

# BA (Hons) Management and Business Studies

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<b>Awarding Institution/Body</b>	Cardiff Metropolitan University
<b>Teaching Institution</b>	Applied Science University
<b>Dean of Faculty</b>	Dr. Ramzi Nekhili
<b>Programme Accredited By</b>	N/A
<b>Final Award (including any named exit awards)</b>	BA (Hons)
<b>Programme Titles</b>	Management and Business Studies
<b>Programme Director</b>	Dr. Marwan Abd Eldayem
<b>Mode of Study</b>	Full time
<b>Normal Duration of Programme</b>	4 years
<b>Period of Candidature</b>	6 years
<b>Language of Study</b>	English
<b>UCAS Code (or other coding system if relevant)</b>	NN12 (BA Management and Business Studies)
<b>Relevant QAA Subject Benchmarking Group(s)</b>	General business and management (2007)
<b>Date of Production/Revision</b>	September 2017

## 2. Criteria for admission

Students must satisfy the normal minimum entry criteria for admission of students, as outlined in University's Academic Handbook.

Students must:

- a. have a pass in a General School Certificate Examination,
- b. have proficiency in written and spoken English equivalent to IELTS 4.5 for entry to level 3

Applications from overseas students are welcomed but all candidates are required to demonstrate a high level of written and verbal fluency. An IELTS test with a minimum score of 6.0 or an equivalent test of English is the standard set for non-English speaking applicants.

### Exceptional Entry

Candidates who do not possess normal minimum entry qualifications are considered on an individual basis by members of the course team. Notification of admission by exceptional entry plus a rationale is forwarded to the University Learning and Teaching Committee and the Registry.

### Admissions Policy

The major criteria for selection of candidates are that they must demonstrate they are capable of succeeding on a degree programme. Exceptional entry students will normally be required to attend for an interview.

All applicants will be invited to attend one of a series of open days held throughout the academic year.

Students whose first language is other than English will need to provide evidence of fluency to at least an IELTS 4.5 standard or equivalent for admission to the foundation year and IELTS 6.0 standard or equivalent for admission to year one or higher

### **3. Aims of the programme.**

The programme aims to provide a high quality and professionally relevant undergraduate programme, developing in students a critical appreciation of the role managers undertake in the modern business world. Graduates will be equipped with the necessary skills and knowledge for a multi-disciplinary approach to diverse business, information communication technology and management problems.

### **4. Programme Mission, Philosophy and Structure**

Through the exposure to the set of knowledge and skills, students are expected to acquire self-learning and creative approaches as they progress through their programme for further personal development and lifelong learning. The course structure and the proposed teaching and learning strategies are designed to support this development. The programme uses diverse teaching and learning strategies that permit a great span of teacher to learner interactivity such as case studies, individual / group projects, practical exercises, role-play scenarios and coordinated presentations supported by appropriate materials, videos, computer software etc. Active engagement will promote students' potential learning opportunities.

In designing the curriculum, the programme team has sought to ensure an appropriate balance between knowledge and skills, and between theory and practice to ensure academic progression, year-on-year within a suitable student workload.

The programme seeks to provide students with the required body of knowledge in management and business discipline. Furthermore, the programme develops the appropriate skills necessary to enable students to apply such knowledge to real world business situations.

The structure of Level 4 has been designed to provide a sound foundation in Management and Business studies, from which students entering Level 5.

At Level 5, students are exposed to profound knowledge and skills relevant to Management and Business studies, At that level, students study four compulsory courses and choose two option courses.

It is compulsory to undertake a work-based learning course at level 5 to strengthen student required competencies that will raise his/her potential employability.

At Level 6, students study four compulsory courses and choose two option courses.

The structure of elective courses is designed to allow students to choose between two specializations; management and marketing as per the discipline they would like to work in upon graduation. Building on students' completion of these highly specialized elective courses, students will gain the required knowledge and skills that will qualify them to start their career path and join a challenging first destination job.

All courses are taught in English with exception of some at Level 3.

## 5. Graduate Attributes

The graduate attributes were formulated in compliance with the QAA- UK Statement subject area benchmark – QAA, UK general Business & Management 2007 and are clearly stated in terms of aims and achieved learning outcomes for the programme.

The expected Graduate Attributes of the MBS Programme are as follows:

- The MBS graduate will be able to *apply* knowledge to all relevant management issues.
- The MBS graduate will *possess* a set of communication skills enabling him/her to pursue a professional career.
- The MBS graduate will be *acquainted* with all required intellectual skills that enable him/her to deal with complex business problems.
- The MBS graduate will be *engaged* in a life-long learning, graduate-level studies, or professional development.
- The MBS graduate will *contribute* to the community in an ethical and responsible commitment.