Course Title	BSc (Hons) Business Management
Final Award	BSc (Hons) Business Management
Interim Awards	Certificate of Higher Education in Business Management Diploma of Higher Education in Business Management BSc Business Management
Awarding Body	Ravensbourne University London
Teaching Institution	Ravensbourne University London Oxford Business College
UCAS Code	N100
HECOS code (with Subject percentage Splits if applicable)	
QAA Subject Benchmark	Business and Management November 2019
External Accrediting Bodies	N/A
Apprenticeship Standard used to inform the development of the course (if applicable)	N/A
Accelerated Degree Option	☐ Yes ☒ No
Level 6 Top Up Option (online only)	☐ Yes ☒ No
Study Load	☒ Full-time ☒ Part-time
Mode of study	☒ Face-to-face ☐ Blended ☐ Online
Delivery Location(s)	☒ Ravensbourne University campus ☒ Oxford Business College campuses (Oxford, London, Slough and Nottingham) ☐ Online
Length(s) of Course(s)	3 Years FT 6 years PT
Type (open/closed)	Open
Validation period	Five years (September 2022 – September 2027)
Intended First Cohort Start Date	September 2022
Date produced/amended	May 2022
Course Leader	Federica Della Rocca
Course Development Team Members	Federica Della Rocca
Course Administrative Contact	Charles Mullany

Version: 1
Last Updated: 15.08.2022

Course Description

If students want to be introduced into the world of the Business Management with particular focus on contemporary operating models in the Creative Industry context , then this is the course. Business Management at Ravensbourne will enable students to innovate and critically appraise what is required to efficiently manage a business. The BSc (Hons) in Business and Management delivers collaborative core business practice alongside refining skills in management, strategy and research which will support and enhance the students' journey into the ever-evolving business landscape.

The course covers practical business and theoretical models which provide a framework and underpinning to enable students to set up in business as an entrepreneur or work in a global conglomerate. Integral to the course is understanding how businesses operate from finance, operations, strategy, innovation and digital practice. While the course is primarily academic and theory based, creative thinking, visual as well as verbal presentation are practiced and fully integrated to provide vital transferable skills.

Summary of distinctive features include:
- Industry focused – Live project briefs and opportunity for placement within the Creative Industries
- Business Lecture series to support your practice
- Modules enabling students to develop a wide range of cognitive and intellectual skills together with competencies specific to business and enterprise
- Creation of Business Plans to support business start ups
- Collaborative working alongside the BA Hons Fashion Management and Digital Marketing course to enable students to acquire key business skills and support co-creative working
- Students will be provided with the skills to ensure creative industries are sustainable, have durable infrastructure processes that support and sustain growth and innovation in Business
- Communication skills: Graduates of this course will learn to communicate visually, verbally and creatively through digital creative media
- Industry Linked Assessment Methods: Assessment methods are designed to prepare students for industry. Pitches and presentations feature to prepare students for the challenges of industry.
- Business Planning -students are encouraged to bring their own unique entrepreneurial ideas to the course and create Business proposals for development

The modules are designed to enable students to build their business skills and acumen incrementally and provide a diagnostic opportunity for their future career choices. Research, creative and innovative skills, business and management knowledge will be supported by the ability to evaluate data, understand financial statements, process information and produce meaningful solutions to your creative briefs. A wide range of Industry links and and field trips to help students gain a better understanding of key aspects of Business operations which may also include an international study visit incorporated into stage 2 of the course. Issues of Sutainability, Social Responsibility and Responsible Business practice will be embedded in the whole course and specifically addressed in the dedicated module in year 2.

By Year 3 there is a progressive move from less staff-directed to more autonomous learning, this is integral to teaching and learning practices and encourages students to develop abilities

of independent learning as thoroughly as possible prior to graduation and their future career path.

In Level 4 (year 1) Students will be introduced to Operations and Management as well as Business Finance to enable them to gain deeper understanding of the principles of Business practice at an introductory level. Further to this, learning how strategy is incorporated at management level to support the business and functional operations of an organisation.

