

Title of Programme: BA (Hons) Business and Marketing (HIC)

Programme Code: HICMK

For Collaborative: External Validation at Hertfordshire International College

Programme Specification

This programme specification is relevant to students entering:
26 September 2022

Deputy Associate Dean of School (Academic Quality Assurance):
Dr Michaela Cottee (on behalf of Veronica Earle)



A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

Summary of amendments to the programme:

Section	Amendment

If you have any queries regarding the changes please email AQO@herts.ac.uk

Programme Specification BA (Hons) Business and Marketing (HIC)

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

Section 1

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	Hertfordshire International College
University/partner campuses	HIC-UH Partnership, HIC at College Lane, Hatfield
Programme accredited by	HIC
Final Qualification	n/a
All Final Award titles (Qualification and Subject)	n/a
FHEQ level of award	4
UCAS code(s)	n/a
Language of Delivery	English

A. Programme Rationale

The structure of the programme is designed to provide international students with a solid grounding in business studies, and to introduce the student to key aspects of marketing. HIC works closely with its partner, Hertfordshire Business School (HBS), in curriculum design, teaching delivery and assessment, ensuring that students are prepared for articulation onto programmes to complete their studies and gain an honours degree in their chosen discipline.

HIC ensure that students study in a familial and safe setting, to adjust to and acquire the skills to prepare for further studies within a western learning environment, to gain an internationally recognised honours degree. Students articulating into Level 5 of Hertfordshire Business School will be supported by a Link Tutor, a Direct Entry Tutor, as well as their incoming Programme Team.

B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

Additionally this programme aims to:

- Prepare students, who would not normally be considered qualified, to an appropriate standard for entry into the Business School at FHEQ Level 5 of the prescribed undergraduate degree schemes.
- Endow each individual with an educational pathway that augments opportunities for professional employment and development in the business sector at both a national and international level.
- Develop in students a fundamental knowledge and understanding that can demonstrate an understanding of the economic, political, legal and cultural factors in the global economy so as to support their transfer into FHEQ Level 5 of the prescribed degree schemes.
- Develop in students an appreciation and desire to learn based on competent intellectual and practical skills building to a set of transferable skills that will support them in all aspects of their onward academic studies/careers and assist informed decision making and problem-solving.
- Ensure that graduates have attained the prescribed level of inter-disciplinary language competence to a minimum pass mark of 40% in the ACL accredited module Interactive Learning Skills and Communication, and therein a minimum 6.5 IELTS equivalent

C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for Business and Management (November, 2019) and the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2021) have been used as a guiding framework for curriculum design.

Knowledge and Understanding	Teaching and learning methods	Assessment strategy
<p>A1 Analyse processes, procedures and practices of effective business management;</p> <p>A2 Interpret business information and evaluate its potential to facilitate informed decision-making;</p> <p>A3 Research the complexity of the local, national and international external environments in which organisations operate;</p> <p>A4 Review ethical considerations in the management of business and organisations;</p> <p>A5 Examine key marketing practices and underlying theory</p> <p>A6 Research the wide range of processes, procedures and practices of effective management</p>	<p>Acquisition of knowledge and understanding learning outcomes is achieved through a combination of lectures, group seminars, one-to-one tutorials, IT workshops and project work.</p> <p>Throughout, the students are encouraged to undertake independent reading to supplement and consolidate their learning, and broaden their individual knowledge and understanding of the subject.</p>	<p>Knowledge and understanding are assessed through coursework assignments and exams.</p> <p>Coursework may include time-constrained assessments, in class tests, presentations (individual and group), group work, case studies and written reports or essays.</p> <p>Assessment, which is both formative and summative, individual and group based spans many forms, e.g. essay assignments, project reports, portfolios, exhibitions and presentations.</p>

