Birkbeck
UNIVERSITY OF LONDON

Programme Specification

1	Awarding body	University of London
2	Teaching Institution	**Birkbeck College**
3	Programme Title(s)	**BBA Chartered Management**
4	Programme Code(s)	UBBCHMAN_C
5	*UCAS code (if applicable)*	N/A
6	Home Department	Management (WBL)/Birkbeck Business School
7	Exit Award(s)	Cert CE, Cert HE, Dip HE
8	Duration of Study (number of years)	4
9	Mode of Study	FT PT ✓ DL
10	Level of Award (FHEQ)	6
11	Other teaching depts or institution	Computer Science (contributing one 15 credit module)
12	Professional, Statutory Regulatory Body(PSRB) details	Chartered Management Institute www.managers.org.uk
13	*QAA Benchmark Statement*	Business and Management

14	Programme Rationale & Aims
	The BBA Chartered Management comprises a combination of Work-based Learning and Management academic modules which map to the requirements of the Chartered Manager Degree Apprenticeship standard. The programme is for professional managers who take responsibility for people, projects, operations and/or services within their organisation. The programme is applicable for managers from all sectors and all sizes of organisation and is intended to provide career development opportunities for as wide a range of individuals as possible, from those at the start of their career who wish to become professional managers and achieve Chartered Manager status, to those who may already have practical experience but wish to develop their theoretical knowledge of management skills further. Following successful completion of the 360 credits of designated modules, apprentices will be eligible for an "End Point Assessment" in order to gain professional recognition and Chartered Manager status (CMgr MCMI). It is this element and the development of a portfolio across the duration of the programme requiring the apprentice to consistently demonstrate how their learning can be applied in the workplace, which distinguishes this programme from other undergraduate degrees in Business and Management.

15	Entry Criteria
	Applicants normally require a minimum of three 'A' levels BBC or equivalent to 112 Tariff points. Applicants may be also admitted as mature students based on their qualifications, skills, or relevant experience which may include: any level 3 qualification (Such as A-level or Access Diploma, NVQ Level 3, Level 3 Higher Apprenticeship etc.).

All applicants will be expected to have GCSE grade C or above in English, Maths and ICT at Level 2.
Other relevant or prior experience may also be considered as an alternative.

16	Learning Outcomes

KNOWLEDGE: ORGANISATIONAL PERFORMANCE

1. **Operational strategy.** Understand how to develop and implement organisational strategy and plans, including approaches to resource and supply change management, workforce development, sustainability, taking and managing risk, monitoring and evaluation, and quality assurance. Know how to manage change in the organisation.

2. **Project Management.** Know how a project moves through planning, design, development, deployment and evaluation. Understand risk management models and reporting, risk benefit analysis and H&S implications.

3. **Business Finance.** Understand financial strategies, including budgets, financial management and accounting, and how to provide financial reports. Understand approaches to procurement and contracting, and legal requirements. Understand commercial context in an organisational setting and how this changes over time.

4. **Sales and Marketing.** Know how to create marketing and sales strategies. Know how to segment and target relevant markets and customers (global and local), analysis of opportunities and ways to market. Understand the need for innovation in product and service design.

5. **Digital business and new technologies.** Understand approaches to innovation and digital technologies and their impact on organisations, and how their application can be used for organisation improvement and development. Understand innovation and digital technology's impact on data and knowledge management for analysing business decision-making.

KNOWLEDGE: INTERPERSONAL EXCELLENCE

6. **Communication.** Understand different forms of communication (written, verbal, non-verbal, digital) and how to apply them. Know how to maintain personal presence and present to large groups. Awareness of interpersonal skills of effective listening, influencing techniques, negotiating and persuasion.

7. **Leading People.** Understand different inclusive leadership styles and models, how to develop teams and support people using coaching and mentoring approaches. Understand organisational culture and diversity management.

8. **Managing People.** Know how to recruit, manage and develop people, using inclusive talent management approaches. How to use HR systems and processes to ensure legal requirements, H&S, and well-being needs. Know how to set goals and manage performance.

9. **Developing Collaborative Relationships.** Understand approaches to stakeholder, customer and supplier management, developing engagement, facilitating cross functional working

and negotiation. Know how to shape common purpose, as well as approaches to conflict management and dispute resolution.

10

KNOWLEDGE: PERSONAL EFFECTIVENESS

Awareness of self and others. Know how to be self-aware and recognise learning styles, Know how to use emotional and social intelligence, and active listening and open questioning to work effectively with others.

11

Management of self. Know how to manage time, set goals, prioritise activities and undertake forward planning in a business environment with a focus on outcomes.

12

Decision Making. Know how to undertake research, data analysis, problem solving and decision-making techniques, and understand the values, ethics and governance of your organisation

SKILLS: ORGANISATIONAL PERFORMANCE

13

Operational strategy. Support the development of organisational strategies and plans. Develop and deliver operational plans; being able to set targets and KPIs, manage resources, and monitor and measure outcomes to establish operational effectiveness, efficiencies and excellence. Produce reports that clearly present information and data, using a range of interpretation and analytical processes. Gain wide support to deliver successful outcomes.

