



PROGRAMME SPECIFICATION

KEY FACTS

Programme name	Business Management
Award	BSc (Hons)
School	Cass Business School
Department or equivalent	UG Programme
UCAS Code	N102 Business Management N121 Business Management (with Professional Placement) N1N3 Business with Finance N131 Business with Finance (with Professional Placement) N1N5 Business with Marketing N151 Business with Marketing (with Professional Placement) N103 Business Management, Digital Innovation and Entrepreneurship N113 Business Management, Digital Innovation and Entrepreneurship (with Professional Placement) N120 International Business N111 International Business (with Study Abroad) N112 International Business (with Term Abroad and Professional Placement) N132 Business Management with Social Purpose XXXX Business Management with Social Purpose (with Professional Placement)
Programme code	USBMGT
Type of study	Full Time
Total UK credits	360
Total ECTS	180

PROGRAMME SUMMARY

The BSc (Hons) Business Management degree gives you a solid grounding in the key areas of Business Management and provides the essential skills and tools required by the manager. These include strategy, marketing, finance, operations

management, accounting, people and organisations, economics, business statistics and human resource management.

In Programme Stage 2 you will have the option of continuing on the general Business Management programme; or, if you wish, to focus more deeply on a specialised area including: Finance; Marketing; Digital or International Business or Business Management with Social Purpose*. A choice of specialised electives are offered in Programme Stages 2 and 3 to strengthen your knowledge and skills in these disciplines and to introduce you to the most recent trends and issues in their theory and practice. If you take one of the specialist pathways you will be offered some elective choices which are particularly relevant to your pathway.

In Programme Stage 3, you will also have the opportunity to demonstrate your ability to pursue in-depth independent research and study on a business-related theme of your choice in the form of the final year project. If you are following a specialist pathway route your final year project theme must be related to your chosen pathway.

This is a three-year programme (or four years, if a sandwich year is taken or you apply for the programme with an integrated Professional Placement).

If you apply for the four year with Professional Placement programme you will need to secure a Professional Placement between years 2 and 3. If you do not secure a Placement you will be transferred to the pathway without placement programme.

*Pathways and Awards

BSc Business Management

BSc Business with Finance

BSc Business with Marketing

BSc Business Management, Digital Innovation and Entrepreneurship

BSc Business Management with Social Purpose

BSc International Business*

(*if you decide to follow the International Business pathway you will need to secure a place on one of the Study Abroad programmes, please see WHAT STUDY ABROAD OPTIONS ARE AVAILABLE? for further details. Additionally it is strongly recommend that if you are on or are considering this pathway you undertake the elective module BM2214 International Management)

Transfers – you are permitted to apply to transfer between pathways up until the end of Teaching Week 11 in Term 1 of Programme Stage 2. Late requests will not be considered. Transfers are via application and are subject to the approval of the Pathway Leader to which you are applying. If you are studying on a Tier 4 visa additional rules relating to visa compliance will apply.

A Sir John Cass Business School undergraduate degree earns you the credibility with employers to achieve success in your chosen career. The unique combination of our central London location, academic programmes and professional contacts offer you a great head start in business.

Our undergraduate programmes are constantly evolving to meet the needs of an ever-changing business world. They are delivered within the context of a vibrant, diverse and multi-national environment which is part of the City of London. Not only in terms of its location, but also in terms of the role we play as an intellectual hub for the City.

As a university specialising in undergraduate business degrees, many of our academics and lecturers have worked in industry and continue to consult for corporate organisations, so you benefit from their first-hand knowledge and business experience. There is every chance that you will have the opportunity to meet and learn from high-level practitioners from leading City firms.