<p>A7 Examine the intricacies of organisations</p>		
<p>Intellectual skills</p> <p>B1 Structure and communicate ideas and arguments effectively in writing;</p> <p>B2 Research information and reference source materials consistently and accurately using the Harvard Referencing System;</p> <p>B3 Solve business problems and make business decisions using appropriate information and techniques.</p> <p>B4 Utilise cognitive skills of conceptual and critical thinking and engage with major thinkers and debates within the field of link theory with practice</p>	<p>Teaching and learning methods</p> <p>Cognitive/intellectual skills are developed throughout the taught curriculum, in lectures, in related directed learning, and practiced through in-class exercises (individual and small group tasks) set during seminars, tutorials and workshops.</p> <p>Students are taught research and study skills as part of their curriculum, enhancing their abilities as independent thinkers and equipping them for the higher level learning required as they progress.</p>	<p>Assessment strategy</p> <p>Intellectual skills are assessed through formative activities in tutorials, and summative coursework throughout. In-class tests and exams are also used to assess intellectual skills. These are clearly identified within the appropriate DMDs.</p>
<p>Practical skills</p> <p>C1 Integrate marketing theory with consideration of practice</p> <p>C2 Conduct research into business and management issues through the creation,</p>	<p>Teaching and learning methods</p> <p>Practical skills are developed through applied modules using contemporary and guest studies.</p> <p>Throughout the student is expected to consolidate their development of practical skills by the use of blended</p>	<p>Assessment strategy</p> <p>Practical skills are assessed through formative work in tutorials and summative coursework and exams. This includes debates, oral presentations and written work (both individual and group).</p>

<p>extraction and analysis of data from a range of sources</p> <p>C3 Conduct research/systematic searching into business and marketing</p>	<p>learning materials.</p> <p>Students will be introduced to relevant digital technologies eg. Marketing automation and social media scheduling.</p>	
Transferable skills	Teaching and learning methods	Assessment strategy
<p>D1 Communicate effectively, both orally and in writing.</p> <p>D2 Work effectively in a team.</p> <p>D3 Make use of effective problem solving and decision making using appropriate qualitative and quantitative techniques.</p> <p>D4 Work independently, effectively and meet deadlines.</p> <p>D5 Make effective use of Information Technology.</p> <p>D6 Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments.</p> <p>D7 Operate in the dynamic global arena and to appreciate contemporary and cross-cultural difference.</p>	<p>Transferable skills are developed through all modules by teaching and learning methods.</p> <p>Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan. This encourages them to take responsibility for continuing to develop their own knowledge and skills.</p>	<p>Transferable skills are assessed through coursework, oral presentations/debates, seminars, group based work and the applied project and. In-class tests and exams are also used to assess intellectual skills.</p>

D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered in full time (2 semesters) over 24 weeks.

Entry is normally at Level 4 (on completion of HIC Level 3) or direct into level 4. Intake is normally September and January.

Professional and Statutory Regulatory Bodies

Not Applicable

Work-Based Learning, including Sandwich Programmes

Not Applicable

Erasmus Exchange programme

Not Applicable

Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 identifies where each learning outcome is assessed.

Table 1a Outline Programme Structure

Mode of study Full time

Entry point Semester A, B or C, in order as indicated below

Level 4 - BA (Hons) Business and Marketing

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
ILSC for the Business Professional	4FBS1410	15	English	40	40	20	A, B
Economics 1	4FBS1415	15	English	60	40	0	A, B
Global Perspectives	4FBS1416	15	English	0	60	40	A, B
Marketing	4FBS1417	15	English	0	100	0	A, B
The Business Professional	4FBS1411	15	English	0	60	40	B, C
Quantitative Methods	4FBS1412	15	English	60	40	0	B, C
Marketing Communications	4FBS1419	15	English	0	50	50	B, C
Business Operations	4FBS1420	15	English	0	50	50	B, C

Students who achieve 120 credits at level 4 and choose not to continue their studies with the University of Hertfordshire are eligible to receive a Certificate of Higher Education.

Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details are provided in [UPR AS14](#), Section D.

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

Final Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
Certificate	Business and Marketing	120 credit points at level 4	4	A1-A5, B1-B3, C1, D1-D9

Programme-specific assessment regulations

The programme complies with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12/UPR AS13](#) and [UPR AS14](#)) with the exception of those listed below, which have been approved by the University:

Further programme-specific regulations (requiring School-level approval) are given below:
HIC regulations

- Students may not fail a module on more than two (2) occasions, failure of the module once requires that a student re-take the entire module at full cost; failure of a student to complete a module on the re-take of that module will result in referral to the College Learning and Teaching Board for a student management decision. The University will not be incumbent to progress students who fail.
- Minimum pass mark of 40% achieved for all modules. Students must pass all modules at the prescribed grade in order to progress to the next stage of their educational continuum.

E. Management of Programme & Support for student learning.

Management

The programme is managed and administered through:

- A Senior Manager of Teaching and Learning to help students understand the course / programme structure
- Student Representatives on the College Learning and Teaching Board
- A designated Academic Services Coordinator / Academic and Student Services Officer

Support

At university level, students are supported by:

- A Collaborative Partnership Leader (CPL) who is the link between the Business School and HIC and helps to ensure that students have a seamless transition to the Business School.
- An HBS Direct Entry Tutor
- Attractive modern study environments in two Learning Resource Centres, incorporating libraries and computer centres
- StudyNet, a versatile on-line inter-active intranet and learning environment
- Access to extensive digital and print collections of information resources
- Office of the Dean of Students, incorporating Chaplaincy, Counselling and nursery
- Medical Centre
- Careers Enterprise and Employment Services
- The Students' Union

At HIC, students are supported by:

- An induction week at the beginning of each academic semester
- Module tutors to provide academic support
- A Senior Manager of Teaching and Learning / Manager of Student Services to provide pastoral support and confidential academic and welfare advice
- A Student Services Team that provides advice on issues such as finance, accommodation, well-being, welfare, international student support, etc.
- Lunchtime Drop-in sessions for Mathematics, Accounting and Physics
- Academic Services Officers to deal with day-to-day administration associated with the modules within the programme

F. Other sources of information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A Programme (or Student) Handbook;
- A Definitive Module Document (DMD) for each constituent module;
- A Module Guide for each constituent module.

The [Ask Herts](#) website provides information on a wide range of resources and services available at the University of Hertfordshire including academic support, accommodation, fees, funding, visas, wellbeing services and student societies.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: <http://www.herts.ac.uk/secreg/upr/>. In particular, [UPR SA07](#) 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

In accordance with section 4(5) of the Higher Education and Research Act 2017 (HERA), the UK Office for Students (OfS) has registered the University of Hertfordshire in the register of English higher education providers. The Register can be viewed at: <https://www.officeforstudents.org.uk/advice-and-guidance/the-register/the-ofs-register/>. Furthermore, the OfS has judged that the University of Hertfordshire delivers consistently outstanding teaching, learning and outcomes for its students. It is of the highest quality found in the UK. Consequently, the University received a Gold award in the 2018 Teaching Excellence and Student Outcomes (TEF) exercise. This award was made in June 2018 and is valid for up to 3 years. The TEF panel's report and conclusions can be accessed at: <https://www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-outcomes/#/provider/10007147>

G. Entry requirements

The normal HIC entry requirements for HIC Level 4 programme ('Stage 2 Studies) are:

- One (1) or more GCE Advanced levels or two (2) Vocational A levels with a minimum of 48 UCAS points (new UCAS points system 2016 onwards); or
- one (1) vocational double award, supported by passes in three (3) other subjects at GCSE level (grade C or above) reflecting subject specialism where required; or
- who meet prior certified or experiential learning

As a provider of educational pathways to international students, the College will accept all equivalent qualifications to the above. For further information <https://www.hic.navitas.com/admission-requirements>

Language Requirements: minimum IELTS 6.0 (IELTS bands minimum 5.5) or the equivalent grades in other UKVI SELT Examinations

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in [UPR SA03](#)), along with associated procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

If you would like this information in an alternative format please contact:
Karoline Giles, Head of College Services.