In level 5 (year 2) students will be able to demonstrate an ability to identify, critically evaluate and apply theories of Global Business practice, their creativity in a practical context through Digital Business as well as completing an industry placement or professional project.

In final year Level 6 (Year 3) students will build on previous learning in level 4 and 5 and utilise their business management acumen to identify solutions to both real world and defined business events and problems. The learning will be supported through research and strategy to accomplish Business Objectives alongside responsible business practice which is paramount to industry practice today. The accumulation of learning with a rich understanding of the business research will enable students to produce a final business and management implementation project.

Students will be able to acquire the hard and soft skills employers' value by studying in a co-creative collaborative environment by having shared modules with cohorts from other courses. This collaborative approach will enable students to explore functions of business enterprise, and develop an understanding of how organisations evolve, and further support building a network for future sustainable growth.

Course Aims
• To enable students to develop a comprehensive and contemporary understanding of Business and Management pertinent to the creative Industry
• To provide students with the opportunities to network and co create alongside their peers to advance critical and strategic skills in the professional landscape.
• To provide students with a robust understanding of the transferable hard and soft skills by understanding operations and management of business to support global practice
• To enable students to develop careers goals and aspirations to enter employment or pursue further interest in postgraduate study
• To enable students to harness and develop digital, verbal and visual communication skills
• To provide the opportunity for the students to identify and apply creative, entrepreneurial and innovative thinking and problem solving within a professional context.

Course Learning Outcomes

The course provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas. On completion of the **BSc (Hons) Business Management** degree students will be able to:	
Explore	Evidence and contextualise capacity for utilising and synthesising Business Management knowledge of the economy, business management and business environments and critical reflection, supporting deeper understanding of the subject. (CLO1)
Create	Critically engage with the development of ideas, materials, tests and outcomes that may inform practical and theoretical development in physical, written and oral forms aligned to Business Management (CLO2)
Influence	Evidence a methodical working approach and ethos that encompasses innovation, creativity and enterprise and critically identifies consideration of social, ethical, political, legal and environmentally responsible working methods and how this aligns and supports personal development and professional working practices in relation to BSc Business Management (CLO3)
Integrate	Evidence a critical ability to successfully synthesise collaboration, industry interactions & practices and professional working models in order to facilitate self-efficacy, personal agency and professional development in relation to Business Management (CLO4)

Where a student does not complete the full course, but exits with an Ordinary Degree, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas. On completion of the **BSc Business Management** degree students will be able to:	
Explore	Evidence and contextualise capacity for utilising and synthesising Business Management knowledge of the economy, business management and business environments and critical reflection, supporting deeper understanding of the subject. (CLO1)
Create	Evidence ability to consider ideas, materials, tests and outcomes that may inform practical and theoretical development in physical, written and oral forms aligned to Business Management. Evidence ability to synthesise idea development, experimentation, and technical ability supporting resolved outcomes regarding communication and presentation for Business Management. (CLO2)
Influence	Evidence a coherent working approach and ethos that encompasses innovation, creativity and enterprise and critically identifies consideration of social, ethical, political, legal and environmentally responsible working methods and how this aligns and supports personal development and professional working practices in relation to Business Management. (CLO3)

Integrate	Evidence ability to effectively synthesise collaboration, industry interactions & practices and professional working models in order to facilitate self-efficacy, personal agency and professional development in relation to Business Management. (CLO4)