14

Project Management. Plan, organise and manage resources in order to achieve organisational goals. Identify key outcomes, develop and implement plans and monitor progress, and provide reports as required. Proactively identify risk and create plans for their mitigation. Able to initiate, lead and drive change within the organisation, identifying barriers/challenges and how to overcome them, Ability to use widely recognised project management tools.

15

Business Finance. Managing budgets, controlling expenditure and production of financial reports.

16

Sales and Marketing. Use of customer insight and analysis of data to determine and drive customer service outcomes and improve customer relationships. Creative approaches to developing solutions to meet customer need.

17

Digital business and new technologies. Able to identify service/organisational improvements and opportunities for innovation and growth, using qualitative analysis of information and data and benchmarking statements.

SKILLS: INTERPERSONAL EXCELLENCE

18

Communication. Communicate clearly, effectively and regularly using oral, written and digital channels and platforms. Use active listening and open questioning to structure conversations and discussions, and able to challenge when appropriate. Manage and chair meetings and clearly present actions and outcomes. Ability to apply influencing and persuading skills, to the dynamics and politics of personal interactions.

19	**Leading People.** Able to articulate organisational purpose and values. Support the creation of an inclusive, high performance work culture. Enable others to achieve by developing and supporting them through coaching and mentoring.
20	**Managing People.** Able to build teams, empower and motivate others to improve performance or achieve outcomes. Able to delegate to others, provide clear guidance and monitor progress. Ability to set goals and accountabilities.
21	**Developing Collaborative Relationships.** Able to build rapport and trust, develop networks and maintain relationships with people from a range of cultures, backgrounds and levels. Able to contribute within a team environment. Effectively influence and negotiate, being able to have challenging conversations and give constructive feedback. Work collaboratively with internal and external customers and suppliers.
	SKILLS: PERSONAL EFFECTIVENESS
22	**Awareness of self and others.** Able to reflect on own performance, identifying and acting on learning and development needs. Ability to understand impact on others. Can manage stress and personal well-being, and confident in knowing core values and drivers.
23	**Management of self.** Able to create personal development plan, and use widely recognised tools and techniques to ensure the management of time and pressure effectively, and prioritisation and strategic alignment of activities.
24	**Decision Making.** Use evidence-based tools and ethical approaches to undertake problem solving and critical analysis, synthesis and evaluation to support decision making.
	BEHAVIOURS
25	**Takes responsibility.** Drive to achieve in all aspects of work. Demonstrates resilience and determination when managing difficult situations. Seeks new opportunities underpinned by commercial acumen and sound judgement.
26	**Inclusive.** Open, approachable, authentic, and able to build trust with others. Seeks the views of others and values diversity internally and externally.
27	**Agile.** Flexible to the needs of the organisation. Is creative, innovative and enterprising when seeking solutions to business needs. Positive and adaptable, responding well to feedback and need for change. Open to new ways of working and new management theories.
28	**Professionalism.** Sets an example, and is ethical, fair, consistent and impartial. Operates within organisational values and adheres to the CMI's Professional Code of Conduct and Practice.

17	**Learning, teaching and assessment methods**
	The programme will be delivered via a range of learning and teaching methods including lectures, seminars, workshops, group tutorials and individual supervision meetings. Portfolio workshops will also be run throughout the course. There will be termly 1-2-1 meetings between students and academic tutor with input from their employer to monitor the student's progress and ensure that the student is staying on track with the compilation of their portfolio. This will document the management skills being developed on each module by the apprentice and how they relate to their workplace/employer requirements. There would be a fourth meeting each September where the apprentice will review the

whole of their previous year and be assisted in their preparation for the forthcoming year of study.

There is a wide range of assessment which includes in-module coursework assignments, mid-term tests, end of year examinations, individual and group presentations, learning reviews, a work-based project at level 5 and a work-based research project at level 6.

Year 1 – 50% exam, 50% coursework

Year 2 – 40% exam, 60% coursework

Year 3 – 66% exam, 34% coursework

Year 4 – 20% exam, 80% coursework

Additional assessment for the degree apprenticeship and Chartered Manager status consists of:
End Point Assessment for the degree apprenticeship
This is reached when the apprentice has completed all of the academic modules and achieved 360 credits and can be awarded the degree. The Portfolio and the Researching the Workplace (Final Year Project) are then submitted to an independent assessor who needs to confirm that the portfolio meets the requirements of Chartered Manager status.
The independent assessor marks the portfolio and work-based project before attending the presentation the apprentice is required to deliver on their project. The 15 minute presentation followed by Q & A session from a panel made up of the independent assessor, a representative from the university (e.g. programme director or course tutor) and employer. Marks for the End Point Assessment are awarded as follows:

End Point Assessment Item	Maximum Mark
Portfolio	55
Project	25
Presentation and interview	20

Marks for the above elements are then combined to give a final grading (70+ = Distinction, 60+ = Merit, 50+ = Pass, 49 or below = Fail).

