

**Faculty: Business School**

Title of Programme: Business Joint Honours

Programme Code:           BSJH

# Programme Specification

Start Date: September 2011

Date of Approval: 28.06.11

Associate Dean (Academic Quality): DAVID GAYFER

Signature

*David Stephen Gayfer*

# Programme Specification: BA/BSc Business Joint Honours

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

## Section 1

<b>Awarding Institution/Body</b>	University of Hertfordshire
<b>Teaching Institution</b>	University of Hertfordshire
<b>University/partner campuses</b>	de Havilland
<b>Programme accredited by</b>	N/A
<b>Final Award</b>	BA/BSc Honours BA/BSc Honours (Sandwich) BA/BSc Honours (and a Year's Study Abroad) BA/BSc Honours (and a Year's Study Abroad) (Sandwich)
<b>All Final Award titles</b>	<i>Field of study 1 and/with Field of study 2 (see Appendix A)</i> Marketing with Fashion
<b>FHEQ level of award</b>	Honours (H)
<b>UCAS code(s)</b>	NN41 (Open programme)

### A. Programme Rationale

The programme is designed to recruit students who wish to combine two particular business routes. It provides students with an academically challenging and vocationally relevant programme of study. Students select two fields of study from the choice of eleven available on the Business Joint Honours programme and these may be studied in equal proportions or alternatively as a major/minor combination (except for Language and Finance which are minors only, and Information Systems which is offered in minor and twin modes only). Within the Marketing field there is the opportunity to study a single honours mode leading to the award of BA (Honours) Marketing with Fashion.

Graduates are equipped for a variety of careers in business depending on their chosen areas of study.

### B. Educational Aims of the Programme

The programme has been devised in accordance with the University's general educational aims of programmes of study as set out in UPR TL01.

#### Additionally this programme aims to:

- prepare students for a career in business and management;
- provide students with an understanding of business and management practices;
- develop students' transferable, intellectual and study skills;
- provide a supportive environment for learning;
- prepare students for postgraduate study and/or professional study;
- provide students with appropriate employability skills within the global context.

### C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for 'General Business & Management' and the

Framework for Higher Education Qualifications in England, Wales and Northern Ireland (2008), and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education 2003 have been used as a guiding framework for curriculum design.

It should be noted that the benchmark statements for the relevant fields of study have been incorporated within the Programme Specification of the related Single Honours degree.

Knowledge and Understanding of:	Teaching/learning methods & strategies	Assessment
<p>A1 The intricacies of organisations</p> <p>A2 The complexity of the external environment in which organisations operate</p> <p>A3 A wide range of processes, procedures and practices of effective management;</p> <p>A4 One or more functional areas of business.</p>	<p>Acquisition of knowledge and understanding is through a combination of lectures, tutorials, coursework and project work at all levels of the programme. These may be reinforced by way of an optional 48-week work placement.</p> <p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.</p>	<p>Knowledge and understanding are assessed through a combination of examinations and assessed coursework in the form of essay assignments, project reports, portfolios and presentations.</p>
Intellectual skills - able to:	Teaching/learning methods & strategies	Assessment
<p>B1 Apply a range of intellectual skills and competencies specific to business and management</p> <p>B2 Utilise cognitive skills of critical thinking, analysis and synthesis</p>	<p>Intellectual skills are developed throughout the programme by the methods and strategies outlined in section A, above. Cognitive skills are developed particularly at level 2 and level 3.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study.</p>	<p>Intellectual and cognitive skills are assessed via examination and coursework.</p>
Practical skills - able to:	Teaching/learning methods & strategies	Assessment
<p>C1 Conduct research into business and management issues</p>	<p>Practical skills are developed throughout the programme by methods and strategies outlined in A and B above.</p>	<p>Practical skills are assessed through coursework assignments, case study reports, presentations and project reports.</p>
Transferable skills - able to:	Teaching/learning methods & strategies	Assessment
<p>D1 Communicate effectively, both orally and in writing</p> <p>D2 Make effective use of IT tools for business</p> <p>D3 Work effectively within a team</p> <p>D4 Manipulate, sort and</p>	<p>Transferable skills are developed throughout the programme by the methods and strategies outlined in sections A, B and C above. Skill D1 is developed through coursework, reports, oral presentations and project reports.</p>	<p>Skill D1 is assessed through coursework, oral presentations project reports and examinations.</p> <p>Skill D2 is assessed by coursework assessment.</p>

<p>present data</p> <p>D5 Use appropriate quantitative and qualitative techniques for effective problem solving and decision making</p> <p>D6 Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments.</p> <p>D7 Operate in the dynamic global arena and to appreciate contemporary and cross-cultural difference.</p>	<p>Skill D2 is developed in preparing coursework.</p> <p>Skill D3 is developed through tutorials and group-based coursework assessment.</p> <p>Skill D4 is developed through project and assignment work.</p> <p>Skill D5 is developed through project work.</p> <p>Skills D6 and D7 are developed and promoted through dedicated modules (e.g. Enterprise) and throughout the programme.</p> <p>Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.</p>	<p>Skill D3 is assessed by group-based coursework assessment.</p> <p>Skills D4, D5 and D7 are assessed through coursework and examinations.</p> <p>Skill D6 is assessed through coursework, examinations, employment experience and simulation.</p>
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## D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered in full-time (3 years) and sandwich (4 years) modes, and leads to the award of a BA/BSc (Honours) *Field of Study 1 and/with Field of Study 2* and BA/BSc (Honours) *Field of Study 1 and/with Field of Study 2* (Sandwich) respectively. Where applicable these titles will include (and a Year's Study Abroad)'. The programme does not have a dedicated part-time route; however students may undertake the programme at a part-time rate of study.

Entry is normally at level 4 with suitable A level or equivalent qualifications but it is possible to enter at levels 5 and 6 with suitable qualifications. Intake is normally semester A (September).

### Professional and Statutory Regulatory Bodies

The Business School will pursue the continuance of an arrangement with the Chartered Institute of Marketing (CIM) whereby students taking the Marketing Field as a major receive recognition from CIM.

### Work-Based Learning, including Sandwich Programmes

A programme of study approved as leading to an award in the sandwich mode must include not less than 48 weeks of supervised work experience **or** 24 weeks of supervised work experience and one semester study abroad, in addition to the period required for the full-time award. Students who can provide evidence of an appropriate period (minimum 2 years) of directly relevant previous experience and complete a work-based portfolio may be considered for exemption. Students who are unable, for valid reasons, to complete their sandwich year will be deemed to be on the full-time mode.

Students may have the opportunity to study abroad (in Europe or world-wide) during their placement year for one or two semesters; or to study abroad for one semester plus a six-month work placement. Only students who undertake at least 24 weeks of supervised work experience will be entitled to a Sandwich degree. Students may also take the opportunity to study half, or all of their level 5 in a host institution. The latter may be with or without a placement year. The degree titles of students who successfully complete a year's study abroad will include '(and a Year's Study Abroad)'.

### Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 (in section 2) identifies where each learning outcome is assessed.

**Table 1a Outline Programme Structure**  
**Modes of study: Full Time and Sandwich (major/minor or twin)**  
**Entry point: Semester A**

**LEVEL 4**

Select two fields of study from:

Accounting (*This field cannot be combined with Finance*),  
 Business  
 Economics  
 European Studies  
 Event Management,  
 Finance (minor only) (*This field cannot be combined with Accounting*)  
 Human Resources  
 Information Systems (minor and twin modes only)  
 Language (minor mode only – see note below)  
 Marketing (*Marketing with Fashion may also be selected as a single honours route*)  
 Tourism

**Note: The following languages are available:** Chinese Mandarin (beginners' level only), French, German, Italian (beginners' level only) and Spanish.

**Level 4 - 60 credit points from compulsory modules, plus 30 credit points from field of study 1 and 30 credit points from field of study 2**

**Compulsory Modules (all students must study these modules)**

<b>Compulsory Modules</b> Module Title	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Introduction to Business and Management	Minor/Twin/Major	4BUS1040	30	0	100	AB
Quantitative Methods for Business and Management	Minor/Twin/Major	4BUS1022	15	0	100	A
Global Perspectives in Business B	Minor/Twin/Major	4BUS1028	15	0	100	B

**Level 4 – Fields of Study**

<b>Accounting Field</b>	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Principles of Accounting and Finance	Minor/Twin/Major	4BUS1054	30	50	50	AB

<b>Business Field</b>	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Accounting for Business	Minor/Twin/Major	4BUS1043	15	0	100	A
Principles of Marketing B	Minor/Twin/Major	4BUS1050	15	0	100	B

**Notes:** 1. Students who combine the Business field with either the Accounting field or the Finance field must replace 'Accounting for Business' with 'Economics for Business'.  
 2. Students who combine the Business field with the Marketing field must replace 'Principles of Marketing' with 'Economics of Business'.

