



UNIVERSITY OF  
PORTSMOUTH

## COURSE SPECIFICATION

# *BA (Hons) Business Management and Entrepreneurship*

**Academic Standards, Quality and Partnerships  
Department of Student and Academic Administration**

**June 2020**

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# COURSE SPECIFICATION

<b>Course Title</b>	<b><i>BA (Hons) Business Management and Entrepreneurship</i></b>
Final Award	<i>BA</i>
Exit Awards	<i>CertHE, DipHE</i>
Course Code / UCAS code (if applicable)	<i>C2555S</i>
Mode of study	<i>Full time</i>
Mode of delivery	<i>Campus</i>
Normal length of course	<i>3 years, 4 years with placement</i>
Cohort(s) to which this course specification applies	<i>From September 2019 intake onwards</i>
Awarding Body	<i>University of Portsmouth</i>
Teaching Institution	<i>University of Portsmouth</i>
Faculty	<i>Faculty of Business and Law</i>
School/Department/Subject Group	<i>Strategy, Enterprise and Innovation</i>
School/Department/Subject Group webpage	<a href="#"><i>Portsmouth Business School</i></a>
Course webpage including entry criteria	<a href="#"><i>Business Management and Entrepreneurship</i></a>
Professional and/or Statutory Regulatory Body accreditations	<i>None</i>
<a href="#"><u>Quality Assurance Agency Framework for Higher Education Qualifications (FHEQ) Level</u></a>	<i>Level 6</i>

This course specification provides a summary of the main features of the course, identifies the aims and learning outcomes of the course, the teaching, learning and assessment methods used by teaching staff, and the reference points used to inform the curriculum.

This information is therefore useful to potential students to help them choose the right course of study, to current students on the course and to staff teaching and administering the course.

Further detailed information on the individual modules within the course may be found in the relevant module descriptors and the Course Handbook provided to students on enrolment.

Please refer to the [Module Web Search](#) for further information on the course structure and modules.

## Educational aims of the course

- To develop initiative, inquisitiveness and innovation in problem identification and resolution
- To develop self-motivation and an entrepreneurial spirit in completing projects from inception to completion
- To develop strategic, analytical and critical thinking to product and service development within organisations in the private, public and voluntary sectors
- To equip students with understanding of diverse organisational relationships within a global context
- To provide a challenging and stimulating study environment to enable students to become skilful professionals
- To provide students with the opportunity to study a flexible coherent programme up to and including a maximum of 40 credits worth of elective units
- To provide students with the opportunity to partake in the Institution Wide Language Programme
- To provide an opportunities for students to gain experience and skills relevant to employment (or further study) within management or enterprise through corporate interactions, industry informed teaching, and through work placement opportunities
- To provide opportunities to address real business problems, thus equipping graduates with 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 postgraduate study opportunities
- To provide links and/or a platform for the eventual professional development of a career in management or enterprise
- To integrate world class, impactful research into teaching to provide students with cutting-edge understanding of contemporary business, management and entrepreneurship
- To equip students with understanding of the importance of business ethics and environmental sustainability, informing a sense of business responsibility

## Course Learning Outcomes and Learning, Teaching and Assessment Strategies

The [Quality Assurance Agency for Higher Education \(QAA\)](#) sets out a national framework of qualification levels, and the associated standards of achievement are found in their [Framework for Higher Education Qualifications](#) document.

The Course Learning Outcomes for this course are outlined in the tables below.

### A. Knowledge and understanding:

*Graduates will have knowledge and understanding of Business, Management and Entrepreneurship. In order to show this, they will be able to:*

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
A1	<i>Explain and critique relevant theory and practice of business, management and entrepreneurship</i>	<i>Lectures, seminars, laboratory work, group work, live</i>	<i>Essays, examinations, portfolios, presentations,</i>
A2	<i>Critically evaluate established techniques for the development of ideas through to final implementation.</i>		

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
A3	<i>Demonstrate critical awareness of contemporary issues in business development.</i>	<i>client interactions, simulations, formative peer-review discussions.</i>	<i>formative presentation feedback.</i>