The independent assessor is the final arbiter of the final mark **but this is separate to any degree classification that the apprentice will receive upon completion of all of their academic modules.**

18	**Programme Description**
	The programme will be taken over four years (75% intensity of full-time) **Year 1** Business Information Systems Introduction to Accounting Management Studies I Management Studies II Operations Management Personal and Professional Development I

	Year 2
	E-Business
	International Business Environment
	Principles of Marketing (Undergraduate)
	Work-Based Learning
	Working in Teams
	Year 3
	Financial Management (Level 5)
	Strategic Management
	Management of Innovation (Level 5)
	Critical Perspectives on People Management
	Knowledge Management
	Year 4
	International Strategy and Operations
	Project Management
	Researching the Workplace (Final Project)

19	**Programme Structure**

Part Time programme

Year 1

Level	Module Code	Module Title	Credits	Status*
4	BUMN051H4	Business Information Systems	15	Compulsory
4	FFMN131H4	Introduction to Accounting	15	Compulsory
4	BUMN077H4	Management Studies I	15	Compulsory
4	BUMN078H4	Management Studies II	15	Compulsory
4	BUMN116H4	Personal and Professional Development I	15	Compulsory
5	MOMN019H5	Operations Management	15	Compulsory

Year 2

Level	Module Code	Module Title	Credits	Status*
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Compulsory
5	COIY042H5	E-Business	15	Compulsory
5	BUMN142H5	International Business Environment	15	Compulsory
5	FDPD023S5	Work-based Learning	30	Compulsory
5	BUCI005H5	Working in Teams	15	Compulsory

Year 3

Level	Module Code	Module Title	Credits	Status*
5	BUMN145S5	Financial Management (Level 5)	30	Compulsory
5	BUMN147H5	Management of Innovation (Level 5)	15	Compulsory
6	MOMN069H6	Strategic Management (Undergraduate)	15	Compulsory
5	BUMN150H5	Critical Perspectives on People Management	15	Compulsory
6	BUMN153H6	Knowledge Management	15	Compulsory

Year 4

Level	Module Code	Module Title	Credits	Status*
6	MOMN044H6	Marketing Strategy	15	Compulsory
6	BUMN136H6	Project Management	15	Compulsory
6	BUMN117D6	Researching the Workplace (Final Project)	60	Compulsory

Status*
CORE – Module must be taken and passed by student; COMPULSORY – Module must be taken, mark can be reviewed at sub-exam board; OPTIONAL – Student can choose to take this module

20	**Regulations**
	Admissions This programme adheres to the College Admissions Policy: http://www.bbk.ac.uk/registry/policies/documents/admissions-policy.pdf ***Credit Transfer*** Accredited Prior Learning will be considered in line with the College Policy on Accredited Prior Learning http://www.bbk.ac.uk/registry/policies/documents/accreditation-prior-learning.pdf ***Programme Regulations*** This programme adheres to the College Common Awards Scheme http://www.bbk.ac.uk/registry/policies/regulations ***Programme Specific Regulations*** **See additional information regarding assessment and awarding of the degree apprenticeship and Chartered Manager status in section 17 (Learning. teaching and assessment methods)**

21	**Student Attendance Framework** *– in brief*
	The full version of the 'Student Attendance Framework' is available http://www.bbk.ac.uk/mybirkbeck/services/rules/Attendance-Framework.pdf . **Principle** Consistent and regular student attendance in class (or equivalent) promotes and affords student success. Inconsistent and irregular attendance is less likely to result in student success and is consistent with lower marks and degree classifications being achieved and awarded. **Attendance expectation** Birkbeck, University of London expects you to consistently attend all timetabled sessions, including lectures, seminars, group and individual tutorials, learning support sessions, workshops, laboratories, field trips, inductions and demonstrations. **E-Registers** All Birkbeck students are issued with student cards. Students are expected to take them to classes and to assessment venues and to present them to a member of staff if requested. This is for the purpose of identifying Birkbeck students.

22	**Student Support and Guidance**
	All Birkbeck students have access to a range of student support services, details can be found on our website here: http://www.bbk.ac.uk/mybirkbeck/services/facilities

23	**Methods of Enhancing Quality and Standards**
	The College has rigorous procedures in place for the monitoring and enhancing its educational provision. This includes regular monitoring of programmes drawing on feedback from various sources including external examiner's reports, student feedback, student achievement and progression data. In addition, departments are reviewed every four to five years through the internal review process that includes external input.
	For more information please see the Academic Standards and Quality website http://www.bbk.ac.uk/registry/about-us/operations-and-quality .

24	**Programme Director**	Nick Pronger
25	**Start Date** *(term/year)*	Autumn 2017
26	**Date approved by TQEC**	Spring 2017
27	**Date approved by Academic Board**	Spring 2017
28	**Date(s) updated/amended**	31 July 2023