Aims

- Provide a coherent education in Business Management, including concepts, theories, methodologies and techniques to develop a basic understanding of organisations, their major functions, their management and the changing external environment in which they operate.
- Develop your skills to enable you to tackle problems through:
 - an appreciation of cultural, political, economic and technological issues, and
 - an ability to apply the thinking and methods of Business Management.
- Provide you with an interdisciplinary intellectual framework, together with a familiarity with both literate and numerate modes of thought, analysis and expression. This holistic and integrative approach will be teaching you how each function, discipline and skill contributes to the operation of an individual organisation.
- Develop the skills required for you to pursue a career in management, consulting, finance and in business generally. Specifically,
 - hard skills which deal with technical or administrative procedures related to an organisation's core business.
 - soft skills (people skills) linked to how people relate to each other: communicating, listening, engaging in dialogue, giving feedback, cooperating as a team member, solving problems, as well as personal self-reflection and self-awareness.
- Prepare you towards the future and changing needs of the labour market and globalisation trends, as our choice of electives focus not only on current needs and local demands, but deal with a variety of international and globalisation issues.
- Equip you with enhanced lifelong learning and employability skills and personal development to contribute to society at large
- Develop you into a responsible, ethical and socially aware business person or manager.

- Provide you with a good grounding in research and theory of business and management, as preparation for entering postgraduate study in management, finance and related areas.

On successful completion of Programme Stage 1 you will have acquired a foundation knowledge and understanding of the key concepts and principles underlying your area of study, the ability to recognise and explain these, and to identify and apply appropriate solutions when presented with a problem. You will study a number of core disciplines which are relevant to Business Management, you will also learn practical business skills, and you will learn analytical and critical thinking approaches which you can apply within your degree and your subsequent career. On successful completion of Programme Stage 1 you will be eligible for the award of Certificate of Higher Education should you choose to leave the Programme.

On successful completion of Programme Stage 2 you will have built on the knowledge and understanding gained at Programme Stage 1 and deepened your knowledge of key business and management disciplines and functions. You will have also have broadened your field of study through the completion of elective modules. By pursuing specialist modules in the second term of Programme Stage 2 you will have acquired a sound appreciation of the distinctive requirements of your pathway. This will place you in a strong position in understanding the opportunities for employment, both as a graduate and possibly in taking a placement after Programme Stage 2. You will also have the opportunity to take elective modules which will allow you to pursue more specialist and distinctive subjects. Note that the range of elective modules listed in this programme specification is indicative: not all of them will necessarily run.

On successful completion of Programme Stage 2 you will be eligible for the award of Diploma of Higher Education should you choose to leave the programme.

In Programme Stage 3 you will build further on this knowledge and have the opportunity to take elective modules which address much more advanced and specialist topics. You will also produce a final year project which synthesises the learning from the previous stages, and should address a real business management problem which is relevant to your chosen pathway. You will also take core modules which provide a capstone to your learning by encouraging you to place the concepts introduced in earlier stages into the broader, business, economic, and social context. Depending on your pathway you will also study specialised modules in more depth. In Programme Stage 3 you will be able to develop a very distinctive range of knowledge and skills which will supplement the objectives that underlie the degree as a whole, and that you will be able to present to employers.

WHAT WILL I BE EXPECTED TO ACHIEVE?

On successful completion of this programme, you will be expected to be able to:

Knowledge and understanding:

- Demonstrate relevant and applicable knowledge and understanding of

organisations, their future and how they respond to change, the external environment in which they operate, and to relate this to management and decision-making in organisations.

- Distinguish and analyse the relationships between different business areas In particular, to demonstrate an understanding of the internal functions and processes of organisations including their diverse nature, purposes, structures, governance, operations and management.
- Evaluate individual and corporate behaviours and cultures which exist within and between organisations and their various influences.
- Differentiate between economic, ethical, political, technological and ecological factors, together with their effects at local, national and international levels upon the strategy, behaviour, management and sustainability of organisations.
- Critically analyse the various processes, procedures and practices for effective management of organisations including theories, models and frameworks used in business analysis and decision making.
- Apply theory and practice of the key principles that underpin financial and investment decisions
- Analyse the wider context in which international business decisions are made
- Elaborate on what are the most critical and effective approaches to business in particular industry and cultural contexts.
- [Digital pathway] analyse technological and innovation trends and their impacts on the nature of competition and on the operations of organisations.
- [Marketing pathway] Describe and explain how consumers react to advertising and how advertisers apply this knowledge across traditional advertising platforms and in the social media environment.
- [Finance pathway] Demonstrate an advanced understanding of the financial function of an organisation and apply quantitative techniques to evaluate and analyse financial performance.
- [International pathway] Reflect on the diverse perspectives on international business which are apparent in different parts of the world

- [Social Purpose pathway] Demonstrate an understanding of issues that are distinctive to structuring and leading non-profit organisations and NGOs and social enterprise and 'for purpose' companies.

