



## Programme Specification

*With effect from: September 2023*

A programme specification is the definitive record of your programme of study at the University. It sets out the aims, learning outcomes, and indicative content of the programme. You should read this programme specification alongside the relevant module descriptors and the University's Taught Programme Academic Regulations.

This specification only applies to the delivery of the programme indicated below. The details in this specification are subject to change through the modifications or periodic review processes.

### 1 Programme name and award

**This programme specification relates to the following award(s)**

BA (Hons) Business and Enterprise

### 2 Aims of the programme

#### **Rationale and general aims, including what is special about this programme**

The rationale of the BA (Hons) Business and Enterprise programme is to provide you with a secure, developed understanding and awareness of enterprise and entrepreneurship. The degree enables you to develop key personal skills, attributes and mindset focusing on creativity, innovation, opportunity recognition, resilience and independence. Graduates from this programme will have developed a robust entrepreneurial mindset equipped with essential knowledge, understanding, skills and experience to start a new enterprise or enter any existing business in a leadership or managerial position.

The programme focuses on the “entrepreneurial journey” that will provide you with the academic and practical abilities to apply these within the context of real-life examples, working closely with local businesses and entrepreneur professionals.

#### **The specific aims of the programme are:**

1. To develop a strong awareness and understanding of enterprise and entrepreneurship in a wide range of different organisational contexts.
2. To develop a secure understanding and appreciation of the external and internal environment and how these influence and impact on new ventures and how they operate.
3. To develop an understanding of the theoretical concepts that underpin

- enterprise and entrepreneurship and implement these within a range of real-life entrepreneurial scenarios.
4. To develop strong entrepreneurial behaviours, attitudes, skills and values, focusing on creativity and innovation, opportunity recognition, critical analysis and decision making and implementing ideas.
  5. To develop confidence to work independently and form strong working relationships with an ability to effectively communicate through networking and negotiation.

### 3 Level Learning Outcomes and Attributes and Skills or Employability Outcomes

Learning outcomes are expressed in terms of:

- Knowledge and understanding (K)
- Intellectual / cognitive / ‘thinking’ skills (I)
- Practical skills specific to the subject (P)
- Attributes and Skills (undergraduate) (AS) or Employability skills (postgraduate) (E)

We design assessment tasks to enable you to demonstrate the Level Learning Outcomes and relevant Employability Outcomes for your level of study. To a greater or lesser extent, all Level Learning Outcomes at each level of your study are embedded in the assessment task(s) at that level. This means we can take a more integrated view of your overall performance at a level.

To progress to the next level, or to receive an award, you will need to satisfy the Level Learning Outcomes below and relevant Attributes and Skills Outcomes (UG) or Employability Outcomes (PG) and achieve credit as per the Taught Programme Academic Regulations.

Level Learning Outcomes	
Level 4	
K1	Show awareness of the external environment of business, including legal and ethical frameworks, and how this affects management and business practice.
K2	Differentiate between major functional areas of business and recognise the role of each function in the successful running of a business organisation.
K3	Understand the key aspects of the performance of people in organisations.
K4	Discover the impact of law on business relationships and show an awareness of ethical issues in the context of business.
I1	Demonstrate how the theory of a business subject is applied in the practice of business management.
I2	Analyse issues and problems which arise in the context of contemporary business organisation.
I3	Access and use a range of information tools online and offline to search and find relevant business resources and extract business data and information needed to understand theories in the discipline and define a business problem or issue.
I4	Employ quantitative and qualitative information and data in order to identify and recommend solutions.
I5	Communicate effectively using a range of oral, written and visual communication tools to identify and present issues and challenges, apply relevant theories and propose practical solutions.