<b>Economics Field</b>	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Introduction to Macroeconomics	Minor/Twin/Major	4BUS1033	15	100	0	B
Introduction to Microeconomics	Minor/Twin/Major	4BUS1031	15	0	100	A

<b>European Studies Field</b>	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
History of the European Idea	Minor/Twin/Major	4HUM0202	15	0	100	A
Human Space & Society	Minor/Twin/Major	4LFS0044	15	50	50	B

<b>Event Management Field</b>	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
The Event Industry	Minor/Twin/Major	4BUS1007	15	0	100	A
Hospitality Services Management	Minor/Twin/Major	4BUS1008	15	0	100	B

<b>Finance Field (minor only)</b>	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Accounting for Business	Minor	4BUS1043	15	0	100	A
Principles of Finance	Minor	4BUS1001	15	0	100	B

<b>Human Resources Field</b>	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
People Resourcing	Minor/Twin/Major	4BUS1026	15	0	100	A
Legal Issues for Human Resources	Minor/Twin/Major	4LAW0039	15	50	50	B

<b>Information Systems Field (minor or twin only)</b>	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Programming Principles	Minor/Twin	4COM0046	15	0	100	A
Information Systems for Business	Minor/Twin	4BUS1038	15	50	50	B

<b>Language Field (minor only)</b>	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Language	Minor	Various	15	0	100	A
Language	Minor	Various	15	0	100	B

<b>Marketing Field</b>	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Principles of Marketing	Minor/Twin/Major	4BUS1010	15	0	100	A
Introduction to Marketing Communications	Minor/Twin/Major	4BUS1011	15	0	100	B

<b>Marketing with Fashion (single honours)</b>	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Principles of Marketing	Single honours	4BUS1010	15	0	100	A
Introduction to Marketing Communications	Single honours	4BUS1011	15	0	100	B
Fashion: Introduction to Creative Processes	Single honours	4ARD0022	15	0	100	A
Fashion: Introduction to Technical and IT Skills	Single honours	4ARD0023	15	0	100	B

<b>Tourism Field</b>	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Principles of Tourism Marketing	Minor/Twin/Major	4BUS1004	A	0	100	A
The Geography of Travel and Tourism	Minor/Twin/Major	4BUS1005	B	50	50	B

Progression to level 5 on the honours route requires 120 credits at level 4; for students with less than 120 credits at level 4 progression will be determined by the Programme Examination Board.

## LEVEL 5

**Major/Minor mode:** 90 credit points from Major Field; 30 credit points from Minor Field.

**Twin mode:** 60 credit points from Field 1; 60 credit points from Field 2.

**Marketing with Fashion:** select all 120 credit points within Marketing with Fashion

Twin mode students must select the Enterprise module within one of their fields of study and one of the Enhancing Employability modules within their other field. Both modules are incorporated within the major mode of each field.

### Level 5 – Fields of Study

Accounting Field	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Management Accounting for Business Decisions	Minor	5BUS1038	15	100	0	A
Analysing Financial Information	Minor	5BUS1002	15	50	50	B

Financial Accounting and Reporting	Twin	5BUS1092	30	60	40	AB
Management Accounting for Business Decisions	Twin	5BUS1038	15	0	100	A
Enterprise	Twin	5BUS1080	15	0	100	B

Financial Accounting and Reporting	Twin	5BUS1092	30	60	40	AB
Cost and Performance Management	Major	5BUS1093	30	60	40	AB
Performance Management	Major	5BUS1028	15	60	40	B
Enhancing Employability in Accounting and Finance	Major	5BUS1084	15	0	100	A
Enterprise	Major	5BUS1080	15	0	100	B

**Note:** Students must pass Principles of Accounting and Finance before proceeding to level 5 of the Accounting field.

Business Field	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Managing People	Minor	5BUS1037	15	0	100	A
Exploring Business Ethics	Minor	5BUS1049	15	70	30	B

Managing People	Twin	5BUS1037	15	0	100	A
Exploring Business Ethics	Twin	5BUS1049	15	70	30	B
Enhancing Employability * or Semester A option	Twin	5BUS1085	15	0	100	A
		-	15	-	-	A
Enterprise * or Semester B option	Twin	5BUS1080	15	0	100	B
		-	15	-	-	B

\*Twin mode students must select either Enhancing Employability or Enterprise within this field.

Managing People	Major	5BUS1037	15	0	100	A
Exploring Business Ethics	Major	5BUS1049	15	70	30	B
Semester A option	Major	-	15	-	-	A
Semester B option	Major	-	15	-	-	B
Enhancing Employability	Major	5BUS1085	15	0	100	A
Enterprise	Major	5BUS1080	15	0	100	B

**Business Field options (Twin mode select 15 credits; Major mode select 30 credits)**

Business Analysis Tools	Twin/Major	5BUS1047	15	50	50	A
Human Computer Interaction for Commercial Applications	Twin/Major	5BUS1007	15	0	100	A
Management Accounting for Business Decisions	Twin/Major	5BUS1038	15	100	0	A
Marketing Planning	Twin/Major	5BUS1032	15	0	100	A
Cross-cultural Management	Twin/Major	5BUS1054	15	70	30	B
Marketing for the Small Enterprise	Twin/Major	5BUS1031	15	60	40	B
Principles of Operations Management	Twin/Major	5BUS1023	15	70	30	B
Project Planning and Control	Twin/Major	5BUS1008	15	0	100	B

<b>Economics Field</b>	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Economic Growth, Aggregate Price and Income	Minor	5BUS1060	15	50	50	A
Business Economics	Minor	5BUS1058	15	50	50	B

Economic Growth, Aggregate Price and Income	Twin	5BUS1060	15	50	50	A
Business Economics	Twin	5BUS1058	15	50	50	B
Enhancing Employability in Economics * or Consumers, Firm and Markets	Twin	5BUS1067	15	0	100	A
		5BUS1086	15	50	50	A
Enterprise * or International Trade and the Open Economy	Twin	5BUS1080	15	0	100	B
		5BUS1040	15	50	50	B

*Twin mode students must select either Enhancing Employability in Economics or Enterprise within this field.*

Economic Growth, Aggregate Price and Income	Major	5BUS1060	15	50	50	A
Business Economics or Econometrics	Major	5BUS1058	15	50	50	B
		5BUS1059	15	50	50	B
Consumers, Firm and Markets	Major	5BUS1086	15	50	50	A
International Trade and the Open Economy	Major	5BUS1040	15	50	50	B
Enhancing Employability in Economics	Major	5BUS1067	15	0	100	A
Enterprise	Major	5BUS1080	15	0	100	B

<b>European Studies Field</b>	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Politics of European Integration	Minor	5BUS1025	15	70	30	A
Economics of European Integration	Minor	5BUS1061	15	70	30	B

Politics of European Integration	Twin	5BUS1025	15	70	30	A
Economics of European Integration	Twin	5BUS1061	15	70	30	B
Enhancing Employability * or Semester A option	Twin	5BUS1085	15	0	100	A
		-	15	-	-	A
Enterprise * or Semester B option	Twin	5BUS1080	15	0	100	B
		-	15	-	-	B

\*Twin mode students must select either Enhancing Employability or Enterprise within this field.