Skills:

- Think critically and practise cognitive skills of analysis and synthesis. This includes the ability to identify assumptions, evaluate statements in terms of evidence, to detect false logic or reasoning, to identify implicit values, to define terms adequately and to generalise appropriately.
- Demonstrate effective problem solving and decision making in a business context using appropriate quantitative and qualitative skills.
- Create and evaluate a range of options and apply ideas and knowledge to a range of situations.
- Compare complex international business decisions and strategies.
- Practise secondary research skills including data gathering and data evaluation skills
- Communicate effectively, orally and in writing, using a range of media which are widely used in business, such as presentations and written business reports.
- Practise effective self-management in terms of time, planning and behaviour, motivation, self-starting, individual initiative and entrepreneurship.
- Perform effectively within a team environment by showing leadership, team building, influencing and project management skills.
- Demonstrate self-reflection and critical thinking, including self-awareness, openness and sensitivity to diversity in terms of people, cultures, business and management issues.
- [Digital pathway] take advantage of the entrepreneurial opportunities offered by technological innovations, as well as the opportunities for transformation that digital technologies offer to old economy organisations.

Values and attitudes:

- Demonstrate an ethical approach to work, which resonates with that of a professional business person.

- Be an effective team player who articulates tolerance of disagreement, open and sensitive to diversity in terms of business, cultures, people and management issues.
- Engage in reflective, adaptive and collaborative learning.
- Prioritise by knowing what are the most critical management processes and the most effective people management practices in particular contexts.
- Demonstrate an awareness and sensitivity to equality, diversity and inclusion which resonates to that of a professional business person.
- [International pathway] Factor in the global nature of business and appreciate the diverse views of international business which are held in overseas countries.
- [Digital pathway] Recognise and act upon the ethical issues that the adoption of advanced digital technologies and innovation might raise.
- [Social Purpose pathway] Recognise the role of social business within the broader environment and the ethical issues arising from that

When you undertake a programme of study at Cass Business School we will expect you not only to learn but also to challenge and look critically at the world in which we live. We will constantly ask you to question the ethical underpinning of the assumptions you have made and the decisions you have reached, and that inquisitive, ethical approach is woven through every element of a Cass education. In recognition Cass is one of the few business schools to have been awarded Champion Status by the UN PRME (Principles of Responsible Management Education) initiative at Davos in 2018.

This programme has been developed in accordance with the QAA Subject Benchmark for Business and Management (February 2015).

HOW WILL I LEARN?

Most teaching hours during your degree programme take the form of lectures and these may be of varying sizes. Lectures are used to communicate the basic theoretical or technical points relevant to the module. Each module normally comprises 20 lecture hours.

In addition, some modules, particularly technical subjects, have additional tutorial

hours. The number of these can vary, depending on student need. Tutorials and exercise classes are opportunities for you to apply and develop your knowledge and understanding and to participate in the discussion of the subject area. A number of tutorials and exercise classes are scheduled during the first year, the number decreasing as you progress and you become more able to direct your self-managed learning.

The remaining hours are for self-directed and team study. Self-directed learning hours are for independent study and account for the minimum amount of time you should spend studying independently. For example, carrying out subject research, practicing and reflecting on techniques learned in class, reading widely around the subject to develop a deeper understanding, carrying out activities using the VLE, attending induction and career development workshops, working in groups to complete assignments and presentations, and completing individual assignments and other homework.

Some modules use case studies to bring real-life issues to the classroom and, as such, foster a practice-oriented approach. In other modules, computer simulations may be required to assist in the identification and likely impact of key decision variables. The final year project and some of the more quantitative modules require extensive use of our databases and statistical packages, which makes full use of self-directed learning and contributes to the development of your independent critical thinking.

In all modules, the face-to-face teaching is complemented by the use of the Virtual Learning Environment. This could take the form of delivery of learning materials and resources, submission and feedback of coursework assessments, on-line lecture delivery or assessment, discussion forums or questions and answer sessions.

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessment and Assessment Criteria

Assessment is carried out according to context and purpose and recognises that you may exhibit different aptitudes in different forms of assessment. You will therefore be assessed in a variety of ways which allow development of a range of learning and teaching styles.