Where a student does not complete the full course, but exits with a Diploma in Higher Education, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas. On completion of the **Diploma of Higher Education in Business Management** students will be able to:	
Explore	Evidence evolving ability to utilise research and critical reflection to support developing understanding of subject knowledge and ability to problem solve in relation to Business Management. Evidence evolving ability to utilise Business Management knowledge of the economy, business environments and critical reflection, supporting deeper understanding of the subject. (CLO1)
Create	Evidence capacity to combine ideas, materials, tests and outcomes into solutions that inform and guide practical and theoretical development in physical, written and oral forms aligned to Business Management. Exhibit developed technical competencies, supporting ideation, communication and presentation in relation to Business Management. (CLO2)
Influence	Evidence developing working processes that identify consideration and interpretation of social, ethically and environmentally responsible working methods and how this guides personal professional practice in relation to Business Management. Evidence developing working processes that identify consideration and interpretation of innovation, creativity and enterprise and social, ethical, political, legal and environmentally responsible working methods and how this aligns and supports personal development and professional working practices in relation to Business Management. (CLO3).
Integrate	Evidence evolving ability to engage with collaborative working to support academic development, industry interactions & practices to enhance and progress self-efficacy and professional development in relation to Business Management. (CLO4).

Where a student does not complete the full course, but exits with a Certificate of Higher Education, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas. On completion of the **Certificate of Higher Education in Business Management** students will be able to:	
Explore	Demonstrate capacity for engaging with research developing Business Management specific knowledge and emerging ability to problem solve.

5

	Demonstrate evolving ability to utilise Business Management knowledge of the economy, business environments and reflection, supporting deeper understanding of the subject. (CLO1).
Create	Demonstrate capacity to consider ideas, materials, tests and outcomes that may inform practical and theoretical development in physical, written and oral forms in relation to Business Management. Exhibit emerging technical competencies, supporting ideation, communication and presentation in relation to Business Management. (CLO2).
Influence	Demonstrate emerging working approach/attitude that identifies consideration of social, ethically and environmentally responsible working methods and how this guides personal professional practice in relation to Business Management. Demonstrate an emerging working process that identifies consideration and interpretation of innovation, creativity and enterprise, and social, ethical, political, legal and environmentally responsible working methods and how this aligns and supports personal development and professional working practices in relation to Business Management. CLO3).
Integrate	Demonstrate emerging capacity to engage with collaboration, teamwork, industry interactions, and professional working practices to support self-efficacy and professional development in relation to Business Management. (CLO4).

Ravensbourne University Assessment Criteria	
Explore	Research and Analysis Subject Knowledge Critical Thinking and Reflection Problem Solving
Create	Ideation Experimentation Technical Competence Communication and Presentation
Influence	Social Impact Ethical Impact Environmental Impact
Integrate	Collaboration Entrepreneurship and Enterprise Professional Development

Core Competencies
Each module learning outcome should be aligned to at least one competency.

Competency	Definition	Aligned Assessment Criteria
Cognitive	The ability to acquire, retain and use knowledge, recognise, pose and solve problems. Attributes may include:	

	• Evaluate their own beliefs, biases and assumptions • Evaluate strengths, weaknesses, and fallacies of logic in arguments and information • Apply lesson from the past or learned knowledge and skills to new and varied situations • Perform basic computations or approach practical problems by choosing appropriately from a variety of mathematical techniques • Devise and defend a logical hypothesis to explain observed phenomenon • Recognize a problem and devise and implement a plan of action	**Explore, Create, Integrate, Influence**
Creative	The ability to generate new ideas, express themselves creatively, innovate and/ or solve complex problems in an original way.	**Create**
Professional	The ability to understand and effectively meet the expectations of industry partners, through outputs and behaviours.	**Integrate, Influence**
Emotional, Social and Physical	Emotional -The intrapersonal ability to identify, assess, and regulate one's own emotions and moods; to discriminate among them and to use this information to guide one's thinking and actions and where one has to make consequential decisions for oneself. Attributes may include: • Self-awareness & regulation (including metacognition) • Mindfulness • Cognitive flexibility • Emotional resilience • Motivation • Ethical decision- making Social – The interpersonal ability to identify & understand the underlying emotions of individuals and groups, enhancing communication efficacy, empathy and influence. Attributes may include: • Managing your audience • Coordinating with others • Negotiation • Creativity • People management • Leadership & entrepreneurship • Service orientation	**Explore, Influence, Integrate**