Politics of European Integration	Major	5BUS1025	15	70	30	A
Economics of European Integration	Major	5BUS1061	15	70	30	B
Semester A option	Major	-	15	-	-	A
Semester B option	Major	-	15	-	-	B
Enhancing Employability	Major	5BUS1085	15	0	100	A
Enterprise	Major	5BUS1080	15	0	100	B

### European Studies Field options (Twin mode select 15 credits; Major mode select 30 credits)

European Revolutions 1789-1989	Twin/Major	5HUM0275	15	0	100	A
Geographical and Environmental Processes in Europe	Twin/Major	5LFS0047	15	0	100	A
European Tourism Policy	Twin/Major	5BUS1052	15	50	50	A
Aspects of European Law	Twin/Major	5LAW0043	15	70	30	B
European Cinema	Twin/Major	5HUM0207	15	0	100	B
European Consumer Markets: Issues and Trends	Twin/Major	5BUS1065	15	0	100	B
European Employment Relations	Twin/Major	5BUS1055	15	60	40	B

Event Management Field	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Event Planning and Risk Management	Minor	5BUS1050	15	0	100	A
Olympic Impact and Legacies	Minor	5BUS1036	15	50	50	B

Event Planning and Risk Management	Twin	5BUS1050	15	0	100	A
Olympic Impacts and Legacies	Twin	5BUS1036	15	50	50	B
Enhancing Employability in Event Management *	Twin	5BUS1083	15	0	100	A
or The Event Consumer		5BUS1013	15	0	100	A
Enterprise*	Twin	5BUS1080	15	0	100	B
or Event Strategy: Culture & Sporting Events		5BUS1077	15	0	100	B

\*Twin mode students must select either Enhancing Employability in Event Management or Enterprise within this field.

Event Planning and Risk Management	Major	5BUS1050	15	0	100	A
Olympic Impact and Legacies	Major	5BUS1036	15	50	50	B
The Event Consumer	Major	5BUS1013	15	0	100	A
Event Strategy: Culture & Sporting Events	Major	5BUS1077	15	0	100	B
Enhancing Employability in Event Management	Major	5BUS1083	15	0	100	A
Enterprise	Major	5BUS1080	15	0	100	B

Finance Field (minor only)	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Financial Markets and Instruments	Minor	5BUS1072	15	60	40	A
Financial Management	Minor	5BUS1046	15	60	40	B

<b>Human Resources Field</b>	<b>Study mode</b>	<b>Module Code</b>	<b>Credit Points</b>	<b>% examination</b>	<b>% coursework</b>	<b>Semester</b>
Organisational Psychology	Minor	5BUS1030	15	70	30	A
Performance Management and Reward	Minor	5BUS1020	15	50	50	B

Organisational Psychology	Twin	5BUS1030	15	70	30	A
Performance Management and Reward	Twin	5BUS1020	15	50	50	B
Enhancing Employability in Human Resource Management*	Twin	5BUS1081	15	0	100	A
or Labour Market Policy		5BUS1035	15	50	50	A
or Information Systems for Human Resources		5BUS1006	15	60	40	A
Enterprise *	Twin	5BUS1080	15	0	100	B
or Individual Employment Law		5LAW1003	15	70	30	B

\*Twin mode students must select either Enhancing Employability in Human Resource Management or Enterprise within this field.

Organisational Psychology	Major	5BUS1030	15	70	30	A
Performance Management and Reward	Major	5BUS1020	15	50	50	B
Labour Market Policy	Major	5BUS1035	15	50	50	A
or Information Systems for Human Resources		5BUS1006	15	60	40	A
Individual Employment Law	Major	5LAW1003	TBA	70	30	B
Enhancing Employability in Human Resource Management	Major	5BUS1081	TBA	0	100	A
Enterprise	Major	5BUS1080	TBA	0	100	B

<b>Information Systems Field (minor or twin only)</b>	<b>Study mode</b>	<b>Module Code</b>	<b>Credit Points</b>	<b>% examination</b>	<b>% coursework</b>	<b>Semester</b>
Information Systems for Business	Minor	5BUS1038	30			AB

Human Computer Interaction for Commercial Applications	Twin	5BUS1007	15	0	100	A
Project Planning and Control	Twin	5BUS1008	15	0	100	B
Enhancing Employability	Twin	5BUS1085	15	0	100	A
Mobile Business Technologies	Twin	5BUS1066	15	0	100	B

<b>Language Field (minor only)</b>	<b>Study mode</b>	<b>Module Code</b>	<b>Credit Points</b>	<b>% examination</b>	<b>% coursework</b>	<b>Semester</b>
Language	Minor	Various	15	0	100	A
Language	Minor	Various	15	0	100	B

<b>Marketing Field</b>	<b>Study mode</b>	<b>Module Code</b>	<b>Credit Points</b>	<b>% examination</b>	<b>% coursework</b>	<b>Semester</b>
21 <sup>st</sup> Century Consumer Marketing	Minor	5BUS1004	15	50	50	A
Product Innovation	Minor	5BUS1022	15	0	100	B

21 <sup>st</sup> Century Consumer Marketing	Twin	5BUS1004	15	50	50	A
Product Innovation	Twin	5BUS1022	15	0	100	B
Enhancing Employability in Marketing * or Marketing Planning	Twin	5BUS1082	15	0	100	A
		5BUS1032	15	0	100	A
Enterprise* or Marketing for the Small Enterprise	Twin	5BUS1080	15	0	100	B
		5BUS1031	15	60	40	B

\*Twin mode students must select either Enhancing Employability in Marketing or Enterprise within this field.

21 <sup>st</sup> Century Consumer Marketing	Major	5BUS1004	15	50	50	A
Product Innovation	Major	5BUS1022	15	0	100	B
Marketing Planning	Major	5BUS1032	15	0	100	A
Marketing for the Small Enterprise	Major	5BUS1031	15	60	40	B
Enhancing Employability in Marketing	Major	5BUS1082	15	0	100	A
Enterprise	Major	5BUS1080	15	0	100	B

<b>Marketing with Fashion (single honours)</b>	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
21 <sup>st</sup> Century Consumer Marketing	Single	5BUS1004	15	50	50	A
Product Innovation	Single	5BUS1022	15	0	100	B
Marketing Planning	Single	5BUS1032	15	0	100	A
Marketing for the Small Enterprise	Single	5BUS1031	15	60	40	B
Enhancing Employability in Marketing	Single	5BUS1082	15	0	100	A
Enterprise	Single	5BUS1080	15	0	100	B
Fashion: Understanding Markets and Trends	Single	5ARD0026	15	0	100	A
Fashion: Developing Design for Production	Single	5ARD0027	15	0	100	B

<b>Tourism Field</b>	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
The International Tourism Business	Minor	5BUS1009	15	0	100	A
Responsible Tourism 1: Society and Culture	Minor	5BUS1014	15	40	60	B

The International Tourism Business	Twin	5BUS1009	15	0	100	A
Responsible Tourism 1: Society and Culture	Twin	5BUS1014	15	40	60	B
Enhancing Employability in Tourism * or European Tourism Policy	Twin	5BUS1079	15	0	100	A
		5BUS1052	15	50	50	A
Enterprise* or The Tourist Market	Twin	5BUS1080	15	0	100	B
		5BUS1012	15	40	60	B

\*Twin mode students must select either Enhancing Employability in Tourism or Enterprise within this field.

The International Tourism Business	Major	5BUS1009	15	0	100	A
Responsible Tourism 1: Society and Culture	Major	5BUS1014	15	40	60	B
European Tourism Policy	Major	5BUS1052	15	50	50	A
The Tourist Market	Major	5BUS1012	15	40	60	B
Enhancing Employability in Tourism	Major	5BUS1079	15	0	100	A
Enterprise	Major	5BUS1080	15	0	100	B

Progression to level 6 on the honours route requires 240 credit points at levels 4 and 5, of which at least 120 credit points must be at level 5; for students with less than 240 credits at levels 4 and 5 (with at least 120 credit points at level 5) progression will be determined by the Programme Examination Board.

### Placement (Optional)

Students who have attained the progression requirements to level 6 may select an optional placement year before commencing their level 6 studies. The award of a sandwich degree will require the successful completion of the placement period and the submission of a placement portfolio which reaches a pass standard.

Module Title	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Placement Portfolio	Twin/Major	6BUS1088	0	0	100	AB

### Level 6

**Major/Minor mode:** 90 credit points from Major Field; 30 credit points from Minor Field.

**Twin mode:** 60 credit points from Field 1; 60 credit points from Field 2.

**Marketing with Fashion:** select 120 credit points within Marketing with Fashion

### Level 6 – Fields of Study

Accounting Field	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Semester A option	Minor	-	15	-	-	A
Semester B option	Minor	-	15	-	-	B

Advanced Corporate Reporting	Twin	6BUS1003	15	60	40	A
Strategic Management Accounting	Twin	6BUS1058	15	60	40	B
Contemporary Issues in Accounting and Finance *	Twin	6BUS1098	15	0	100	A
or Semester A option		Various	15	-	-	A
Placement Learning/ Learning from Employment/ Learning from Simulations and Internship * ^	Twin	6BUS1087 6BUS1089 6BUS1099	15	0	100	B
or Semester B option		Various	15	-	-	B

\*Twin mode students must select either Contemporary Issues or a Work-based Learning module within this field.