Most modules are assessed by both coursework and an exam.

Coursework can include:

- Essays or reports which you can take home and complete with the aid of your notes.
- Class tests.
- Online quizzes and tests using the Virtual Learning Environment.
- Individual and group presentations.
- Group projects, sometimes based on case studies.

- An individual project, which is a substantial piece of work where research skills are developed - this forms an integral part of your final year.

The format and timing of coursework varies considerably between different modules. The term 'formative assessment' refers to assessment where you are expected to act on feedback and take it into account in subsequent coursework or exams. Some modules contain a considerable amount of formative assessment, where you will need to carry out coursework at various stages during the module. In such cases the coursework comprises a succession of separate activities. Where a module includes several components to the coursework this does not imply that you are expected to put more effort into the module than would be the case for a module with a single piece of coursework, but you will need to spread that effort across a term.

Formal unseen written exams take place at the end of each term (or at the end of the year, if a module is taught over both terms).

The weighting of coursework and exams in the aggregate mark for a module varies according to the nature of the module. Certain modules at Programme Stage 1 and Programme Stage 2 are assessed entirely by coursework because of the nature of the subject matter, and in these cases the coursework includes an element which should provide an equivalent level of challenge that you would expect from an exam.

Assessment Criteria are descriptions, based on the intended learning outcomes, of the skills, knowledge or attitudes that you need to demonstrate in order to complete an assessment successfully, providing a mechanism by which the quality of an assessment can be measured. Grade- Related Criteria are descriptions of the level of skills, knowledge or attributes that you need to demonstrate in order to achieve a certain grade or mark in an assessment, providing a mechanism by which the quality of an assessment can be measured and placed within the overall set of marks. Assessment Criteria and Grade-Related Criteria will be made available to you to support you in completing assessments. These may be provided in programme handbooks, module specifications, on the virtual learning environment or attached to a specific assessment task.

Feedback on assessment

Feedback will be provided in line with our Assessment and Feedback Policy. In particular, you will normally be provided with feedback within three weeks of the submission deadline or assessment date. This would normally include a provisional grade or mark. For end of module examinations or an equivalent significant task (e.g. an end of module project), feedback will normally be provided within four weeks. The timescale for feedback on final year projects or dissertations may be longer. The full policy can be found at:

https://www.city.ac.uk/_data/assets/pdf_file/0008/68921/assessment_and_feedback_policy.pdf

Assessment Regulations

In order to pass your Programme, you should complete successfully or be exempted from the relevant modules and assessments and will therefore acquire the required number of credits. You also need to pass each Programme Stage of your Programme in order to progress to the following Programme Stage.

To qualify for the Honours Degree, you must acquire the total credits indicated in the Student Handbook. Calculation of results and classification of the final award is based on a weighted average of module marks. The contribution of each module is proportional to its credit value.

BSc degrees are awarded with First Class Honours, Second Class Honours (Upper and Lower) or Third Class Honours.

The overall class of honours awarded is based on the overall weighted average mark achieved throughout the three Programme Stages of your degree. The weights given to each Programme Stage are shown below:

Programme Stage	Weight
One	10%
Two	30%
Three	60%

The Pass mark for each module is 40%.

Progression from Programme Stage 1 to Programme Stage 2

To be admitted to Programme Stage 2 it is necessary to achieve:

- A module mark of at least 40% in each module*, and
- 120 credits at Programme Stage 1.

*for module BM1102 Critical Analysis for Business, you are required to pass the coursework and examination assessment components separately with a mark of 40%.

Progression from Programme Stage 2 to Programme Stage 3

To be admitted to Programme Stage 3 it is necessary to achieve:

- A module mark of at least 40% in each module, and
- 120 credits at Programme Stage 2.

Progression from Programme Stage 2 to Programme Stage 3 – term abroad

To be admitted to Programme Stage 3 it is necessary to achieve:

- A pass in each module studied at the partner institution, and
- A module mark of at least 40% in each Cass module, and
- 120 credits at Programme Stage 2.