	• Active listening • Coaching and mentoring	
	Physical – The ability to perceive and optimise physiological activity and responses to influence emotion, solve problems or otherwise effect behaviour. Physical intelligence engages the body to train neuron pathways to help change an inappropriate response to an appropriate response. Attributes may include • Self-discipline & management • Attention • Reaction & response time • Cognitive & muscle memory • Managing stress • Physical resilience	
Cultural	The capability to relate to and work effectively across cultures including intercultural engagement, cultural understanding and intercultural communication.	**Influence, Integrate**
Enterprise and Entrepreneurial	The generation and application of ideas within a practical setting. It combines creativity, idea generation and design thinking, with problem identification, problem solving, and innovation followed by practical action. This can, but does not exclusively, lead to venture creation (UK Quality Assurance Agency, Enterprise and Entrepreneurship Education 2018).	**Create, Influence, Integrate**
Digital	The confident adoption of applications, new devices, software and services and the ability to stay up to date with ICT as it evolves. The ability to deal with failures and problems of ICT and to design and implement solutions (Jisc Digital Capabilities Framework)	**Explore, Create, Integrate, Influence**
Ravensbourne Return	Engagement with inhouse activities including mentoring other students, volunteering, acting as a student rep or ambassador. Demonstrate a knowledge of current events and social issues Identify their personal convictions and explore options for putting these convictions into practice Engagement with the external community through (from) employment, volunteering, participation in a Professional Life or other programme-based project.	**Explore, Create, Influence, Integrate,**

Learning, Teaching and Assessment

Learning and Teaching methods	Assessment Strategy
Level 4: At Level 4 Learning & teaching will be delivered through a combination of workshops, lectures, seminars and group exercises, self-directed study, as well as individual or group tutorials. - Lecture - Seminar - Tutorial - Guest Lecture - Technical Demonstration - Practical Classes and Workshops - Supervised Time in Studio - Fieldwork - External Visits - Independent Study - Directed Study - Hybrid Approach Level 4 will also introduce students to the Professional Life Practice modules that are embedded in each undergraduate learning level. These modules specifically support collaborative experimental practice, entrepreneurship, and enterprise, helping to catalyse, develop and showcase interdisciplinary working methods interaction and innovation. The Modules will also facilitate opportunities to integrate with industry partners in order to establish professional currency at the start of the undergraduate journey, and to drive enterprise and employability through the degree experience. The Professional Life Practice Modules integrate the emerging subject knowledge of each student with working methods from a range of disciplines to create a multidisciplinary synthesis of practice, skills	For all levels of the Course: Oral Assessment – content and form Presentation Portfolio Digital Workbook Practical Assignment Classroom Test Reflective Written Document Industry Focussed Report Project Pre-Production Treatment Critique Personal Progress Review (PPR) **Formative Assessment** is used in all modules of the programme to assess students progress relating to module briefs and an opportunity to offer feedback, feedforward and a diagnostic response. This is typically within a group or individual review held midway throughout each module though for latter modules in level six there are more formative assessment points. **Summative Assessment** is held in the latter stages of each module and is the definitive assessment point where each assessment requirement is assessed. All Assessment involves moderation and verification. Written or aural feedback and clear feedforward will be provided shortly after assessment and there are opportunities for

and learning. Students will develop social, cultural, emotional, and cognitive intelligence through projects that facilitate community and industry connections aligned to the Ravensbourne Core Competencies.

tutorials if you need further classification before the start of the next module.

Assessment will be aligned to the Ravensbourne Core Competencies.

Level 5:

Skills acquired at Level 5 are developed further through a combination of workshops, lectures, seminars, group exercises, self-directed study, as well as individual or group tutorials.

- Lecture
- Seminar
- Tutorial
- Guest Lectures
- Practical Classes and Workshops
- Supervised Time in Studio
- Independent study
- Directed Study
- Placement Opportunities
- Study Abroad Opportunities
- Hybrid Approach

These Modules will inform Level 6 Modules around portfolio creation and Final Major Project and enable students to make career choices around their industry discipline.