I6	To work effectively as part of a team on a given task, meeting obligations to other team members.
<b>Level 5</b>	
K1	Identify the remit of areas of enterprise and how they relate to own professional and career choices.
K2	Critically review current research and evaluate arguments, assumptions and data to make own judgements in relation to business and entrepreneurship issues in general, and functional specialism in particular.
K3	Examine the inter-relationships between business functions and how these functions work together to deliver value to entrepreneurs and business stakeholders.
K4	Debate the key challenges in the current global business environment and how they affect business organisations.
I1	Integrate theory and practice by demonstrating how resources; financial and human; are secured, integrated, allocated and effectively managed to meet organisational objectives.
I2	Adopt multiple perspectives to identify key elements of real-life problems, assess implications of alternative scenarios and suggest justified solutions.
I3	Analyse and manage risk factors within a business project.
I4	Evaluate own strengths and weaknesses, identify career opportunities and critically assess own skills and attributes against requirements for future professional employment.
I5	Access, collect and analyse self-determined quantitative and qualitative information for effective use.
I6	Apply management research methods.
<b>Level 6</b>	
K1	Develop a cross-cultural perspective on the operational and strategic challenges faced by enterprising organisations.
K2	Critically analyse business theories, concepts and problems and formulate conscious, informed and justified professional opinion when starting or growing a business.
K3	Critically review current research debates relevant to a self-determined research topic in area of business enterprise.
I1	Critically evaluate alternative policies and strategies a company may adopt to meet stakeholder needs and minimise risk within changing internal and external environments.
I2	Develop appropriate criteria to identify a range of solutions to a complex business problem in a functional specialism and demonstrate an ability to make decisions.
I3	Identify and critically examine contemporary issues influencing business thinking and behaviour in business organisations.
I4	Demonstrate effective cognitive, problem-solving and decision-making abilities using appropriate quantitative and qualitative skills.
I5	Work effectively as a member of a team, negotiating in a professional manner using communication to persuade and convince to build a shared understanding of team goals.
I6	Formulate a coherent complex argument within a theoretical and contextual framework in area of specialism.

**Attributes and Skills Outcomes (undergraduate)**

AS1	<b>Working Independently</b> - prioritising workload, anticipating and troubleshooting potential problems, and achieving this without requiring continual oversight from a supervisor or manager;
AS2	<b>Research &amp; Thinking Critically</b> - systematic investigation of resources to identify relevant information. Critical thinking refers to a process of independent scrutiny, allowing formation of a well-reasoned opinion for application of the research to decision-making and action;
AS3	<b>Digital Confidence</b> - identifying, learning and confident adoption of digital tools, applications and software to improve existing processes, meet emerging challenges or develop new approaches;
AS4	<b>Adaptability</b> - the ability to make the most of changing circumstances and adapt to new conditions;
AS5	<b>Resilience</b> - the ability to recognise that you will be exposed to adversity but that you will be able to respond positively and ultimately adapt and grow from challenging events;
AS6	<b>Professional Outlook</b> - preparing yourself to successfully research, plan and apply for opportunities through effectively articulating your skills and attributes whilst understanding how to present yourself in professional working environments to achieve your career goals;
AS7	<b>Effective Communication</b> - the ability to work cooperatively with others to achieve a group objective and the recognition that good leadership empowers achievement of collective goals through combined efforts;
AS8	<b>Ethics, Diversity, Sustainability</b> - making a positive impact on society and the environment as a whole;
AS9	<b>Enterprise and Entrepreneurship</b> - entrepreneurship is the application of enterprise behaviours, attributes and competencies into the creation of cultural, social, or economic value. Enterprise is generating and applying ideas that are practical when undertaking a new venture or project.

#### 4 External Benchmarks

##### Statement of congruence with the relevant external benchmarks

All Leeds Trinity University programmes are congruent with the Frameworks for HE Qualifications (FHEQ) and, where appropriate, the Qualifications and Credit Framework (QCF) (formerly National Qualification and Credit Framework (NQF)).

The aims, objectives and learning outcomes of the programme are consistent with

- the most recent QAA Subject Benchmark Statement for Business and Management, 2023 [Subject Benchmark Statement - Business and Management \(qaa.ac.uk\)](https://www.qaa.ac.uk/subject-benchmark-statements/2023/business-and-management).
- the QAA's most recently published Guidance for Enterprise and Entrepreneurship Education (January 2018) [https://www.qaa.ac.uk/docs/gaas/enhancement-and-development/enterprise-and-entrepreneurship-education-2018.pdf?sfvrsn=15f1f981\\_8](https://www.qaa.ac.uk/docs/gaas/enhancement-and-development/enterprise-and-entrepreneurship-education-2018.pdf?sfvrsn=15f1f981_8).

The programme also utilises the Advance HE Framework for Enterprise and Entrepreneurship (<https://www.advance-he.ac.uk/knowledge-hub/framework-enterprise-and-entrepreneurship-education>)

## 5 Indicative Content

### Summary of content by theme

The BA (Hons) Business and Enterprise programme provides you with essential knowledge, understanding, skills and experience to operate effectively and successfully in an entrepreneurial business environment. Throughout the programme you will develop essential intellectual skills, attributes and knowledge within the context of working within a wide range of enterprises and business settings.