If you fail an assessment component or a module, the following will apply:

1. Compensation

Compensation at Programme Stages 1 & 2

Where you fail up to a total of one sixth of the total credits of Programme Stages 1 or 2 at first or resit attempt, you may be allowed compensation if:

- Compensation is permitted for the module involved (see the What will I Study section of the programme specification), and
- It can be demonstrated that you have satisfied all the Learning Outcomes of the modules in the Programme Stage, and
- A minimum overall mark of 30% has been achieved in the module to be compensated, including a minimum of 30% in the exam and 30% in the coursework, and
- An aggregate mark of 40% has been achieved for the Programme Stage.

Compensation at Programme Stage 3

Once 90 credits have been earned, the remaining credits for Programme Stage 3 can be earned either by passing modules or through compensation provided that:

- Compensation is permitted for the module involved (see the What will I Study section of the programme specification), and
- It can be demonstrated that you have satisfied all the Learning Outcomes of the modules in the Programme Stage, and
- A minimum overall mark of 30% has been achieved in each module to be compensated, and
- An aggregate mark of 40% has been achieved for Programme Stage 3.

Where you are eligible for compensation at the first attempt, this will be applied in the first instance rather than offering a resit opportunity.

If you receive a compensated pass in a module you will be awarded the credit for that module. The original component marks will be retained in the record of marks and your original module mark will be used for the purpose of your Award calculation.

2. Resit

Where you are not eligible for compensation at the first attempt, you will be offered one resit attempt.

If you are successful in the resit, you will be awarded the credit for that module. The mark for each assessment component that is subject to a resit will be capped at the pass mark for the module. This capped mark will be used in the calculation of the final module mark together with the original marks for the components that you passed at first attempt.

If you do not meet the pass requirements for a module and do not complete your resit by the date specified you will not progress to the next Programme Stage and the Assessment Board will require you to be withdrawn from the Programme.

If you fail to meet the requirements for a particular Programme Stage or the Programme, the Assessment Board will consider whether you are eligible for an Exit Award as per the table below.

If you would like to know more about the way in which assessment works at City, please see the full version of the Assessment Regulations at:

http://www.city.ac.uk/_data/assets/word_doc/0003/69249/s19.doc

WHAT AWARD CAN I GET?

Bachelor's Degree with Honours:

Programme Stage	HE Level	Credits	Weighting (%)
1	4	120	10
2	5	120	30
3	6	120	60

Class	% required
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I	70
II upper division	60
II lower division	50
III	40

Ordinary Degree:

Programme Stage	HE Level	Credits	Weighting (%)
1	4	120	10
2	5	120	30
3	6	60	60

Class	% required
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With Distinction	70
With Merit	60
Without classification	40

Diploma of Higher Education:

Programme Stage	HE Level	Credits	Weighting (%)
1	4	120	35
2	5	120	65

Class	% required
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With Distinction	70
With Merit	60
Without classification	40

Certificate of Higher Education:

Programme Stage	HE Level	Credits	Weighting (%)
1	4	120	100

Class	% required
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With Distinction	70
With Merit	60
Without classification	40

WHAT WILL I STUDY?

Programme Stage 1

Total Programme Stage 1 credit value = 120 credits

Students take 8 core modules

Module Title	SITS code	Module Credits	BM	BF	BMK	BDIE	BSP	IB	Compensation Yes/No	Level
Business Economics	BM1101	15	C	C	C	C	C	C	Yes	4
Critical Analysis for Business	BM1102	15	C	C	C	C	C	C	Yes	4
Financial & Management Accounting 1	BS1209	15	C	C	C	C	C	C	Yes	4
Fundamentals of Marketing	BM1103	15	C	C	C	C	C	C	Yes	4
Introduction to Management	BM1100	15	C	C	C	C	C	C	Yes	4
Management Lab & Business Skills	BM1202	15	C	C	C	C	C	C	Yes	4
Operations & Supply Chain Management	BM1201	15	C	C	C	C	C	C	Yes	4
Quantitative Methods and Analytics	BM1200	15	C	C	C	C	C	C	Yes	4

Programme Stage 2

Total Programme Stage 2 credit value = 120 credits

All students take 5 core modules = 75 credits

The remaining credits will depend on whether you have opted to remain on the general Business Management programme or take a specialised pathway.