In addition, students will test their developing disciplinary knowledge in collaborative scenarios with the opportunity to take part in the Professional Life Practice Modules, and Work Based Learning Modules, offering collaborative and industry aligned opportunities both within Ravensbourne and in external contexts.

Visiting speakers and industry specialists will be invited to deliver lectures or practical workshops, bringing their own specialism and examples of industry work into the sessions.

The Professional Life Practice Modules at Level 5 supports practical, theoretical and industry focused engagement facilitating expertise, experience and interactions with professional aspects of the games and games programming disciplines.

All Level 5 students will have the opportunity to undertake a Work Based Learning modules at the end of Semester 2. The Work Based Learning module will offer students the ability to engage with industry-led experience supporting industry interactions, entrepreneurship and employability skills. The placements will be supported by the careers team at Ravensbourne.

Level 6

Skills acquired at Level 4 and 5 will be developed and perfected at Level 6 through lectures, seminars, workshops, self-directed study and individual tutorials.

- Lecture
- Seminar
- Tutorial
- Guest Lecture
- Independent study
- Directed Study
- Technical Masterclass
- Industrial Live Project
- Placement Options
- Networking Events
- Portfolio Review
- Hybrid Approach
- Online Study

Students are expected to take on professional attitudes to time and project management.

Visiting lecturers may be invited to deliver lectures and/or practical sessions related to

their area of work and students will develop an outward facing portfolio to aid graduate progression.

Written work will focus upon critical analysis and reflection of project-based work, with a view to encouraging ongoing development. Within the sphere of theoretical study, students will expand their ability to write reflexively and critically about their discipline and competently be able to contextualise their personal practice.

Students will be expected to interface directly with industry through mentoring, competition, and research.

Work-Based Learning

Students will be supported in undertaking work-based learning, utilising contacts and links built between the course team and industry and working in conjunctions with student Services. Possible organizations include: Business functions within start-ups, internet companies, social media organizations, Hedge funds, Equity Funds, sustainable Energy Industry, Fashion Industry, Luxury Industry, Shipping, Logistics and many more.

Course Structure

Module Code	Module Title	Shared Module	Mandatory / Elective	Credits
Level 4				
BSM22101	Marketing and the Digital Context	x	Mandatory	20
BSM22102	Business Finance		Mandatory	20
BSM22104	Fundamentals of Business Management Practice	x	Mandatory	20
BSM22105	Operation and Project Management		Mandatory	20
PLP22103	Professional Life Practice "Developing your Practice"	x	Mandatory	20
PLP22106	Professional Life Practice "Exploring your Practice"	x	Mandatory	20
			Total	**120**
Level 5				
XXX	People Management		Mandatory	20
XXX	Digital Psychology	x	Mandatory	20
XXX	Enterprise Innovation and Responsible Business Practice	x	Mandatory	40
XXX	Professional Life Practice "Applying your Practice"	x	Mandatory	20
XXX	Work-Based Learning		Mandatory	20
				120
			Total	**240**
Level 6				
XXX	Professional Life Practice "Situating your Practice"	x	Mandatory	20
XXX	Applied Research Methods	x	Mandatory	40
XXX	Business Objective: Market Research & Portfolio		Mandatory	20
XXX	Final Implementation Degree project		Mandatory	40
				120
			Total	**360**

Learning Hours

Learning Hours (per 20 credit module excluding the Work-Based Learning)			
Staff – Student Contact Hours		**Independent Study Hours**	
Taught hours	48	Independent study, self-directed study and assessment	152
Total			200

Course Regulations

Entry Requirements

- 3 x A Levels at Grades CCC or above (96 Tariff points), or
- BTEC Extended Diploma at MMM (96 Tariff points), or
- equivalent level 3 qualifications,
- plus GCSE English and Maths at Grade 4 or above

Please refer to the institutional regulations on the expected minimum entry requirements (found under Section 5 of the General Academic Regulations found on the website here), and the course page on the Ravensbourne University website for course specific entry requirements.