Advanced Corporate Reporting	Major	6BUS1003	15	60	40	A
Strategic Management Accounting	Major	6BUS1058	15	60	40	B
Semester A option	Major	-	15	-	-	A
Semester B option	Major	-	15	-	-	B
Contemporary Issues in Accounting and Finance	Major	6BUS1098	15	0	100	A
Placement Learning/ Learning from Employment/ Learning from Simulations and Internship ^	Major	6BUS1087 6BUS1089 6BUS1099	15	0	100	B

^ Students must select one of these modules; the selected module will be based on their work experience

### Accounting Field options (Minor and Major modes select 30 credits; Twin mode select 15 credits)

Personal Taxation	Twin/Major	6BUS1075	15	60	40	A
Corporate Governance	Twin/Major	6BUS1004	15	60	40	A
Information Systems and Knowledge Management	Twin/Major	6BUS1018	15	60	40	A
Management Decision Making	Twin/Major	6BUS1084	15	60	40	B
Business Taxation	Twin/Major	6BUS1005	15	70	30	B
Practice of Auditing	Twin/Major	6BUS1074	15	60	40	B
Taxation for Non-specialists	Twin/Major	6BUS1053	15	60	40	B
Strategic Cost Management	Twin/Major	6BUS1060	15	60	40	B

Business Field	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Leadership and Organisations	Minor	6BUS1001	15	50	50	A
Business Strategy	Minor	6BUS1013	15	70	30	B

Leadership and Organisations	Twin	6BUS1001	15	50	50	A
Business Strategy	Twin	6BUS1013	15	70	30	B
Contemporary Issues in Business and Management *	Twin	6BUS1101	15	0	100	A
or Semester A option		-	15	-	-	A
Placement Learning/ Learning from Employment/ Learning from Simulations and Internship * ^	Twin	6BUS1087 6BUS1089 6BUS1099	15	0	100	B
or Semester B option		-	15	-	-	B

\* Twin mode students must select either Contemporary Issues or Work-based Learning module within this field.

Leadership and Organisations	Major	6BUS1001	15	50	50	A
Business Strategy	Major	6BUS1013	15	70	30	B
Semester A option	Major	-	15	-	-	A
Semester B option	Major	-	15	-	-	B
Contemporary Issues in Business and Management	Major	6BUS1101	15	0	100	A
Placement Learning/Learning from Employment/Learning from Simulations and Internship ^	Major	6BUS1087 6BUS1089 6BUS1099	15	0	100	B

^ Students must select one of these modules; the selected module will be based on their work experience

### Business Field options (Twin mode select 15 credits; Major mode select 30 credits)

Management Science in Business	Twin/Major	6BUS1083	15	70	30	A
Small Business Management	Twin/Major	6BUS1065	15	50	50	A
Social Networking and Enterprise	Twin/Major	6BUS1062	15	0	100	A
Understanding Challenges in the Third Sector	Twin/Major	6BUS1051	15	0	100	A
International Human Resource Management	Twin/Major	6BUS1019	15	60	40	B
Service Operations Management B	Twin/Major	6BUS1105	15	70	30	B
Taxation for Non-Specialists	Twin/Major	6BUS1053	15	60	40	B

Economics Field	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Economics of Business Organisation	Minor	6BUS1009	30	50	50	AB

Economics of Business Organisation	Twin	6BUS1009	30	50	50	AB
Contemporary Issues in Economics *	Twin	6BUS1097	15	0	100	A
or Semester A option		-	15	-	-	A

Placement Learning/ Learning from Employment/ Learning from Simulations and Internship * ^ or Semester B option	Twin	6BUS1087 6BUS1089 6BUS1099	15	0	100	B
		-	15	-	-	B

\* Twin mode students must select either Contemporary Issues or Work-based Learning module within this field

Economics of Business Organisation	Major	6BUS1009	30	50	50	AB
Semester A option	Major	-	15	-	-	A
Semester B option	Major	-	15	-	-	B
Contemporary Issues in Economics	Major	6BUS1097	15	0	100	A
Placement Learning/Learning from Employment/Learning from Simulations and Internship ^	Major	6BUS1087 6BUS1089 6BUS1099	15	0	100	B

^ Students must select one of these modules; the selected module will be based on their work experience

### Economics Field options (Twin mode select 15 credits; Major mode select 30 credits)

International Production and Governance	Twin/Major	6BUS1010	15	0	100	A
Money, Banking and Finance	Twin/Major	6BUS1078	15	50	50	A
Anatomy of Financial Crises	Twin/Major	6BUS1002	15	0	100	A
Issues in the Global Economy	Twin/Major	6BUS1011	15	0	100	B
Modern Econometrics	Twin/Major	6BUS1079	15	50	50	B

European Studies Field	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Europe: Nations and Nationalism	Minor	6LFS0066	15	50	50	A
Europe in the World	Minor	6BUS1042	15	0	100	B

Europe: Nations and Nationalism	Twin	6LFS0066	15	50	50	A
Europe in the World	Twin	6BUS1042	15	0	100	B
Contemporary Issues in Business and Management * or European Financial Markets and Institutions	Twin	6BUS1101 6BUS1072	15 15	0 60	100 40	A A
Placement Learning/ Learning from Employment/ Learning from Simulations and Internship * ^ or Challenges in European Management	Twin	6BUS1087 6BUS1089 6BUS1099 6BUS1092	15 15	0 70	100 30	B B

\* Twin mode students must select either Contemporary Issues or Work-based Learning module within this field

Europe: Nations and Nationalism	Major	6LFS0066	15	50	50	A
Europe in the World	Major	6BUS1042	15	0	100	B
European Financial Markets and Institutions	Major	6BUS1072	15	60	40	A
Challenges in European Management	Major	6BUS1092	15	70	30	B
Contemporary Issues in Business and Management	Major	6BUS1101	15	0	100	A
Placement Learning/ Learning from Employment/ Learning from Simulations and Internship ^	Major	6BUS1087 6BUS1089 6BUS1099	15	0	100	B

^ Students must select one of these modules; the selected module will be based on their work experience

<b>Event Management Field</b>	<b>Study mode</b>	<b>Module Code</b>	<b>Credit Points</b>	<b>% examination</b>	<b>% coursework</b>	<b>Semester</b>
Operations Management for Events	Minor	6BUS1073	15	50	50	A
Sponsorship, Partnership and Finance	Minor	6BUS1063	15	60	40	B

Operations Management for Events	Twin	6BUS1973	15	50	50	A
Sponsorship, Partnership and Finance	Twin	6BUS1063	15	60	40	B
Contemporary Issues in Event Management *	Twin	6BUS1094	15	0	100	A
or Semester A option		-	15	-	-	A
Placement Learning/ Learning from Employment/ Learning from Simulations and Internship *^	Twin	6BUS1087 6BUS1089 6BUS1099	15	0	100	B
or Semester B option		-	15	-	-	B

\* Twin mode students must select either Contemporary Issues or Work-based Learning module within this field

Operations Management for Events	Major	6BUS1073	15	50	50	A
Sponsorship, Partnership and Finance	Major	6BUS1063	15	60	40	B
Semester A option	Major	-	15	-	-	A
Semester B option	Major	-	15	-	-	B
Contemporary Issues in Event Management	Major	6BUS1094	15	0	100	A
Placement Learning/ Learning from Employment/ Learning from Simulations and Internship ^	Major	6BUS1087 6BUS1089 6BUS1099	15	0	100	B

^ Students must select one of these modules; the selected module will be based on their work experience

### Event Management Field options (Twin mode select 15 credits; Major mode select 30 credits)

Events and Politics	Twin/Major	6BUS1029	15	40	60	A
Visitor Attraction Management	Twin/Major	6BUS1050	15	40	60	A
Destination Marketing	Twin/Major	6BUS1023	15	70	30	B
The MICE Market	Twin/Major	6BUS1049	15	0	100	B