Business Management (BM) – 3 electives marked E below = 45 credits

Business with Finance (BF) – 2 additional cores marked C below + 1 elective marked E = 45 credits

Business with Marketing (BMK) – 2 additional cores marked C below + 1 elective marked E = 45 credits

Business Management, Digital Innovation and Entrepreneurship (BDIE) – 2 additional cores marked C below + 1 elective marked E = 45 credits

Business with Social Purpose (BSP) – 2 additional cores marked C below + 1 elective marked E = 45 credits

International Business (IB) – 2 additional cores marked C below + 1 elective marked E = 45 credits

Module Title	SITS code	Module Credits	BM	BF	BMK	BDIE	BSP	IB	Compensation Yes/No	Level
Business Strategy Analysis	BM2200	15	C	C	C	C	C	C	Yes	5
Introduction to Finance	BM2102	15	C	C	C	C	C	C	Yes	5
Introduction to Entrepreneurship	BM2101	15	C	C	C	C	C	C	Yes	5
Human Resources Management	BM2103	15	C	C	C	C	C	C	Yes	5
Technology & Innovation Management	BM2100	15	C	C	C	C	C	C	Yes	5
Branding and Communications	BM2204	15			C				Yes	5
Consumer Behaviour	BM2203	15			C				Yes	5
Digital Business	BM2206	15				C			Yes	5
Econometrics	BM2205	15	E	C	E	E	E	E	Yes	5
Economics for Digital Business	BM2207	15				C			Yes	5
Financial & Management Accounting 2	BS2216	15	E	C	E	E	E	E	Yes	5
International Business Environment	BM2201	15	E	E	E	E	E	C	Yes	5
International Marketing	BM2202	15	E	E	E	E	E	C	Yes	5
Asset Management	IF2210	15	E	E	E	E	E	E	Yes	5
Economics for Business 2	BM2208	15	E	E	E	E	E	E	Yes	5
Financial Markets	IF2207	15	E	E	E	E	E	E	Yes	5
Intellectual Property Management	BS2112	15	E	E	E	E	E	E	Yes	5
Introduction to Business Law	BM2210	15	E	E	E	E	E	E	Yes	5
Management of the Public Sector	BM2209	15	E	E	E	E	E	E	Yes	5
Management Science	BM2212	15	E	E	E	E	E	E	Yes	5
Managing for Social Purpose	BM2213	15	E	E	E	E	C	E	Yes	5
Marketing Strategy	BM2211	15	E	E	E	E	E	E	Yes	5
International Management	BM2214	15						E	Yes	5
Micro-Placements	BM2104	15	E	E	E	E	E	E	Yes	5
Campaigning for Social Change	BM2215	15	E	E	E	E	C	E	Yes	5

Programme Stage 3

Total Programme Stage 3 credit value = 120 credits

All students take 3 core modules = 60 credits

The remaining 60 credits will depend on whether you have opted to remain on the general Business Management programme or take a specialised pathway.

Business Management (BM) –4 electives marked E below = 60 credits

Business with Finance (BF) – 1 additional core marked C below + 3 electives marked E below = 60 credits

Business with Marketing (BMK)– 1 additional core marked C below + 3 electives marked E below = 60 credits

Business Management, Digital Business Innovation and Entrepreneurship (BDIE) – 1 additional core marked C below + 3 electives marked E below = 60 credits

Business with Social Purpose (BSP) – 2 additional core modules marked C below + 2 electives marked E below = 60 credits

International Business (IB) – 1 additional core marked C below + 3 electives marked E below = 60 credits