Accreditation of Prior Learning (if applicable)

Applications are welcomed from those who may not possess formal entry qualifications, mature students, those with work experience or with qualifications other than those listed above. Such applicants should demonstrate sufficient aptitude and potential to complete the course successfully. Applicants will be assessed at interview in accordance with Ravensbourne's Accreditation of Prior Learning Policy and Procedure and Student Transfer Plan.

Conditions for Progression

Students will be deemed to have passed a module if they achieve a 40% for undergraduate students; or a 50% for postgraduate students.

A student who has passed all assessments to date but has not yet reached the end of a level (or stage) will be permitted to proceed into the following term by the Interim Assessment Board.

Reassessment of Failed Elements

Failure in any component will result in a Fail grade for the component.

Non-submission in any component will result in a non-submission for the component.

Students must then successfully retrieve the failed or non-submitted component by resubmission of assessment in order to pass the module.

Where a student does successfully retrieve a component failure, the grade for the component will be capped at 40% (undergraduate) or 50% (postgraduate) (except where Extenuating Circumstances have been approved). The overall grade for the module will be calculated using all achieved grades where there are 2 or more components.

Conditions for the Granting of Awards

A student who completes an approved course of study, shall be awarded BSc (Hons) Business Management.

Those students who exit the Course without completing it may be entitled to exit with an award of either a:

1. Certificate of Higher Education in Business Management, provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.
2. Diploma of Higher Education in Business Management provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.

3. BSc Business Management (ordinary degree), provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.	
Any derogation(s) from the Regulations required?	
N/A	
Student Support	https://www.ravensbourne.ac.uk/student-services
Assessment Regulations	https://www.ravensbourne.ac.uk/staff-and-student-policies

Course Learning Outcomes	CLO1	CLO2	CLO3	CLO4
Level 4 Modules				
BSM22101 Marketing and the Digital Context	x	x		x
BSM22102 Business Finance	x	x		
BSM22104 Fundamentals of Business Management Practice		x	x	x
BSM22105 Operation and Project Management	x	x		
PLP22103 Professional Life Practice (Developing Your Practice)			x	x
PLP22106 Professional Life Practice (Exploring Your Practice)			x	x
Level 5 Modules				
XXX Digital Psychology		x	x	
XXX Enterprise Innovation and Responsible Business Practice		x	x	
XXX People Management	x		x	
XXX Professional Life Practice (Applying your Practice)			x	x
XXX Work-Based Learning			x	x
Level 6 Modules				
XXX Applied Research Methods	x	x		
XXX Final Implementation Degree project	x	x		
XXX Professional Life Practice (Situating Your Practice)			x	x
XXX Business Objective			x	x

Course Diagram

	Semester 1	Semester 2	
Level 4 120 credits	BSM22101 Marketing and the Digital Context 20 credits	BSM22102 Business Finance 20 credits	
	BSM22104 Fundamentals of Business Management Practice 20 credits	BSM22105 Operation and Project Management 20 credits	
	PLP22103 Professional Life Practice (Developing Your Practice) 20 credits	PLP22106 Professional Life Practice (Exploring Your Practice) 20 credits	
	Semester 1	**Semester 2**	
Level 5 120 credits	XXX People Management 20 credits	XXX Enterprise Innovation and Responsible Business Practice 40 credits	XXX Work-Based Learning 20 credits
	XXX Digital Psychology 20 credits		
	XXX Professional Life Practice (Applying your Practice) 20 credits		
	Semester 1	**Semester 2**	
Level 6 120 credits	XXX Applied Research Methods 40 credits	XXX Final Implementation Degree Project 40 credits	XXX Business Objective 20 credits
	XXX Professional Life Practice (Situating Your Practice) 20 credits		