Level 4 focuses on fundamental aspects of business: communicating with customers; management and financial accounting; technological and operational aspects; human resources and social and ethical issues within today's workplace. Delivery includes external speakers and working with real-life businesses and partners to help provide an authentic context to gain a practical understanding and apply theoretical knowledge.

Level 5 modules consolidate a focus on the business environment and understanding how enterprises are managed in *Enterprise Management and Strategy Growth*. This module allows you to work with an external client and negotiate a business development project of your area of specialism. A specific professionalism module that culminates in a placement will allow you the opportunity to work within an external business or focus on developing your own enterprise.

At Level 6, you will undertake a real-life professional project working with an external organisation to maximise your skills, knowledge and expertise gained from your studies within the context of a practical project. Additionally, *Enterprise in Action* allows you to follow the entrepreneurial journey of creating your own business. Two optional modules allow you to concentrate your knowledge on a particular industry and career path in preparation for graduation.

## 6 Programme Structure

### Programme Structure – BA (Hons) Business and Enterprise

<b>Duration</b>	3 years full-time
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<b>Total credit rating</b>	360 credits
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#### Level 4 – With effect from: September 2023

**Core:** You are required to take the following modules. Modules containing Integrated Assessment are asterisked.

Module Code	Module Title	Semester	Credits
BMM4123	Marketing Fundamentals	1	30
BMM4133	Principles of Accounting and Finance	1	30
BMM4153	People and Organisations*	2	30
BMM4143	Globalisation and Social Justice*	2	30

Level 5 – With effect from: September 2024			
<b>Core:</b> You are required to take the following modules			
Module Code	Module Title	Semester	Credits
BMM5123	Global Business Environment	1	30
BMM5133	Professional Development and Placement	1 & 2	30
BMM5143	Business Research and Analytics	2	30
BMM5193	Enterprise Management and Strategy Growth	2	30
Variation for GBS ONLY Level 5 – With effect from: September 2024			
<b>Core:</b> You are required to take the following modules			
Module Code	Module Title	Semester	Credits
BMM5193	Enterprise Management and Strategy Growth	1	30
BMM5123	Global Business Environment	1	30
BMM5133	Professional Development and Placement	2	30
BMM5143	Business Research and Analytics	2	30
Level 6 – With effect from: September 2025			
<b>Core:</b> You are required to take the following modules			
Module Code	Module Title	Semester	Credits
BMM6083	Professional Learning and Practice	1 & 2	30
BMM6133	Enterprise in Action – Creating Your Own Business	1	30
<b>Options:</b> You are required to choose 60 credits from the following modules			
Module Code	Module Title	Semester	Credits

BMM6143	Creative Entrepreneurship and Innovation	2	30
BMM6153	Contemporary Issues in Sustainability	2	30
BMM6163	International Marketing	2	30
BMM6173	Project Management	2	30
BMM6183	Research Project	2	30
BMM6193	Money, Banking and Finance	2	30

## 7 Pre-requisites

**Modules students must study and achieve credit for before enrolling on a module at a higher level, or attaining their final programme award**

N/A

## 8 Learning, Teaching and Assessment

The University's Learning, Teaching and Academic Experience Strategy informs the design of your programme. You can find more information about learning, teaching and assessment for your programme (including information on Integrated Assessment) within the relevant Assessment Handbooks.

## 9 Entry requirements

<b>Do the University's standard entry requirements apply (as outlined within the University's Admissions Policy)?</b>	Yes
<b>Detail of any deviation from (or within) and/or addition to the University's standard entry requirements (if applicable), e.g. English Language and/or English Literature requirement</b>	N/A

## 10 Additional support needs

Students with disabilities or other support needs are welcome and are expected to be able to participate fully in this programme. Arrangements will be made, via the normal University support systems, to accommodate students with additional support needs wherever possible, with reasonable adjustments made to accommodate individual needs.