<b>Finance Field (minor only)</b>	<b>Study mode</b>	<b>Module Code</b>	<b>Credit Points</b>	<b>% examination</b>	<b>% coursework</b>	<b>Semester</b>
Global Finance and Markets	Minor	6BUS1043	15	60	40	A
Advanced Corporate Finance	Minor	6BUS1120	15	60	40	B

<b>Human Resources Field</b>	<b>Study mode</b>	<b>Module Code</b>	<b>Credit Points</b>	<b>% examination</b>	<b>% coursework</b>	<b>Semester</b>
Employment Relations	Minor	6BUS1017	15	60	40	A
International Human Resource Management	Minor	6BUS1019	15	60	40	B

Training and Development	Twin	6BUS1052	30	50	50	AB
Contemporary Issues in Human Resource Management *	Twin	6BUS1095	15	0	100	A
or Employment Relations		6BUS1017	15	60	40	A
Placement Learning/ Learning from Employment/ Learning from Simulations and Internship *^	Twin	6BUS1087 6BUS1089 6BUS1099	15	0	100	B
or International Human Resource Management		6BUS1019	15	60	40	B

\* Twin mode students must select either Contemporary Issues or Work-based Learning module within this field

Training and Development	Major	6BUS1052	30	50	50	AB
Employment Relations	Major	6BUS1017	15	60	40	A
International Human Resource Management	Major	6BUS1019	15	60	40	B
Contemporary Issues in Human Resource Management	Major	6BUS1095	15	0	100	A
Placement Learning/ Learning from Employment/ Learning from Simulations and Internship ^	Major	6BUS1087 6BUS1089 6BUS1099	15	0	100	B

^ Students must select one of these modules; the selected module will be based on their work experience

<b>Information Systems Field (minor or twin only)</b>	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Knowledge Management and Business Intelligence	Minor	6BUS1035	15	60	40	A
Using IT to Gain Strategic Advantage	Minor	6BUS1014	15	0	100	B

Knowledge Management and Business Intelligence	Twin	6BUS1035	15	60	40	A
Using IT to Gain Strategic Advantage	Twin	6BUS1014	15	0	100	B
Databases for Management Decisions	Twin	6BUS1070	15	0	100	A
Placement Learning/ Learning from Employment/ Learning from Simulations and Internship ^	Twin	6BUS1087 6BUS1089 6BUS1099	15	0	100	B

^ Students must select one of these modules; the selected module will be based on their work experience

<b>Language Field (minor only)</b>	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Language	Minor	Various	15	0	100	A
Language	Minor	Various	15	0	100	B

<b>Marketing Field</b>	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Market and Social Research	Minor	6BUS1082	30	60	40	AB

Market and Social Research	Twin	6BUS1082	30	60	40	AB
Contemporary Issues in Marketing* or Semester A option	Twin	6BUS1093 -	15 15	0 -	100 -	A A
Placement Learning/ Learning from Employment/ Learning from Simulations and Internship * ^ or Semester B option	Twin	6BUS1087 6BUS1089 6BUS1099 -	15 15	0 -	100 -	B B

\* Twin mode students must select either Contemporary Issues or Work-based Learning module within this field

Market and Social Research	Major	6BUS1082	30	60	40	AB
Semester A option	Major	-	15	-	-	A
Semester B option	Major	-	15	-	-	B
Contemporary Issues in Marketing	Major	6BUS1093	15	0	100	A
Placement Learning/ Learning from Employment/ Learning from Simulations and Internship ^	Major	6BUS1087 6BUS1089 6BUS1099	15	0	100	B

^ Students must select one of these modules; the selected module will be based on their work experience

<b>Marketing with Fashion Field (single honours)</b>	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Market and Social Research	Single	6BUS1082	30	60	40	AB
Semester A option	Single	-	15	-	-	A
Semester B option	Single	-	15	-	-	B
Contemporary Issues in Marketing	Single	6BUS1093	15	0	100	A
Placement Learning/ Learning from Employment/ Learning from Simulations and Internship ^	Single	6BUS1087 6BUS1089 6BUS1099	15	0	100	B
Fashion: Professional Portfolio	Single	6ARD1004	30	0	100	AB

^ Students must select one of these modules; the selected module will be based on their work experience

### Marketing Field options (Major and Single modes select 30 credits; Twin mode select 15 credits)

Global Marketing Ethics and Culture	Twin/Major/single	6BUS1025	15	40	60	A
Managing Media and Communications	Twin/Major/single	6BUS1081	15	40	60	A
Strategic Brand Management	Twin/Major/single	6BUS1061	15	70	30	B

<b>Tourism Field</b>	Study mode	Module Code	Credit Points	% examination	% coursework	Semester
Strategic Tourism Planning	Minor	6BUS1048	15	50	50	A
Responsible Tourism 2: Environment and Economy	Minor	6BUS1069	15	50	50	B

Strategic Tourism Planning	Twin	6BUS1048	15	50	50	A
Responsible Tourism 2: Environment and Economy	Twin	6BUS1069	15	50	50	B
Contemporary Issues in Tourism Management * or Visitor Attraction Management	Twin	6BUS1091 6BUS1050	15 15	0 40	100 60	A A
Placement Learning/ Learning from Employment/ Learning from Simulations and Internship *^ or Niche Tourism	Twin	6BUS1087 6BUS1089 6BUS1099 6BUS1077	15 15 15	0 0 0	100 100 100	B B B

\* Twin mode students must select either Contemporary Issues or Work-based Learning module within this field

Strategic Tourism Planning	Major	6BUS1048	15	50	50	A
Responsible Tourism 2: Environment and Economy	Major	6BUS1069	15	50	50	B
Visitor Attraction Management	Major	6BUS1050	15	40	60	A
Niche Tourism	Major	6BUS1077	15	0	100	B
Contemporary Issues in Tourism Management	Major	6BUS1091	15	0	100	A
Placement Learning/ Learning from Employment/ Learning from Simulations and Internship ^	Major	6BUS1087 6BUS1089 6BUS1099	15	0	100	B

^ Students must select one of these modules; the selected module will be based on their work experience

The award of an honours degree requires 360 credit points, with at least 240 credits at level 5 or above, of which at least 120 credits must be at level 6. An unclassified degree requires 300 credit points, with at least 180 credits at level 5 or above, of which at least 60 credits must be at level 6. In addition, for a sandwich degree, students must successfully complete the placement year and must achieve pass standard for the Placement Portfolio.

## Honours classification

The University has approved structure and assessment regulations common to all programmes. The honours classification is determined from a combined average of the best 90 credits at level 6 plus the best remaining 30 credits at level 5 or 6. Full details are provided in UPR AS14.

Table 1b Final and Interim awards available

The programme provides the following final and interim awards:

Award	Minimum requirements	Available at end of Level
University Certificate *	45 credit points at level 4	4
Certificate of Higher Education *	120 credit points at level 4	4, 5
University Diploma *	180 credit points including at least 60 at level 5	5, 6
Diploma of Higher Education	240 credit points including at least 120 at level 5	5, 6
BSc/BA	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6
BSc/BA (Sandwich)	300 credit points including 180 at level 6/5 of which 60 must be at level 6 and pass a placement year	6
BSc/BA (and a Year's Study Abroad)	300 credit points including 180 at level 6/5 of which 60 must be at level 6 and a year's study abroad	6
BSc/BA (and a Year's Study Abroad) (Sandwich)	300 credit points including 180 at level 6/5 of which 60 must be at level 6, a year's study abroad at level 5 and pass both the placement year and placement portfolio	6
BSc/BA (Honours)	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6
BSc/BA (Honours) (Sandwich)	360 credit points including 240 at level 6/5 of which 120 must be at level 6 and pass both the placement year and placement portfolio	6
BSc/BA (Honours) (and a Year's Study Abroad)	360 credit points including 240 at level 6/5 of which 120 must be at level 6 and a year's study abroad	6
BSc/BA (Honours) (and a Year's Study Abroad) (Sandwich)	360 credit points including 240 at level 6/5 of which 120 must be at level 6, a year's study abroad at level 5 and pass a placement year	6

\*These are untitled interim awards; other interim award titles reflect the appropriate Fields of Study.