Module Title	SITS code	Module Credits	BM	BF	BMK	BDIE	BSP	IB	Compensation Yes/No	Level
Final Year Project OR Corporate Social Responsibility Final Year Project	BM3000 BM3001	30 30	C C	C C	C C	C C	C C	C C	No No	6 6
Business in Society	BM3101	15	C	C	C	C	C	C	Yes	6
Research Methods & Data Analytics	BM3100	15	C	C	C	C	C	C	Yes	6
Corporate Finance	IF3108	15	E	C	E	E		E	Yes	6
Advanced Market Research Methods	BM3102	15			C				Yes	6
International Business Strategy	BM3104	15	E	E	E	E	E	C	Yes	6
New Venture Creation	BM3103	15				C			Yes	6
Advanced Management Practice	BM3200	15	E	E	E	E	E	E	Yes	6
Bank Strategy & Management	IF3104	15	E	E	E	E	E	E	Yes	6
Behavioural Decision Making	MS3205	15	E	E	E	E	E	E	Yes	6
Change Management	BM3203	15	E	E	E	E	E	E	Yes	6
Climate Change and its impact on the World Economy	FR3210	15	E	E	E	E	E	E	Yes	6
Corporate Governance	BS3215	15	E	E	E	E	E	E	Yes	6
Corporate Strategy	IF3207	15	E	E	E	E	E	E	Yes	6
Creativity and Innovation	BM3206	15	E	E	E	E	E	E	Yes	6
Design Thinking for the Digital Age	BM3207	15	E	E	E	E	E	E	Yes	6
Digital & Social Media Marketing	BM3205	15	E	E	E	E	E	E	Yes	6
Emerging Markets	IF3206	15	E	E	E	E	E	E	Yes	6
Financial Services Regulation	FR3207	15	E	E	E	E	E	E	Yes	6
International HR Management	BM3201	15	E	E	E	E	E	E	Yes	6

Mergers & Acquisitions	BS3218	15	E	E	E	E	E	E	Yes	6
New Product Development	BS3105	15	E	E	E	E	E	E	Yes	6
Social Enterprise	BM3105	15	E	E	E	E	C	E	Yes	6
Strategy 2	BM3202	15	E	E	E	E	E	E	Yes	6
Technical Analysis	FR3110	15	E	E	E	E	E	E	Yes	6
Virtual Organisations	MS3102	15	E	E	E	E	E	E	Yes	6
Strategic Supply Chain Design	BM3208	15	E	E	E	E	E	E	Yes	6
Ethical Decision-Making in Business	BM3209	15	E	E	E	E	E	E	Yes	6
Mentoring and Coaching for Leadership	BM3106	15	E	E	E	E	C	E	Yes	6
Micro-Placements	BM3107	15	E	E	E	E	E	E	Yes	6

This list of electives is an indication of the range of modules that can be on offer and is subject to change due to circumstances such as: enhancing or updating the quality and content of educational provision; responding to student feedback; academic staffing changes; the number of students in each programme; a lack of student demand for certain modules; or factors beyond the institution's reasonable control, such as meeting the latest requirements of a commissioning or accrediting body. For these reasons, not all the electives listed will be offered every year. New (additional or replacement) modules may also be added for these reasons.

The list of electives offered in a given year will be confirmed by 1st September.

Certain electives may be pre-requisites for other electives you may wish to take later in the programme. Full details can be found in the individual Module Specifications and will be updated annually in your Course Handbook.

In view of the importance of foreign language skills and employability, you also have the opportunity to study extra-curricular (non-credit bearing) language courses in Arabic, French, German, Mandarin, Russian and Spanish.

TO WHAT KIND OF CAREER MIGHT I GO ON?

The Business Management degree provides a sound basis for a career in business management, management consultancy, or in areas including finance, stockbroking, marketing and IT. Graduates of this degree are employed across a broad range of professions, and the course also provides a firm grounding for students setting out as entrepreneurs.

Graduates from the business management pathway acquire an appreciation of the range of functions and activities within an organisation and the interactions between them, which is particularly valuable if you are considering a consultancy role or an internal trouble-shooting role within a large organisation.

Graduates from the digital pathway can work for a large organisation, helping to identify and react to threats of technology-based disruptive innovation. You will also be in a position to launch a digital start-up or to introduce new products and services within existing businesses.

If you complete the international pathway you will be ideally placed to work for a multinational organisation, interacting with clients, suppliers, and collaborators from across the globe. You will gain an understanding of the demands associated with working in a global economy.

The finance pathway prepares you for a career on the financial side of any large or medium-sized business, where your combination of management skills and financial understanding will make you an invaluable asset. It will also be relevant if you are seeking a management role within the finance sector, where you can build on your combination of understanding management and knowledge of financial markets.

If the marketing pathway is your chosen route, you can expect to seek employment either with a specialist advertising/publicity business or within the marketing team of a large organisation. You will be able to apply a range of different marketing concepts and will understand the impact of the sales, marketing, and publicity functions on an organisation's strategy.

The social purpose pathway will prepare you for roles in the CSR departments of for-profit companies, social enterprises and 'for purpose' hybrid organisations, charities, non-profits and international NGOs.

