



BA (Hons) Business with Business Communication

Programme Specification

Primary Purpose

Course management and quality assurance.

Secondary Purpose

Detailed information for students, staff and employers. Current students should refer to the related Course Handbook for further detail.

Disclaimer

The University of Portsmouth has checked the information given in this Programme Specification. We will endeavour to deliver the course in keeping with this Programme Specification; however, changes may sometimes be required arising from annual monitoring, student feedback, review and update of units and courses. Where this activity leads to significant changes to units and courses, there will be prior consultation of students and others, wherever possible, and the University will take all reasonable steps to minimize disruption to students. It is also possible that the University may not be able to offer a unit or course for reasons outside of its control, for example; the absence of a member of staff or low student registration numbers. Where this is the case, the University will endeavour to inform applicants and students as soon as possible. Where appropriate, the University will facilitate the transfer of affected students to another suitable course.

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Course Details

1. Named Awards

BA (Hons) Business with Business Communication

2. Course Code (and UCAS Code if applicable)

C2370F

3. Awarding Body

University of Portsmouth

4. Teaching Institution

University of Portsmouth

5. Accrediting Body

None

6. QAA Benchmark Groups

General Business and Management

7. Document Control Information

Version September 2018

8. Effective Session

2018/2019

9. Author

Ian Piper

10. Faculty

Business and Law

11. Subject Group

Business and Management: Generalist Business

Curriculum

12. Educational Aims

- To provide a challenging and stimulating study environment.
- To provide a framework allowing students to follow a flexible coherent programme of study
- To equip graduates with the necessary transferable skills for lifelong learning and flexibility in the context of changing labour markets
- To provide students with the skills and knowledge required to maximise career and post graduate study opportunities

- To develop an understanding of theories and practices of business and business concepts
- To provide links and or platform for the eventual professional development of a career in business and management
- To provide an integrated education in business and English that will meet current organisational needs
- To provide a framework for understanding organisations and interpreting their diverse relationships in a dynamic and international environment.
- To provide links and or a platform for the eventual professional development of a career in business and management.
- To integrate research undertaken by academic staff into teaching.

13. Reference Points

- University of Portsmouth curriculum framework document.
- The scholarship and research expertise of academic members of staff.
- QAA Code of Practice for the Assurance of Academic Quality and Standards in Higher Education.
- Framework of Higher Education Qualifications.
- Vocational and professional experience of academic members of staff.

14. General Learning Outcomes

Level 4

Accreditation of Prior Learning - 120 Credits FHEQ4 – from an approved partner institution

Typically, holders of the qualification will be able to:

- evaluate the appropriateness of different approaches to solving problems related to their area(s) of study and/or work
- communicate the results of their study/work accurately and reliably, and with structured and coherent arguments
- undertake further training and develop new skills within a structured and managed environment

And holders will have:

- the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility

Level 5

Diplomas in Higher Education are awarded to students who have demonstrated:

- 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
- 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
- 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
- an understanding of the limits of their knowledge, and how this influences analyses and interpretations based on that knowledge

Typically, holders of the qualification will be able to:

- use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis

- effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively
- undertake further training, develop existing skills and acquire new competences that will enable them to assume significant responsibility within organisations

And holders will have:

- the qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision-making

Level 6

Bachelor's degrees/Bachelor's degrees with honours are awarded to students who have demonstrated:

- a systematic understanding of key aspects of their field of study, including acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of a discipline
- an ability to deploy accurately established techniques of analysis and enquiry within a discipline
- conceptual understanding that enables the student:
 - to devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of a discipline
 - to describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in the discipline
- an appreciation of the uncertainty, ambiguity and limits of knowledge
- the ability to manage their own learning, and to make use of scholarly reviews and primary sources (for example, refereed research articles and/or original materials appropriate to the discipline)

Typically, holders of the qualification will be able to:

- apply the methods and techniques that they have learned to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects
- critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and to frame appropriate questions to achieve a solution - or identify a range of solutions - to a problem
- communicate information, ideas, problems and solutions to both specialist and non-specialist audiences

And holders will have:

- the qualities and transferable skills necessary for employment requiring:
 - the exercise of initiative and personal responsibility
 - decision-making in complex and unpredictable contexts
- the learning ability needed to undertake appropriate further training of a professional or equivalent nature

15. Learning Outcomes

The programme addresses the subject specific knowledge and skills as stated below. The units of the programme in which they are addressed are identified:

- An understanding of some of the contexts in which business operates
- A knowledge and understanding of the main current technical language and practices within business.

General learning outcomes:

Students will be able to demonstrate an ability to:

- Understand the key aspects of the subject areas
- Apply appropriate techniques of analysis to the subject areas

- Research topics and to devise and sustain arguments in the subject areas
- Discuss current research and scholarship related to subject areas
- Discuss current limits of knowledge in subject specific areas
- Take responsibility for their own learning
- Carry out an extended piece of independent enquiry
- Communicate information in a manner appropriate to subject and the intended audience.
- Show initiative and be able to make and justify decisions.