## E. Support for students and their learning

Students are supported by;

- A programme and year tutors to help students understand the programme structure
- An induction week at the beginning of each new academic session
- Overseas Orientation
- A substantial Student Centre that provides advice on issues such as finance, University regulations, legal matters, accommodation, international student support, etc.
- Office of Dean of Students, incorporating Chaplaincy, Counselling and Nursery
- Medical Centre
- Student Support and Guidance Office to provide academic and pastoral support
- A Faculty International and Direct Entry Support Tutor
- A Faculty-based Disabled Student Coordinator
- An Equal Opportunities Officer
- A team of Academic Support Tutors
- A Placement Office
- An Exchange Programme Coordinator
- A European and Study Abroad Office

- A Careers Service for all current students and graduates
- A Mathematics Drop-in Centre
- Student representatives on programme committees
- A designated administrator
- The Students' Union
- StudyNet, a versatile on-line interactive intranet and learning environment
- Attractive modern study environments in 3 Learning Resource Centres
- Guided student-centred learning through the use of StudyNet

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## F. Entry requirements

The normal entry requirements for the programme are:

- 260 UCAS points from a minimum of two GCE/VCE A levels or one VCE Double Award, or
- International Baccalaureate: pass diploma with 24 including 4 for SL English and 4 for SL Mathematics, or
- Equivalent qualifications (e.g. Access), to be assessed by the Admissions Tutor

### *Plus*

GCSE English Language and Mathematics at grade C or above, or equivalent qualifications.

A minimum IELTS score of 6.0, TOEFL 550 PBT (213 CBT, 79 iBT) will be accepted as equivalent to GCSE English Language at grade C.

The programme is subject to the University's Principles, Policies, Regulations and Procedures for the Admission of Students to Undergraduate and Taught Postgraduate Programmes and will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

## Section 2

### Programme management

<b>JACS code(s)</b>	N100
<b>Modes of study</b>	F/T , P/T, Sandwich
<b>Intakes</b>	Semester A
<b>Relevant QAA subject benchmarking group</b>	General Business & Management
<b>Date of validation/last periodic review</b>	11/12th March 2010
<b>Date of production/ last revision of PS</b>	May 2011
<b>Relevant intakes</b>	Levels 4 and 5 entering September 2011; level 6 entering September 2012
<b>Faculty</b>	Business School
<b>Administrative School(s)/Departments</b>	Accounting , Finance and Economics

#### Course (i.e. pathway) details

Course (i.e. Pathway Point) Titles	Course (i.e. Pathway Point) Codes
BA/BSc Business Joint Honours	BM1, BM2, BM4
BA/BSc Business Joint Honours (Sandwich)	BM1, BM2, BM3, BM4

The programme is managed by:

- The Dean and Deputy Dean
- The Head of Department
- Programme Tutors who are responsible for the day to day management and who advise students on the programme as a whole
- An Admissions Tutor, with specific responsibility for open days and selection
- Module Coordinators who are responsible for individual modules
- A Placements Officer to assist with the procurement of placements
- A programme committee, the membership of which includes student representatives from each level of study and key members of the Business School.

### Programme-specific assessment regulations

The programme is compliant with the University's generic assessment regulations (Structure and Assessment Regulations for Academic Programmes, UPR AS14).

Further points of clarification and interpretation relevant to this specific programme are given below:

- There are two situations where, as a consequence of a perceived lack of engagement with the associated teaching and learning processes, the UHBS Module Board of Examiners will normally not permit referral in an individual module (FREF):
  - (a) where the aggregate mark in any Module is less than 20%, and/or
  - (b) where, at Levels 4 and 5 only, a student has been absent from more than 3 tutorial feedback sessions in a Semester.In these situations students will be required to repeat the diet of study (FREN) prior to re-assessment.
- Students who study abroad for one or two semesters of their placement year will be required to take 60 credits (30 ECTS) per semester at the partner institution. Placement study will be translated on their University transcript of results as 30 credits for one semester and 60 credits for two semesters based on the grades received from the partner institution (using appropriate grade translations). These grades may be substituted for weaker level 5 modules; however, they may not be used to replace failed modules.
- Students who study abroad for all or half of their level 5 will receive credits based on their results from the partner institution (using appropriate grade translations). These will take the place of the 60 credits per semester that would have been studied in the University.

- Students who repeat a module and do not gain a pass grade may, after consultation with the Programme Tutor and confirmation by the Director of Undergraduate Programmes and Student Experience, be permitted to study another appropriate module from the Business School portfolio. Permission will only be given if the student's total programme of study covers all the learning outcomes of their pathway within the Business Joint Honours Programme.

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## Other sources of information

- Definitive Module Documents
- Module Guides
- Student Handbook
- Programme Specification website:  
(StudyNet → Staff → Department Lists → Academic Quality Office → Programme Management → Programme Specifications)
- University of Hertfordshire Course website:  
<http://www.herts.ac.uk/courses/>
- QAA Benchmark Statement website:  
<http://www.qaa.ac.uk/academicinfrastructure/benchmark/default.asp>
- The Framework for Higher Education Qualifications in England, Wales and Northern Ireland, 2008:  
<http://www.qaa.ac.uk/academicinfrastructure/FHEQ/EWNI08/default.asp>
- SEEC Credit Level Descriptors for Further and Higher Education 2003: <http://www.seec-office.org.uk/creditlevel descriptors2003.pdf>
- External Quality Review report website:  
[http://www.qaa.ac.uk/revreps/inst\\_reports.asp?instID=H-0060](http://www.qaa.ac.uk/revreps/inst_reports.asp?instID=H-0060)
- Professional or Statutory Regulatory Body information: <http://www.cim.co.uk>
- UNISTATS website:  
<http://www.unistats.com/>
- University of Hertfordshire Academic Quality Office website:  
(StudyNet → Staff → Department Lists → Academic Quality Office)
- Structure & Assessment Regulations - Undergraduate & Taught Postgraduate Programmes, UPR AS14:  
<http://www.herts.ac.uk/secreg/upr/AS14.htm>
- Learning and Teaching Policy and General Educational Aims, UPR TL01:  
<http://www.herts.ac.uk/secreg/upr/TL01.htm>
- Admissions - Undergraduate & Taught Postgraduate Students, UPR SA03:  
<http://www.herts.ac.uk/secreg/upr/SA03.htm>
- Academic Quality, UPR AS17:  
<http://www.herts.ac.uk/secreg/upr/AS17.htm>
- Index of UPRs for students:  
[http://www.herts.ac.uk/secreg/upr/upr\\_azlist\\_student\\_info.htm](http://www.herts.ac.uk/secreg/upr/upr_azlist_student_info.htm)

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## Other information relevant to the programme

None

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## University policies relevant to the Programme

The University undertakes to use all reasonable endeavours to deliver, assess and administer this programme in accordance with this Programme Specification. At the same time it is recognised that it is in the nature of academic developments that changes, for example to the structure, curriculum, and assessment of a programme may be necessary in order to ensure that the programme remains up to date, in response to issues raised as a result of on-going monitoring and evaluation, and/or in order to conform to new regulatory requirements imposed by this institution, by professional or statutory bodies, or by national or governmental bodies.

The programme operates within the guidelines and policies relating to equal opportunities and environmental issues which may be agreed from time to time by the Board of Governors and/or the Academic Board of the University.

Where the programme is offered in collaboration with another institution these policies and guidelines will normally be those of the partner institution.

The programme operates in accordance with the University's Regulations Governing Studies Involving the Use of Human Subjects (UPR RE01) agreed from time to time by the Academic Board of the University. However, where the programme is offered in collaboration with another institution (for example through a franchise arrangement for all or part of the programme) then specific approval must be obtained from the University for the operation of the programme within ethical guidelines prepared by the partner institution. The partner institution will be responsible for all insurance liability in connection with the observance of ethical guidelines.



Signed .....  
Chair of Faculty Academic Quality Enhancement Committee

Date...28.06.11.....