**B. Cognitive (Intellectual or Thinking) skills:**

*Graduates will have critical thinking skills.* In order to show this, they will be able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
B1	<i>Find appropriate data and synthesize this to produce a critical piece of working, identifying tacit assumptions and limitations of data and information.</i>	<i>Lectures, seminars, laboratory work, group work, simulations.</i>	<i>Essays, proposals, business plans, presentations.</i>
B2	<i>Make use of scholarly reviews and primary sources appropriate to the discipline.</i>	<i>Lectures, seminars, group work, independent study projects, formative peer-review discussions.</i>	<i>Essays, reports, portfolios, presentations, formative presentation feedback.</i>
B3	<i>Critically evaluate arguments to make judgements and form appropriate managerial recommendations.</i>		

**C. Practical (Professional or Subject) skills:**

*Graduates will be problem solvers with a creative, entrepreneurial mindset.* In order to show this, they will be able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
C1	<i>Analyse a realistic business problem and develop creative solutions.</i>	<i>Lectures, seminars, group work, simulations, live client interactions, simulations, formative peer-review discussions.</i>	<i>Reports, proposals, presentations, role-plays, business plans, portfolios, reflective accounts.</i>
C2	<i>Apply the methods and techniques they have learned to initiate and carry out projects to conclusion.</i>		

#### D. Transferrable (Graduate and Employability) skills:

*Graduates will be effective communicators.*

*Graduates will be global citizens with an awareness of how issues of ethics, sustainability and responsibility affect professional practice. In order to show this, they will be able to:*

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
D1	<i>Produce a clear, well-written report that communicates effectively with both specialist and non-specialist audiences.</i>	<i>Lectures, seminars, group work, simulations, live client interactions.</i>	<i>Reports, proposals, business plans, proposals.</i>
D2	<i>Deliver an effective oral presentation that addresses the brief given.</i>		
D3	<i>Show understanding of the impact of international issues in a realistic problem scenario.</i>		<i>Essays, examinations, presentations, Reflective accounts, formative presentation feedback.</i>
D4	<i>Show understanding of what sustainability issues there are in a given problem scenario and how these might affect how that problem is resolved.</i>		
D5	<i>Recognise and resolve ethical issues affecting their professional context.</i>		

### Academic Regulations

The current University of Portsmouth [Academic Regulations](#) will apply to this course.

### Support for Student Learning

The University of Portsmouth provides a comprehensive range of support services for students throughout their course, details of which are available at the [MyPort](#) student portal.

In addition to these University support services, this course also provides access to 'Student StartUp', a start-up incubator exclusively for students and graduates of the University of Portsmouth. 'Student StartUp' offers expert advice and support, workshops, co-working space, networking opportunities and a whole host of useful resources.

### Evaluation and Enhancement of Standards and Quality in Learning and Teaching

The University of Portsmouth undertakes comprehensive monitoring, review and evaluation of courses within clearly assigned staff responsibilities. Student feedback is a key feature in these evaluations, as represented in our [Policy for Listening to and Responding to the Student Voice](#) where you can also find further information.

### Reference Points

The course and outcomes have been developed taking account of:

- [University of Portsmouth Curriculum Framework Specification](#)
- [University of Portsmouth Education Strategy 2016 - 2020](#)
- [University of Portsmouth Code of Practice for Work-based and Placement Learning](#)

- [Quality Assurance Agency UK Quality Code for Higher Education](#)
- [Quality Assurance Agency Qualification Characteristic Statements](#)
- [Quality Assurance Agency Subject Benchmark Statement](#) for Business and Management
- [Quality Assurance Agency Enterprise and Entrepreneurship Education: Guidance for UK High Education Provides 2018](#)
- [Quality Assurance Agency Framework for Higher Education Qualifications](#)
- Vocational and professional experience, scholarship and research expertise of the University of Portsmouth's academic members of staff
- National Occupational Standards

## Disclaimer

The University of Portsmouth has checked the information provided in this Course Specification and will endeavour to deliver this course in keeping with this Course Specification. However, changes to the course may sometimes be required arising from annual monitoring, student feedback, and the review and update of modules and courses.

Where this activity leads to significant changes to modules and courses there will be prior consultation with students and others, wherever possible, and the University of Portsmouth will take all reasonable steps to minimise disruption to students.

It is also possible that the University of Portsmouth may not be able to offer a module or course for reasons outside of its control, for example, due to the absence of a member of staff or low student registration numbers. Where this is the case, the University of Portsmouth will endeavour to inform applicants and students as soon as possible, and where appropriate, will facilitate the transfer of affected students to another suitable course.

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## Document details

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