A. Knowledge and Understanding of:

- A.1 Fundamentals and Principles of a range of business functions
- A.2 Interrelationships between organisations, the business environment and society
- A.3 Processes relating to people and their management in organisations
- A.4 Complexity of organisational governance
- A.5 Interaction [synthesis] of management theory and business practice
- A.6 Nature of innovation and entrepreneurship
- A.7 Significance of key contemporary issues for business such as globalisation and CIT
- A.8 Complexity of values and norms adopted in business

B. Cognitive (Intellectual or Thinking) Skills, able to:

- B.1 Identify, define and explore business problems [using logical and creative approaches]
- B.2 Identify tacit assumptions and limitations of data and information
- B.3 Discriminate between business and / managerial alternatives and evaluate them
- B.4 Analyse and interpret a range of business documentation
- B.5 Argue cogently in oral and written form
- B.6 Think creatively in dynamic, unpredictable business situations
- B.7 Apply mathematical and statistical analysis to business tasks
- B.8 Reflect on own learning, and apply skills to actively manage studies

C. Practical (Professional or Subject) Skills, able to:

- C.1 Use techniques for planning and scheduling work/projects
- C.2 Decide on the feasibility of plans given time and resources available
- C.3 Self-manage to meet deadlines in business
- C.4 Demonstrate interpersonal skills to relate to, and collaborate effectively with colleagues
- C.5 Demonstrate cultural sensitivity
- C.6 Search for information and retrieve data using traditional and electronic sources
- C.7 Use IT skills including spreadsheets for data analysis
- C.8 Use CIT to process and progress business tasks
- C.9 Update professional knowledge using business resources on the internet
- C.10 Demonstrate networking skills
- C.11 Use a range of presentation forms professionally

D. Transferable (Graduate and Employability) Skills, able to:

- D.1 Communicate effectively (including persuasion, influencing, project management)

- D.2 Use information technology
- D.3 Solve problems
- D.4 Apply numbers
- D.5 Improve own learning and performance
- D.6 Work with others (in a team environment)

16. Learning and Teaching Strategies and Methods

Teaching and learning is developed through a range of methods. Lectures provide theoretical / conceptual foundations (LO A1, A2, A3, A4, A6, A7 AND A8). Seminars, workshops and surgery sessions build on and develop further knowledge and understanding. (LO A2, A3, A5 AND A7).

Cognitive skills are developed through lectures supported by other class-based sessions and independent learning (see department policy document on Student Private Study Guidance).

C1, C2, C3, C8 and C10 are developed through self-management and individual and group-based seminar and workshop activities. These skills, together with C2, C4, C5, C6, C7 and C9 are required in units focussing on the particular skill or skills referred to.

Seminar activities across the programme will provide the primary mechanisms for the development of transferable and key skills

17. Assessment Strategy

Assessment of cognitive skills occur in the range of assessment methods employed i.e. examinations; coursework; continuous assessment. (Programme Learning Outcome, A1, A2, A3, A4, A5, A6, A7 and A8).

Assessment of cognitive skills occurs in the range of assessment methods employed i.e. examination and / or continuous assessment, coursework and / or group work.

C1, C5, C6, C7, C8 and C10 are assessed through relevant unit assessment artefacts. These plus C2, C3, C4, C9 and C11 form part of self-managed learning and are key to performance in a range of assessments.

These will be assessed in units across the programme.

All assessments for core units on this programme are considered to provide opportunities for students to demonstrate knowledge and understanding of the subject matter relating to the degree programme. Some assessments lend themselves more readily to the development and demonstration of cognitive skills others provide evidence of practical, professional and subject specific skills. Most assessments will provide opportunities for students to demonstrate the achievement of transferable key skills.

At level 5 students are provided with the opportunity to develop the intellectual skills of evaluation, knowledge and analysis.

At level 6 students are expected to demonstrate critical thinking and engage analytically with the subject matter. An example of this is the Business Research Project.

18. Course Structure, Progression and Award Requirements

See [Unit Web Search](#)¹ for full details on the course structure and units

One credit is equivalent to 10 hours of learning. Each level comprises a minimum of 120 credits.

Units are offered as 20 or 40 credits

The pathway is offered in a two year, full time mode

¹ www.port.ac.uk/unitwebsearch

Stage (level) 4 will be undertaken by way of a study in an overseas HEI prior to entry to this programme. It is anticipated that many students will be admitted at stage 6 level at Portsmouth. In such cases they will have been required to undertake the equivalent of both stage 4 and 5 at overseas HEI.

19. Employability Statement

Career management skills are embedded in the curriculum. Career management also forms part of the personal tutoring programme and is also incorporated in units such as Human Resource Management, CV and letter writing for example. CV writing is also covered in English units.

Personal development planning including the identification and review of skills is delivered at all levels of study as part of the personal tutoring system.

Employer links are facilitated through the core Career Advice Service, Purple Door, Faculty and knowledge transfer activities.

