

APPENDIX 1 Programme Specification (specific to the Final Year Programme at RAK Campus)

1. Qualification BA (HONOURS)	2. Programme Title BUSINESS FINAL YEAR RAK Campus	3. UCAS Code	4. Programme Type Modular - Single
<p>5. Main Purposes and Distinctive Features of the Programme</p> <p>To develop focussed multi-disciplinary knowledge and understanding of business To provide the opportunity to build on knowledge and understanding of Business in a vocational context To develop skills necessary for the critical appraisal of business problems To develop transferrable skills for use in the workplace To develop a positive disposition towards, and the skills for, life long learning Through Personal Development planning (PDP), to develop the skills to plan for personal, educational and career development</p> <p>Special Features</p> <p>Opportunity to enhance career prospects Opportunity to apply knowledge gained in work situations</p> <p>6. What a graduate should know and be able to do on completion of the programme</p> <p>To gain the qualification the learner will have demonstrated: Subject knowledge and understanding Cognitive skills Discipline-related practical and professional skills and Other general skills and capabilities - key/transferrable/common as specified in the learning objectives/outcomes for approved modules in the programme Further details of module outcomes can be found in the programme document</p>			
<p>Knowledge and understanding in the context of the subject(s)</p> <p>Understand fundamental business concepts, principles and technique. Awareness of the major theoretical and practical aspects central to the various disciplines. Understanding the relationship between the various disciplines involved. Develop an understanding of the limitations of the body of knowledge with regard to business.</p> <p>Cognitive skills in the context of the subject(s)</p> <p>The capacity for critical reasoning and analysis. Synthesis of data/information and interpret findings. Application of concepts. Identification and solving of problems. Discrimination between and evaluation of theories. Plan, conduct and report a piece of original research</p>		<p>Subject-specific practical/professional skills</p> <p>Competence in use of quantitative and qualitative research methods. Communicating in a manner expected of a business professional. Application of current knowledge skills, techniques and commercial awareness expected of a business professional.</p> <p>Other skills (key/transferrable) developed in subject or other contexts</p> <p>Capacity to learn and investigate. Communicate effectively both orally and in writing. Numerical and quantitative skills appropriate for business use. Ability to work independently or as part of a team. Competent in the use of information technology.</p>	
<p>7. Qualities, Skills & Capabilities Profile</p> <p>The education and training goals of the programme seek to develop and demonstrate the following qualities, skills, capabilities and value in its graduates.</p>			
A Cognitive	B Practical	C Personal & Social	D Other
Critical Reasoning	Research Skills	Independence/Self reliance	Awareness and understanding of contemporary business issues
Powers of analysis	Variety of IT related skills	Self motivation	
Integration/synthesis of knowledge	Writing skills	Organisation and time management	
Applied and theoretical problem solving	Vocational skills	Team work	
Understanding/application of concepts and theory	Oral communication skills	Enterprise and resourcefulness	

		Learning skills Communication skills Networking and an appreciation of other peoples working environments	
		Personal Development Planning	

8. Duration and Structure of Programme/Modes of Study/Credit Volume of Study Units (Minimum 1 Year Full-Time)

HE6 Honours Modules Total 120 Credits	Core Modules (20 Credits Each)	Option Modules (20 Credits Each)	Project (20 Credits)
	Business Policy Contemporary Management Issues Buying Behaviour Marketing Management Strategic HRM		Business Project

9. Learning, Teaching and Assessment Strategy	10. Other Information (including compliance with relevant Institute policies)
<p><u>Learning and Teaching Methods</u></p> <p>A range of teaching and learning methods will be used - Lectures, Case Study Analysis, E-support, Directed Self- Study via Study Guides</p> <p><u>Assessment Methods</u></p> <p>Assessment is linked to the Learning Outcomes for each module Assessment methods will include: Assignments, Reports, Case Study Analysis, both Open and Closed Book Examinations and a Project</p> <p><u>Assessment Classification System</u></p> <p>Final Degree Classification will be based on the 6 Final Year Modules</p> <p>Honours Classification Bands 70%- above First Class 60-69% Upper Second Class 50-59% Lower Second Class 40-49% Third Class 35-39% Borderline Fail Below 35% Clear Fail</p>	<p><u>Date programme first offered</u> September 2008</p> <p><u>Admissions Criteria</u> <i>Standard Requirements</i></p> <ul style="list-style-type: none"> • Holders of Advanced Tertiary and Professional qualifications common to 2+1 arrangements and generally recognised for entry to the Final Year <p><i>Non Standard Entry</i></p> <ul style="list-style-type: none"> • None <p><u>Indicators of Quality and Standards</u></p> <p>Programme developed and reviewed with reference to National Benchmark Standards, External Examiner Monitoring; Recognition for exemption purposes by Professional Bodies, eg Chartered Institute of Secretaries</p>