## Programme Specification

<table>
<thead>
<tr>
<th>Programme award and title:</th>
<th>BA Hons Business Studies</th>
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<tbody>
<tr>
<td>UCAS code:</td>
<td>N100</td>
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<tr>
<th>SCQF Qualification Level:</th>
<th>10</th>
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<tr>
<td>SCQF Credit Value:</td>
<td>480</td>
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### Educational aims of the programme:
Concise (e.g. a few sentences), general statement of aims and broad purposes of the programme

To enable students:
- To understand the fundamental importance of business, the environment and society at large
- To be able to apply core Business and Management principles in a variety of contexts including public, private and voluntary sectors
- To understand the nature of specific Business and Management related activities and how they are integrated into common business models in a number of industries
- To be equipped with the appropriate skills to gain and excel in decision-making positions in business and other organisations.

### Intended programme learning outcomes:
Outline (e.g. one or two paragraphs) of what the student will know, understand and be able to do as a result of their learning, expressed in the categories below. Please consider the contribution made to the student’s personal development planning (PDP) and future employability.

#### Knowledge and understanding
- The principles, philosophy and theories of business and management in its various diverse contexts including the public, private and voluntary sectors are examined
- The changing social and economic environments in regional, national and international context are considered

#### Subject-specific skills and other attributes
- Retrieve, analyse and interpret information from a wide variety of sources
- Integrate and evaluate data from primary and secondary sources
- Reason critically through problem solving and by delivering coherent arguments
- Critically analyse literature in the broad field of business and management
- Apply business and management concepts to a real world situation through group work and individual pieces of original research

#### Generic skills (e.g. information skills, communication skills, critical, analytical and problem-solving abilities) and other attributes
- Structure and communicate ideas, principles and theories effectively both orally and in writing
- Manage resources, time and work to key deadlines
- Work constructively both in a team and independently on given business and management projects or tasks
- To search and retrieve information using a wide variety of information technologies
- Develop self confidence

### Learning, teaching and assessment strategies:
Outline (e.g. one or two paragraphs) on overall approach taken to develop and assess learning outcomes, including any distinctive features

- Teaching/learning methods and strategies:
- Knowledge and understanding is acquired throughout the programme via lectures, seminars, guest

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*ARO 029a :August 06  UG*
speakers, project work, and guided independent private study

- Intellectual skills are acquired through group work and seminars utilising techniques such as group discussions, debates, business simulations and case studies. In their final year, students undertake a piece of independent research which is written up in the form of a dissertation. This allows students to demonstrate their intellectual skills to a very high level.

Assessment:

- Knowledge and understanding is assessed through coursework, presentations and examinations.
- Intellectual skills are assessed by coursework and examination.
- Examinations provide students with the opportunity to demonstrate their ability to structure a clear, concise, reasoned argument and analyse an issue in a limited time period.
- Coursework includes essay writing, case study analysis, group simulation projects, real life group projects, compiling a literature review and a dissertation.
- All students receive initial guidance on how to identify, locate and use material available in the University library and through IT. In later modules, students are provided with a basic grounding in the collection, presentation and interpretation of statistical data.
- Throughout the programme students are required to write and present in a variety of different formats.
- Transferable skills are promoted throughout the programme.
- All modules require regular written work and presentation, and feedback is given speedily to promote not only the students’ understanding but also their powers of expression and thus ability to communicate ideas.
- The management of resources and time are learnt (rather than taught) through the management of time in project work and in meeting the various and sometimes conflicting deadlines (all notified at the start of each semester) for submission of coursework.
- The ability to work constructively as a team is developed through group based project work.
- Development of all the above skills should lead to the development of self-confidence and self-reliance.

Assessment of skills:

- Effective communication and working practices along with retrieval of information are integral to all assessment. Regular feedback, as well as the final grade, reflect this. These skills are also peer assessed by fellow students undertaking group work.

Professional/statutory body accreditation or recognition:

- Entry requirements: [http://www.stir.ac.uk/undergraduate-study/entry-requirements/general-entry-requirements](http://www.stir.ac.uk/undergraduate-study/entry-requirements/general-entry-requirements)
- Programme structure: [http://www.calendar.stir.ac.uk/](http://www.calendar.stir.ac.uk/)
- Relevant Subject Benchmark statement: [http://www.qaa.ac.uk/AssuringStandardsAndQuality/subject-guidance/Pages/Subject-benchmark-statements.aspx](http://www.qaa.ac.uk/AssuringStandardsAndQuality/subject-guidance/Pages/Subject-benchmark-statements.aspx)
- Introduction/revision date: October 2012