Wednesday afternoon is kept free of formal tuition so that students may participate in the range of sports and other special interest clubs offered by the university.

Course Management

20. Support for Student Learning

- The Course is managed by a Course Leader
- Extensive induction programme introduces the student to the University and their course
- Each student has a personal tutor, responsible for pastoral support and guidance
- University support services include careers, financial advice, housing and counselling
- PBS Study Support
- EAP (English for Academic Purposes) provides additional language support
- The Academic Skills Unit (ASK)
- The Additional Support and Disability Advice Centre (ASDAC)
- Excellent library facilities
- Student course and unit handbooks provide information about the course structure and University regulations
- Feedback is provided for all assessments
- Personal Development Planning (PDP) for all awards

21. Admissions Criteria

A. Academic Admissions Criteria

This course is aimed at international students and only students whose first language is not English may be admitted. The University of Portsmouth International Office will make offers to applicants based on their previous academic record and/or work based experience.

Many students are admitted through articulation agreements with international HE institutions.

Mature students are welcomed.

B. Disability

The University makes no distinction in its admissions policy with regard to disability and will endeavour to make all reasonable adjustments in order to make it possible for students to study at Portsmouth on a course of their choice.

22. Evaluation and Enhancement of Standards and Quality in Learning and Teaching

A. Mechanisms for Review and Evaluation

- Course Leader's Annual Standards and Quality Evaluative Review
- Head of Department's Annual Standards and Quality Evaluative Review
- Unit and Course Level student feedback considered at Board of Studies
- Unit Assessment Board consideration of student performance for each programme
- Annual Standards and Quality Reports to Board of Studies, including consideration of Subject and Award External Examiner Reports
- Periodic Programme Review
- Student Representatives and Student/Staff Consultative Committees
- National Student Survey
- National Postgraduate Taught Experience Survey
- Staff Performance and Development Review
- Peer Review and Development Framework
- Faculty Learning and Teaching Committee

B. Responsibilities for Monitoring and Evaluation

- Unit Co-ordinators for unit content and delivery
- Course Leader for day-to-day running of course
- Board of Studies with overall responsibilities for operation and content of course
- Head of Undergraduate Programmes
- Associate Dean (Academic)
- Associate Dean (Students)
- Quality Assurance Committee
- Unit, Award and Progression Board of Examiners

C. Mechanisms for Gaining Student Feedback

- Student Representation on Board of Studies
- Student Staff Consultative Committees
- Unit and Course level student feedback questionnaires
- University participates in external student surveys, e.g. National Student Survey (NSS), Postgraduate Taught Experience Survey (PTES), Postgraduate Research Experience Survey (PRES) and International Student Barometer (ISB)

D. Staff Development Priorities

- Academic staff undertake activities related to research, scholarship, teaching and learning and student support and guidance
- Annual staff performance and development reviews match development to needs
- Managers undertake a variety of management development programmes
- New academic staff required to undertake appropriate University of Portsmouth learning and teaching programmes
- All academic staff encouraged to seek Higher Education Academy membership
- Academic staff undertake initial and continuing professional development within the Academic Professional Excellence Framework (APEX) programme which is aligned with the Higher Education Academy (HEA)'s UK Professional Standards Framework (UKPSF)
- Support staff are encouraged to attend short courses in areas such as minute taking, and specific IT packages

23. Assessment Regulations

The current University of Portsmouth academic regulations will apply to this programme (see [Assessment and Regulations²](#)).

24. Role of Externals

Subject External Examiners who will:

- Oversee unit assessment and usually attend Unit Assessment Boards
- Review unit assessment strategy
- Sample assessment artefacts
- Present report to Unit Assessment Boards

Award External Examiners (usually also a Subject External Examiner) who will:

- Oversee and attend Award/Progression Boards
- Scrutinise and endorse the outcomes of assessment
- Ensure that the standard of the award is maintained at a level comparable with that of similar awards elsewhere in the United Kingdom

25. Indicators of Standards and Quality

A. Professional Accreditation/Recognition

None.

B. Periodic Programme Review (or equivalent)

Curriculum review 2012 confirmed the fitness for purpose of the curriculum and that annual monitoring and review processes were effective.

C. Quality Assurance Agency

QAA Higher Education Review, March 2015, judgements about standards and quality meet UK expectations (*for full report see [Higher Education Review of the University of Portsmouth, March 2015³](#)*).

D. Others

None.

26. Further Information

Further information may be found in:

- Student Handbook
- University of Portsmouth Curriculum Framework Document
- University of Portsmouth Prospectus
- [University of Portsmouth⁴](#) and [Business School⁵](#) websites

² www.port.ac.uk/departments/services/academicregistry/qualitymanagementdivision/assessmentandregulations/

³ www.qaa.ac.uk/en/ReviewsAndReports/Documents/University%20of%20Portsmouth/University-of-Portsmouth-HER-15.pdf

⁴ www.port.ac.uk/

⁵ www.port.ac.uk/portsmouth-business-school/