**If you would like this information in an alternative format please contact:**

**Programme Tutor:  
Mike Herman**

## BA/BSc Business Joint Honours and BA/BSc Business Joint Honours (Sandwich)

Note: Where applicable these titles will include '(and a Year's Study Abroad)'

**Table 2: Development of Programme Learning Outcomes in the Compulsory Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the compulsory constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)														
		Knowledge and Understanding				Intellectual Skills		Practical Skills	Transferable Skills							
	BUSINESS SCHOOL MODULE	CODE	A1	A2	A3	A4	B1	B2	C1	D1	D2	D3	D4	D5	D6	D7
LEVEL 4	Introduction to Business and Management	4BUS1040	✓		✓	✓	✓			✓	✓	✓	✓		✓	
	Global Perspectives in Business B	4BUS1028	✓	✓	✓	✓	✓	✓		✓						✓
	Quantitative Methods for Business and Management	4BUS1052			✓						✓		✓	✓		
LEVEL 5	Enhancing Employability .....	Various	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Enterprise	6BUS1080	✓	✓	✓		✓	✓	✓	✓					✓	
LEVEL 6	Contemporary Issues .....	Various	✓		✓	✓	✓	✓	✓	✓					✓	✓
	Work-based Learning	Various	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓	✓	

### Key

Learning Outcome which is assessed as part of the core modules ✓

## Key to Learning Outcomes

### Knowledge and Understanding of:

- A1 The intricacies of organisations
- A2 The complexity of the external environment in which organisations operate
- A3 A wide range of processes, procedures and practices of effective management
- A4 One or more functional areas of business

### Intellectual Skills – able to:

- B1 Apply a range of intellectual skills and competencies specific to business and management.
- B2 Utilise cognitive skills of critical thinking, analysis and synthesis

### Practical Skills – able to:

- C1 Conduct research into business and management issues

### Transferable Skills – able to:

- D1 Communicate effectively, both orally and in writing
- D2 Make effective use of IT tools for business
- D3 Work effectively within a team
- D4 Manipulate, sort and present data
- D5 Use appropriate quantitative and qualitative techniques for effective problem solving and decision making
- D6 Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments.
- D7 Operate in the dynamic global arena and to appreciate contemporary and cross-cultural difference.

**BA/BSc Business Joint Honours and BA/BSc Business Joint Honours (Sandwich)**  
**Development of Programme Learning Outcomes in the Compulsory Constituent Modules of Fields**

Level	Field/Modules	Code	Programme Learning Outcomes <i>(as identified in section 1 and the following page)</i>															
			Knowledge and Understanding				Intellectual Skills		Practical Skills	Transferable Skills								
			A1	A2	A3	A4	B1	B2	C1	D1	D2	D3	D4	D5	D6	D7		
	<b>Accounting Field</b>																	
4	Principles of Accounting and Finance	4BUS1054	✓	✓	✓	✓	✓	✓				✓	✓		✓	✓	✓	
	<b>Business Field</b>																	
4	Accounting for Business	4BUS1043	✓	✓	✓	✓	✓	✓				✓	✓		✓	✓	✓	
4	Principles of Marketing B	4BUS1050		✓	✓	✓	✓					✓				✓	✓	
5	Managing People	5BUS1037	✓		✓	✓	✓			✓		✓		✓		✓	✓	
5	Exploring Business Ethics	5BUS1049		✓	✓		✓	✓		✓		✓		✓	✓	✓		
6	Leadership and Organisations	6BUS1001	✓		✓		✓	✓		✓		✓		✓		✓	✓	
6	Business Strategy	6BUS1013	✓		✓		✓	✓		✓		✓		✓	✓	✓	✓	
	<b>Economics Field</b>																	
4	Introduction to Macroeconomics	4BUS1033	✓	✓			✓	✓				✓	✓			✓	✓	✓
4	Introduction to Microeconomics	4BUS1031	✓				✓	✓				✓	✓	✓		✓	✓	
5	Economic Growth, Aggregate Price and Income	5BUS1060		✓	✓		✓	✓				✓	✓				✓	
6	Economics of Business Organisation	6BUS1009	✓	✓	✓		✓	✓		✓		✓	✓		✓	✓	✓	✓
	<b>European Studies Field</b>																	
4	History of the European Idea	4HUM0202		✓			✓	✓		✓		✓					✓	✓
4	Human Space & Society	4LFS0044		✓			✓					✓					✓	✓
5	Politics of European Integration	5BUS1025	✓		✓		✓	✓		✓		✓	✓		✓		✓	✓
5	Economics of European Integration	5BUS1061	✓	✓	✓	✓	✓	✓		✓		✓	✓		✓	✓	✓	✓
6	Europe: Nations & Nationalism	6LFS0066	✓	✓			✓	✓				✓					✓	✓
6	Europe in the World	6BUS1042		✓			✓	✓		✓		✓	✓	✓			✓	✓
	<b>Event Management Field</b>																	
4	The Event Industry	4BUS1007	✓	✓	✓		✓					✓						
4	Hospitality Services Management	4BUS1008	✓		✓		✓						✓		✓	✓		
5	Event Planning and Risk Management	5BUS1050	✓	✓	✓	✓	✓	✓		✓		✓	✓		✓		✓	✓
5	Olympic Impact and Legacies	5BUS1036		✓	✓	✓	✓	✓		✓		✓				✓	✓	✓

			Programme Learning Outcomes (as identified in section 1 and the following page)													
Level	Field/Modules	Code	Knowledge and Understanding				Intellectual Skills		Practical Skills	Transferable Skills						
			A1	A2	A3	A4	B1	B2	C1	D1	D2	D3	D4	D5	D6	D7
6	Operations Management for Events	6BUS1073	✓		✓	✓		✓		✓	✓		✓	✓		
6	Sponsorship, Partnership and Finance	6BUS1063	✓	✓	✓	✓	✓		✓	✓	✓		✓	✓		✓
	<b>Finance Field</b>															
4	Accounting for Business	4BUS1043			✓	✓	✓			✓	✓		✓	✓	✓	
4	Principles of Finance	4BUS1001			✓	✓	✓			✓	✓		✓	✓	✓	
5	Financial Management	5BUS1046			✓		✓	✓		✓	✓		✓	✓	✓	
5	Financial Markets & Instruments	5BUS1072	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
6	Global Finance and Markets	6BUS1043	✓	✓			✓	✓	✓	✓	✓		✓	✓	✓	✓
6	Advanced Corporate Finance	6BUS1120	✓		✓		✓	✓		✓	✓		✓	✓	✓	
	<b>Human Resources Field</b>															
4	Legal Issues for Human Resources	4LAW0039			✓		✓	✓		✓					✓	
4	People Resourcing	4BUS1026	✓	✓	✓	✓	✓			✓	✓	✓		✓	✓	✓
5	Organisational Psychology	5BUS1030	✓				✓	✓		✓					✓	
5	Performance Mgt. & Reward	5BUS1020			✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	
	<b>Information Systems Field</b>															
4	Information Systems for Business	4BUS1038	✓		✓	✓	✓			✓	✓		✓	✓		
4	Programming Principles	4COM0046			✓		✓				✓		✓			
5	Information Systems for Business	4BUS1038	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
6	Knowledge Management and Business Intelligence	6BUS1035	✓	✓	✓		✓	✓	✓	✓	✓		✓	✓	✓	✓
6	Using IT to Gain Strategic Advantage	6BUS1014	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	
	<b>Marketing Field</b>															
4	Principles of Marketing	4BUS1010				✓	✓			✓	✓	✓			✓	
4	Introduction to Marketing Communications	4BUS1011	✓	✓	✓	✓	✓			✓	✓		✓		✓	✓
5	21 <sup>st</sup> Century Consumer Marketing	5BUS1004	✓	✓	✓	✓	✓	✓	✓	✓		✓			✓	
5	Product Innovation	5BUS1022			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
6	Market and Social Research	6BUS1082	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

			Programme Learning Outcomes (as identified in section 1 and the following page)													
			Knowledge and Understanding				Intellectual Skills		Practical Skills	Transferable Skills						
Level	Field/Modules	Code	A1	A2	A3	A4	B1	B2	C1	D1	D2	D3	D4	D5	D6	D7
	<b>Tourism Field</b>															
4	The Geography of Travel and Tourism	4BUS1005		✓						✓					✓	
5	The International Tourism Business	5BUS1009	✓	✓				✓		✓					✓	
5	Responsible Tourism 1: Society and Culture	5BUS1014		✓				✓		✓	✓		✓	✓	✓	
6	Strategic Tourism Planning	6BUS1048		✓	✓		✓	✓	✓	✓				✓	✓	
6	Responsible Tourism 2: Environment and Economy	6BUS1069	✓	✓			✓	✓	✓	✓	✓			✓		✓

## APPENDIX A

Each of the titles below may be awarded as:

- Honours
- Unclassified [as a fall-back award]
- Diploma of Higher Education [as a fall-back award]
- Sandwich
- And a Year's Study Abroad
- Sandwich/and a Year's Study Abroad

Fields of study may be combined as major/minor modes (Field 1 with Field 2), or as twin modes (Field 1 and Field 2). All fields except Accounting and/or Finance may be combined. Most combinations can be in major/minor or twin modes, but Languages and Finance are only available the minor mode, while Information Systems is available in the minor and twin modes only. Where language is stated this may be any one of the five languages offered within the language field.