If you would like more information on the Careers support available at City, please go to: <http://www.city.ac.uk/careers/for-students-and-recent-graduates>.

WHAT STUDY ABROAD OPTIONS ARE AVAILABLE?

You can choose to study abroad for a full year or for one term. You can also choose to combine studying abroad with a period of work experience.

Your Study Abroad options are:

1. Term Abroad:

Programme Details: If you are accepted on this programme you will spend the 1st term of your 2nd year of study at one of our partner universities abroad. You will take equivalent 2nd year modules in English at the overseas institution. You will then return to Cass to complete the 2nd term of your 2nd year. Your term abroad will count for 60 credits towards your degree but not to your final award mark. If you take part in this programme you **are** permitted to also undertake a Placement Sandwich Year.

Eligibility criteria: You will be required to pass all year 1 assessments at first attempt and to achieve a minimum of 60% in each of your 1st year January examinations.

2. Sandwich Year Abroad:

Programme Details: If you are accepted on this programme you will go abroad in between your 2nd and **final** year of study. Your year abroad will not count for credit but, if you pass all your assessments abroad, you will receive a Study Abroad endorsement as a recognised part of your degree. Within this programme you can choose from the following options:

- a. **Full year studying abroad:** You will study business school modules at a partner university abroad (you can also opt to go to two different partner universities abroad in each term if you wish). You can choose to study entirely in English or take some modules in the language of the partner university if you possess the required language skills.
- b. **Half year studying abroad and half year undertaking a work internship abroad:** You will spend one term studying business school modules at a partner university abroad and the other term undertaking a self-organised work internship abroad. During the study abroad term you can choose to study entirely in English or take some modules in the language of the partner university if you possess the required language skills.

Eligibility Criteria: You will be required to pass your year 2 assessments at first attempt.

In order to complete your degree on the International pathway you will be required to undertake one of the schemes listed above.

Studying abroad enables you to improve your language skills and develop future business contacts, and provides you with an international outlook on business.

WHAT PLACEMENT OPPORTUNITIES ARE AVAILABLE?

Professional Work Placement Option

Programme Details: The Professional Work Placement programme is a recognised part of your degree, which is endorsed on your final degree certificate. It is undertaken during your 3rd year, giving you the opportunity to add a valuable additional year to

your degree working for a professional organisation, either in the UK or abroad. You will then return to Cass, after your Placement, to complete your final year.

The aims of the Professional Work Placement go beyond work experience. You will spend a period of 9 – 12 months within a professional working environment taking on real responsibilities whilst receiving a competitive salary. This option is intended to give you practical experience which can be related to the knowledge gained at University and is greatly valued by graduate employers. You also get the opportunity to explore the industry you would like to enter after graduation. You will develop key personal, transferable and professional skills, along with the added possibility of securing a graduate position on completing your placement.

Eligibility: You are required to pass all of your Year 2 assessments at the first attempt. However, students not meeting this requirement will be considered on a case by case basis.

Summer Internships:

Taken at the end of your 2nd Year for a period of 4 – 12 weeks, this is a great opportunity to gain vocationally relevant work experience within a professional organisation. On completion of your internship you will receive a 'Certificate of Professional Experience'

Eligibility: No requirements

WILL I GET ANY PROFESSIONAL RECOGNITION?

Our current professional accreditations will be re-applied for when module specifications are signed off and sample assessments can be produced.

Please note that recognition of prior learning awards can change at any time in response to qualification framework changes. Any changes will be communicated to you as soon as they are confirmed.

HOW DO I ENTER THE PROGRAMME?

For A-level students our standard offer is AAA-AAB.

In addition, GCSE Maths (grade B) and English Language (grade C) or equivalent are required for A Level students.

For International Baccalaureate students our standard offer is 36 points overall, with minimum 5 in each subject.

For BTEC students our standard offer is Distinction Distinction Distinction.

In addition, GCSE Maths (grade A) and English Language (grade C) or equivalent are required for BTEC students.

We also make offers on other international, European and British qualifications that are recognised by British Universities.

For students whose first language is not English, evidence of English language proficiency is required.

IELTS: 6.5 with a minimum of 6 in any unit.

Pearson Academic English: 58 overall with a minimum of 50 in any component

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