<b>Programme-specific requirements / unavoidable restrictions on participation in the programme</b>
N/A

## 11 Technical Information

<b>Awarding Body / Institution</b>	Leeds Trinity University
<b>Teaching institution</b>	GBS
<b>Parent Faculty</b>	BCDI
<b>Parent School</b>	Business
<b>Professional accreditation body</b>	N/A
<b>Final award</b>	BA (Hons)
<b>Title of programme(s)</b>	Business and Enterprise Business and Enterprise (with Foundation Year)
<b>Subsidiary (fallback) award(s)</b>	Certificate of Higher Education in Business Diploma of Higher Education in Business and Enterprise BA Business and Enterprise
<b>Honours type</b>	Single
<b>Duration and mode(s) of study</b>	3 years full-time
<b>Month/year of approval of programme</b>	September 2023
<b>Periodic review due date</b>	As scheduled
<b>HECoS subject code(s)</b>	100079 - Business Studies (50%) 101221 - Enterprise and Entrepreneurship (50%)
<b>UCAS course code(s)</b>	NN12 BA/BUSMASH
<b>SITS route codes</b>	BA/BUSENT
<b>Delivery venue(s)</b>	Leeds Trinity University and approved franchise locations



## 12 Level Learning Outcomes and Employability Outcomes

The grids below demonstrate where Level Learning Outcomes and Attributes and Skills Outcomes or Employability Outcomes are assessed at module level and ensure that students are assessed in all Level Learning Outcomes at each level of their study. Students might not be assessed in all Attributes and Skills Outcomes at each level of study. However, all Attributes and Skills/Employability Outcomes will have been assessed by the end of the programme.

Level 4	Assessed level learning outcomes										Skills development								
	K1	K2	K3	K4	I1	I2	I3	I4	I5	I6	AS1	AS2	AS3	AS4	AS5	AS6	AS7	AS8	AS9
Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these.	Awareness of external environment	Differentiate between business functions	Understand key aspects of people	Discover impact of law & ethical issues	Theory and practice of business management	Analyse bus org problems	Access online bus resources and data	Employ quantitative & qualitative data	Communication modes	Teamworking	Working independently	Research & thinking critically	Digital confidence	Adaptability	Resilience	Professional outlook	Effective communication	Ethics, diversity & sustainability	Enterprise & entrepreneurship
<b>BMM4123 Marketing Fundamentals</b>																			
<b>BMM4133 Principles of Accountancy and Finance</b>																			
<b>BMM4153 People and Organisations</b>																			
<b>BMM4143 Globalisation and Social Justice</b>																			

Level 5	Assessed level learning outcomes										Skills development								
	K1	K2	K3	K4	I1	I2	I3	I4	I5	I6	AS1	AS2	AS3	AS4	AS5	AS6	AS7	AS8	AS9
Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these.	Identify area of business and career	Critical review and assess research	Examine relations between business	Debate key challenges in current global business environment	Integrate theory & practice	Adopt multiple perspectives	Analyse and manage risks	Evaluate own strengths and weaknesses	Access, collect & analyse quantitative and qualitative info	Apply management research methods	Working independently	Research & thinking critically	Digital confidence	Adaptability	Resilience	Professional outlook	Effective communication	Ethics, diversity & sustainability	Enterprise & entrepreneurship
<b>BMM5123 Global Business Environments</b>																			
<b>BMM5133 Professional Development and Placement</b>																			
<b>BMM5143 Business Research and Analytics</b>																			
<b>BMM5193 Enterprise Management and Strategy Growth</b>																			

Level 6	Assessed level learning outcomes									Skills development								
	K1	K2	K3	I1	I2	I3	I4	I5	I6	AS1	AS2	AS3	AS4	AS5	AS6	AS7	AS8	AS9
Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these.	Develop cross-cultural perspectives	Critically analyse business theories, concept and problems	Critically review current research debates	Critically evaluate alternative business policies and strategies	Develop criteria to identify solutions to business problems	Critically identify contemporary issues influencing business	Demonstrate cognitive, problem solving and decision making abilities	Work effectively as member of a Team	Formulate coherent business arguments	Working independently	Research & thinking critically	Digital confidence	Adaptability	Resilience	Professional outlook	Effective communication	Ethics, diversity & sustainability	Enterprise & entrepreneurship
<b>BMM6083 Professional Learning and Practice</b>																		
<b>BMM6133 Enterprise in Action – Creating Your Own Business</b>																		
<b>BMM6143 Option: Creative Entrepreneurship and Innovation</b>																		
<b>BMM6153 Option: Contemporary Issues in Sustainability</b>																		
<b>BMM6163 Option: International Marketing</b>																		
<b>BMM6173 Option: Project Management</b>																		
<b>BMM6183 Option: Research Project</b>																		
<b>BMM6193 Option: Money, Banking and Finance</b>																		