If you wish to receive a copy of the latest External Examiner's Report for the programme, please email a request to aqo@herts.ac.uk

BA (Hons) Business and Marketing

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified below)																				
		Knowledge and Understanding							Intellectual Skills				Practical Skills			Transferable Skills						
	Code	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	C1	C2	C3	D1	D2	D3	D4	D5	D6	D7
ILSC for the Business Professional	4FBS1410	✓					✓	✓	✓	✓		✓		✓	✓	✓	✓	✓	✓	✓	✓	✓
Economics 1	4FBS1415		✓	✓				✓	✓		✓			✓		✓		✓	✓	✓		
Global Perspectives	4FBS1416		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Marketing	4FBS1417	✓	✓	✓	✓	✓		✓	✓	✓	✓		✓	✓	✓	✓			✓	✓	✓	✓
The Business Professional	4FBS1411	✓			✓		✓	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓
Quantitative Methods	4FBS1412	✓	✓					✓			✓					✓	✓	✓	✓	✓		
Marketing Communications	4FBS1419	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓		
Business Operations	4FBS1420	✓	✓				✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓

KEY TO PROGRAMME LEARNING OUTCOMES

<p>Knowledge and Understanding of:</p> <p>A1 Analyse processes, procedures and practices of effective business management; A2 Interpret business information and evaluate its potential to facilitate informed decision-making A3 Research the complexity of the local, national and international external environments in which organisations operate; A4 Review ethical considerations in the management of business and organisations; A5 Examine key marketing practices and underlying theory A6 Research the wide range or of processes, procedures and practices of effective management A7 Examine the intricacies of organisations</p>	<p>Practical Skills – able to:</p> <p>C1 Integrate marketing theory with consideration of practice C2 Conduct research into business and management issues through the creation, extraction and analysis of data from a range of sources C3 Conduct research/systematic searching into business and marketing</p>
<p>Intellectual Skills – able to:</p> <p>B1 Structure and communicate ideas and arguments effectively in writing B2 Research information and reference source materials consistently and accurately using the Harvard Referencing System B3 Solve business problems and make business decisions using appropriate information and techniques B4 Utilise cognitive skills of conceptual and critical thinking and engage with major thinkers and debates within the field of link theory with practice</p>	<p>Transferable Skills able to:</p> <p>D1 Communicate effectively, both orally and in writing. D2 Work effectively in a team D3 Make use of effective problem solving and decision making using appropriate qualitative and quantitative techniques D4 Work independently, effectively and to set deadlines D5 Make effective use of Information Technology D6 Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments D7 Operate in the dynamic global arena and to appreciate contemporary and cross- cultural difference.</p>

Section 2

Programme management

Relevant QAA subject benchmarking statements
Type of programme
Date of validation/last periodic review
Date of production/ last revision of PS
Relevant to level/cohort
Administrative School

Business and Management (November, 2019)

Undergraduate

April 17

April 2022

Level 4 entering September 2022

Hertfordshire Business School

Table 3 Course structure

Course details					
Course code	Course description			JACS	
HICMK	BA (Hons) Business and Marketing - HIC			N500	
Course Instances					
Instances code	Intake	Stream	Instances Year	Location:	Mode of study
HICMKA1F	A	BA (Hons) Business and Marketing - HIC	1	Hatfield	Full-time
HICMKB1F-1	B	BA (Hons) Business and Marketing - HIC	1	Hatfield	Full-time
HICMKB1F-2	B	BA (Hons) Business and Marketing - HIC	1	Hatfield	Full-time