### **Single Honours Title**

1 BA MARKETING WITH FASHION

### **Twin Mode Titles**

1	BA	ACCOUNTING	AND	BUSINESS
2	BA	ACCOUNTING	AND	ECONOMICS
3	BA	ACCOUNTING	AND	EUROPEAN STUDIES
4	BA	ACCOUNTING	AND	EVENT MANAGEMENT
5	BA	ACCOUNTING	AND	HUMAN RESOURCES
6	BSc	ACCOUNTING	AND	INFORMATION SYSTEMS
7	BA	ACCOUNTING	AND	MARKETING
8	BA	ACCOUNTING	AND	TOURISM
9	BA	BUSINESS	AND	ECONOMICS
10	BA	BUSINESS	AND	EUROPEAN STUDIES
11	BA	BUSINESS	AND	EVENT MANAGEMENT
12	BA	BUSINESS	AND	HUMAN RESOURCES
13	BSc	BUSINESS	AND	INFORMATION SYSTEMS
14	BA	BUSINESS	AND	MARKETING
15	BA	BUSINESS	AND	TOURISM
16	BA	ECONOMICS	AND	EUROPEAN STUDIES
17	BA	ECONOMICS	AND	EVENT MANAGEMENT
18	BA	ECONOMICS	AND	HUMAN RESOURCES
19	BSc	ECONOMICS	AND	INFORMATION SYSTEMS
20	BA	ECONOMICS	AND	MARKETING
21	BA	ECONOMICS	AND	TOURISM
22	BA	EUROPEAN STUDIES	AND	EVENT MANAGEMENT
23	BA	EUROPEAN STUDIES	AND	HUMAN RESOURCES
24	BSc	EUROPEAN STUDIES	AND	INFORMATION SYSTEMS
25	BA	EUROPEAN STUDIES	AND	MARKETING
26	BA	EUROPEAN STUDIES	AND	TOURISM
27	BA	EVENT MANAGEMENT	AND	HUMAN RESOURCES
27	BSc	EVENT MANAGEMENT	AND	INFORMATION SYSTEMS
29	BA	EVENT MANAGEMENT	AND	MARKETING
30	BA	EVENT MANAGEMENT	AND	TOURISM
31	BSc	HUMAN RESOURCES	AND	INFORMATION SYSTEMS
32	BA	HUMAN RESOURCES	AND	MARKETING
33	BA	HUMAN RESOURCES	AND	TOURISM
34	BSc	INFORMATION SYSTEMS	AND	MARKETING
35	BSc	INFORMATION SYSTEMS	AND	TOURISM
36	BA	MARKETING	AND	TOURISM

## Major/Minor Mode Titles

1	BA	ACCOUNTING	WITH	BUSINESS
2	BA	ACCOUNTING	WITH	ECONOMICS
3	BA	ACCOUNTING	WITH	EUROPEAN STUDIES
4	BA	ACCOUNTING	WITH	EVENT MANAGEMENT
5	BA	ACCOUNTING	WITH	HUMAN RESOURCES
6	BA	ACCOUNTING	WITH	INFORMATION SYSTEMS
7	BA	ACCOUNTING	WITH	LANGUAGE
8	BA	ACCOUNTING	WITH	MARKETING
9	BA	ACCOUNTING	WITH	TOURISM
10	BA	BUSINESS	WITH	ACCOUNTING
11	BA	BUSINESS	WITH	ECONOMICS
12	BA	BUSINESS	WITH	EUROPEAN STUDIES
13	BA	BUSINESS	WITH	EVENT MANAGEMENT
14	BA	BUSINESS	WITH	FINANCE
15	BA	BUSINESS	WITH	HUMAN RESOURCES
16	BA	BUSINESS	WITH	INFORMATION SYSTEMS
17	BA	BUSINESS	WITH	LANGUAGE
18	BA	BUSINESS	WITH	MARKETING
19	BA	BUSINESS	WITH	TOURISM
20	BA	ECONOMICS	WITH	ACCOUNTING
21	BA	ECONOMICS	WITH	BUSINESS
22	BA	ECONOMICS	WITH	EUROPEAN STUDIES
23	BA	ECONOMICS	WITH	EVENT MANAGEMENT
24	BA	ECONOMICS	WITH	FINANCE
25	BA	ECONOMICS	WITH	HUMAN RESOURCES
26	BA	ECONOMICS	WITH	INFORMATION SYSTEMS
27	BA	ECONOMICS	WITH	LANGUAGE
28	BA	ECONOMICS	WITH	MARKETING
29	BA	ECONOMICS	WITH	TOURISM
30	BA	EUROPEAN STUDIES	WITH	ACCOUNTING
31	BA	EUROPEAN STUDIES	WITH	BUSINESS
32	BA	EUROPEAN STUDIES	WITH	EUROPEAN STUDIES
33	BA	EUROPEAN STUDIES	WITH	EVENT MANAGEMENT
34	BA	EUROPEAN STUDIES	WITH	FINANCE
35	BA	EUROPEAN STUDIES	WITH	HUMAN RESOURCES
36	BA	EUROPEAN STUDIES	WITH	INFORMATION SYSTEMS
37	BA	EUROPEAN STUDIES	WITH	LANGUAGE
38	BA	EUROPEAN STUDIES	WITH	MARKETING
39	BA	EUROPEAN STUDIES	WITH	TOURISM
40	BA	EVENT MANAGEMENT	WITH	ACCOUNTING
41	BA	EVENT MANAGEMENT	WITH	BUSINESS
42	BA	EVENT MANAGEMENT	WITH	EUROPEAN STUDIES
43	BA	EVENT MANAGEMENT	WITH	EVENT MANAGEMENT
44	BA	EVENT MANAGEMENT	WITH	FINANCE
45	BA	EVENT MANAGEMENT	WITH	HUMAN RESOURCES
46	BA	EVENT MANAGEMENT	WITH	INFORMATION SYSTEMS
47	BA	EVENT MANAGEMENT	WITH	LANGUAGE
48	BA	EVENT MANAGEMENT	WITH	MARKETING
49	BA	EVENT MANAGEMENT	WITH	TOURISM
50	BA	HUMAN RESOURCES	WITH	ACCOUNTING
51	BA	HUMAN RESOURCES	WITH	BUSINESS
52	BA	HUMAN RESOURCES	WITH	ECONOMICS
53	BA	HUMAN RESOURCES	WITH	EUROPEAN STUDIES
54	BA	HUMAN RESOURCES	WITH	EVENT MANAGEMENT
55	BA	HUMAN RESOURCES	WITH	FINANCE
56	BA	HUMAN RESOURCES	WITH	INFORMATION SYSTEMS
57	BA	HUMAN RESOURCES	WITH	LANGUAGE
58	BA	HUMAN RESOURCES	WITH	MARKETING
59	BA	HUMAN RESOURCES	WITH	TOURISM
60	BA	MARKETING	WITH	ACCOUNTING
61	BA	MARKETING	WITH	BUSINESS
62	BA	MARKETING	WITH	ECONOMICS
63	BA	MARKETING	WITH	EUROPEAN STUDIES
64	BA	MARKETING	WITH	EVENT MANAGEMENT
65	BA	MARKETING	WITH	FINANCE
66	BA	MARKETING	WITH	HUMAN RESOURCES
67	BA	MARKETING	WITH	INFORMATION SYSTEMS

68	BA	MARKETING	WITH	LANGUAGE
69	BA	MARKETING	WITH	TOURISM
70	BA	TOURISM	WITH	ACCOUNTING
71	BA	TOURISM	WITH	BUSINESS
72	BA	TOURISM	WITH	ECONOMICS
73	BA	TOURISM	WITH	EUROPEAN STUDIES
74	BA	TOURISM	WITH	EVENT MANAGEMENT
75	BA	TOURISM	WITH	FINANCE
76	BA	TOURISM	WITH	HUMAN RESOURCES
77	BA	TOURISM	WITH	INFORMATION SYSTEMS
78	BA	TOURISM	WITH	LANGUAGE
79	BA	TOURISM	WITH	MARKETING