follow one of the specialised norms or atypical assessment, as listed in each CSD. See [Assessment Norm Policy](#) for the full list of assessment norms.

8. ENTRY REQUIREMENTS

Admissions

To be considered for admission, prospective students must have been awarded a HND in Business Management from Kensington College of Business in 2020.

9. EXIT AWARD REQUIREMENTS

An exit award is defined as a lower award than one for which the student is registered. Such an award may be conferred if a student completes part, but not all, of the requirements of the programme for which he or she is registered. Students may not enter the university registered for an exit award.

As admitted students on this programme will already have a Level 5 qualification, no UK Exit Award will be issued to students who fail to complete all degree requirements.

10. STUDENT SUPPORT AND GUIDANCE

There is a range of student support and guidance, for both academic and general wellbeing, available to students. This is accomplished through a range of programmes and services that positively impact learning as well as the total student life experience.

All students have an allocated full-time faculty member who acts as their academic adviser. Academic Advisers have on-going responsibility for students' academic progress, meeting with each advisee at least once per semester. Advisers assist students with registration, enabling smooth progression through the degree. They also advise on postgraduate and career opportunities, and also provide pastoral support in many cases.

A range of Maths, English, Technology and Writing workshops have been established to support students with particular needs in these areas. Librarians are on hand to assist with library use, which includes instruction in web-based resources.

The University endeavours to make all practical and reasonable adjustments to ensure students are able to fully participate in the University community. Students who declare a physical disability or a special educational need are supported to ensure the quality of their educational experience meets their individual requirements. SEN students, for instance, receive extra time in examinations, and have the option of writing exams on university-provided computers, and/or of taking exams in a separate room.

The University operates a well-staffed Student Affairs department that provides services intended to support and encourage student welfare, safety and development. This department oversees medical registration of students and provides counseling services. It also organizes a range of extracurricular activities and travel designed to further enhance students' educational experiences. Disciplinary and social grievance procedures are also overseen by this department.

11. PLACEMENT

This programme does not qualify for a for-credit internship run in conjunction with the programme team and the Internship Office.

Expectations with regard to careers education, information, advice and guidance (as outlined in the section on Enabling Student Achievement in *The UK Quality Code for Higher Education*) are handled by the university's Student Affairs department. This department conducts a variety of career services for students, ranging from resource provision to a CV service, and in particular through the LEAD (Leadership, Education and Development) seminar series.

In addition to these services, the alumni office offers networking opportunities where students may contact alumni working in a variety of fields. The alumni office also offers these services via social media such as LinkedIn and Facebook.

12. STUDY ABROAD

This programme does not qualify for study abroad opportunities.

13. REGULATORY FRAMEWORK

The **BA (Hons) Business Studies (Top-up) degree** is operated under the policy and regulatory frameworks of Richmond the American International University in London, the Framework of Higher Education Qualifications, and the UK Quality Code for Higher Education.

Also key to the background for this description are the following documents:

- QAA (2019). Subject Benchmark Statement Business and Management
- QAA (2018). The Revised UK Quality Code for Higher Education. (www.qaa.ac.uk)
- QAA (2008). Higher Education Credit Framework for England: guidance on academic credit arrangements in Higher Education in England.
- SEEC (2010). Credit Level Descriptors for Higher Education. Southern England Consortium for Credit Accumulation and Transfer (www.seec.org.uk).

Ensuring and Enhancing the Quality of the Programme

The **BA (Hons) Business Studies (Top-up) degree** features detailed published educational objectives that are consistent with the mission of the institution. All course outlines contain course specific objectives that are regularly monitored by the individual instructors and by the faculty as a group.

The University has several methods for evaluating and improving the quality and standards of its provision. These include:

- External Examiners
- Internal Moderation
- Student representation
- Curricular change approval process
- Annual Programme Monitoring and Assessment
- Formal Programme Review, every five years
- Course evaluation
- Student satisfaction surveys and the NSS
- Feedback from employers

The **BA (Hons) Business Studies (Top-up) degree** is provided through a system of ongoing evaluations that demonstrate achievement of the programme's objectives, and uses the results to improve the effectiveness of the programme. Ongoing evaluation is carried out for UK (QAA) reviews. The University is a voluntary subscriber member of the QAA, and underwent its first full Institutional Review in May 2013 and a Higher Education Review (AP) in 2017.

APPENDIX 1 Curriculum Map (including APL at Levels 4 and 5 for the award of HND in Business)

		Knowledge and understanding					Cognitive Skills					Prof Skills		Key Skills				
		A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	D1	D2	D3	D4	D5
Level 4																		
BU0460	Business Communications		X	X				X				X	X	X	X			
BU4061	Business Management	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
BU4062	Introduction to Accounting	X		X		X				X		X	X		X	X	X	
BU4063	Business Environment	X	X	X	X	X	X	X			X	X	X		X	X	X	
BU4065	Marketing Fundamentals		X	X				X	X	X	X	X	X	X	X	X	X	
BU4066	Quantitative Studies					X		X	X			X	X	X	X	X	X	

Level 5																		
		Knowledge and understanding					Cognitive Skills					Prof Skills		Key Skills				
Level 5 -		A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	D1	D2	D3	D4	D5
BU5060	Business Law	X		X			X		X			X	X	X			X	
BU5061	Management Accounting	X			X	X		X	X		X	X	X	X			X	
BU5062	Human Resources Management	X	X	X			X	X	X	X		X	X		X		X	
BU5070	Delivering Customer Value	X		X	X		X			X		X	X	X	X		X	
BU5072	Management of Operations	X		X	X	X		X	X			X	X		X		X	
BU5073	Management of Digital Systems							X	X			X	X	X		X	X	

Level 6 -		Knowledge and understanding					Cognitive Skills					Prof Skills		Key Skills				
		A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	D1	D2	D3	D4	D5
MGT 6XXX	Strategic Management	X	X	X	X	X	X	X	X	X	X	X	X	X	X			X
FNN 6XXX	Financial Performance Management	X			X	X	X	X	X	X	X	X	X	X			X	X
MGT 6XXX	Supply Chain Management	X	X	X	X	X	X	X			X	X	X	X	X		X	X
ENT 6XXX	Innovation and Entrepreneurship	X			X	X	X				X	X	X	X		X		X
MKT 6XXX	Digital Marketing Strategy	X	X		X		X	X	X		X	X	X	X			X	X
MKT 6XXX	Strategic Marketing Planning	X			X		X	X				X	X	X	X			

