Programme Specification

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Please check the Programme Directory for the most up to date version:
UG Programme Directory
PG Programme Directory

Section 1 – regulatory details		
1.1	Awarding body	Wrexham University
1.2	Teaching institution	Wrexham University HKIT HKMA IST University Gold Coast
1.3	Final award and programme title (Welsh and English)	BSc (Anrh) Rheoli Busnes BSc (Hons) Business Management BSc (Anrh) Rheoli Busnes (gyda Blwyddyn Sylfaen) BSc (Hons) Business Management with Foundation Year
1.4	Exit awards and titles	N/A
1.5	Credit requirements	• Bachelor Honours degree: 360 credits in total including a minimum of 120 credits at level 6 • Ord Degree: 300 credits in total, with a minimum of 60 at level 6 • Dip HE: 240 credits in total including a minimum of 120 credits at level 5 • Cert HE: A minimum of 120 credits at level 4
1.6	Intake points	Wrexham University — September, January and June HKIT — September and January HKMA — January and June IST — September University Gold Coast — September and January
1.7	Mode of study	Full time
1.8	Length of delivery	**BSc (Hons) Business Management with Foundation Year** 4 years full time **BSc (Hons) Business Management** 3 years full time 3 years blended
1.9	Location of delivery	**BSc (Hons) Business Management with Foundation Year** Wrexham University, Plas Coch Campus, Wrexham. **BSc (Hons) Business Management** Wrexham University • Plas Coch Campus, Wrexham • Blended/Online delivery

Section 1 – regulatory details		
		HKIT, Sham Shui Po, Kowloon.
		HKMA
		• Dr Kennedy Y H Wong Management Development Centre, Hong Kong.
		• W Haking Management Development Centre, Hong Kong.
		• HKMA Advanced Management Development Centre, Kowloon.
		• CYMA Charity Fund Management Development Centre, Hong Kong.
		• The Hong Kong Management Association Li Ka-shing College of Professional & Continuing Education, Kowloon.
		IST, Athens. Greece.
		University Gold Coast, Accra. Ghana.
1.10	Language of delivery	**English** Wrexham University HKIT University Gold Coast HKMA IST (Level 6) **Chinese** HKMA **English and Chinese (bilingual)** HKMA **English and Greek** IST (Level5 50/50) **Greek** IST (Level 4)
1.11	Faculty	Business School
1.12	Subject area	Business
1.13	HECoS Code	100078
1.14	Suitable for applicants requiring a Student Visa?	Yes (on campus only) Blended delivery is NOT suitable for International students
1.15	Is DBS check required on entry?	No
1.16	Professional, Statutory or Regulatory Body (PSRB) accreditation	**CMI - Chartered Management Institute (Wrexham campus only)** The programme is accredited for the CMI L5 Certificate in Management and Leadership (5C30). CMI certification is subject to successful CMI moderation of learner work. **CIM - Chartered Institute of Marketing** Graduates will receive a CIM level 4 Certificate in Professional and Digital Marketing.

Section 1 – regulatory details		
1.17	Welsh Medium Provision	The programmes will be delivered through the medium of English. Students are entitled to submit assessments in the medium of Welsh. *The following modules may be available for Welsh delivery –* Level 4 BUS4C5 Introduction to Business and Management Level 5 BUS5C3 Entrepreneurship and Innovation Level 6 BUS66C Contemporary Business
1.18	External reference points	*QAA Subject Benchmark Statements (Business Management)* - https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-business-and-management.pdf QAA Characteristics Statements Higher Education Credit Framework CQFW - https://www.gov.wales/credit-and-qualifications-framework-cqfw
1.19	Derogation to Academic Regulations	None
1.20	Foundation Year route	Yes BSc (Hons) Business Management with Foundation Year
1.21	Placement / Work based learning	No work placement option available for collaborative partner provision, students will study the alternative modules. Wrexham University students will have • Optional Work Placement – placements embedded within the programme, which must be completed to pass the module or programme. These may range from one day to a week or a few months and can be delivered as day release or in blocks. • Work related learning embedded in the curriculum – an example would be where an organisation provides live data/ project briefs the students then use within their studies / assessments. Students do not leave the University to go on a placement for this category.
1.22	Length and level of the placement	Level 5 optional work placement module (12 weeks)
1.23	Collaborative arrangement	HKIT HKMA IST University Gold Coast

Section 2 – programme details

2.1 Aims of the programme

The BSc (Hons) Business Management develops confident, employable, and entrepreneurial graduates who are equipped with the knowledge, skills, and values to excel in diverse business environments and make a positive societal impact. The programme provides an student-centred learning experience that fosters critical thinking, problem-solving, leadership skills and an understanding of contemporary business challenges. Students will be able to cultivate a strong foundation in core business disciplines. We focus on promoting a collaborative and inclusive learning environment that encourages students to engage with industry partners, contribute to local, regional economic growth, and address global business opportunities. All the taught modules inspire graduates to ethical and sustainability practices within the business context.

2.2 Programme structure and diagram, including delivery schedule

The programme structure is provided below for each intake point and location of delivery.
The programme will be delivered in 6 week blocks, with on campus or blended delivery options at Wrexham University. Applicants will choose the delivery mode before enrolment, depending on their circumstances but may be able to transfer if their circumstances change. Blended delivery is not suitable for International students.

The work placement option module BUS5C2 is only available as an optional module to Wrexham University (home) students. Students studying with a collaborative partner will study BUS5C4 and BUS5C1 as core modules.

Wrexham University					
Full-time Programme Structure – September intake					
Level	**Module Code**	**Module Title**	**Credit Value**	**Core/ Option**	**Delivery (i.e. semester 1,2)**
4	BUS4C5	Introduction to Business and Management	30	Core	1
4	BUS4C2	Marketing and Communications	30	Core	1
4	BUS4C3	People and Culture	30	Core	2
4	BUS4C4	Understanding the Business Environment	30	Core	2
5	BUS5C3	Entrepreneurship and Innovation	30	Core	1
5	BUS5B9	Business Finance	30	Core	1
5	BUS5C4	Ethical and Corporate Responsibility	30	Option	2
5	BUS5C1	Project Management	30	Option	2
5	BUS5C2	Work placement	60	Option	2
6	BUS6C2	International Business	30	Core	1
6	BUS6C4	Strategic Management and Marketing	30	Core	1
6	BUS6C3	Contemporary Business	30	Core	2
6	BUS6C1	Consultancy Project	30	Core	2

Wrexham University					
Full-time Programme Structure – January intake					
Level	**Module Code**	**Module Title**	**Credit Value**	**Core/ Option**	**Delivery (i.e. semester 1,2)**
4	BUS4C3	People and Culture	30	Core	2
4	BUS4C4	Understanding the Business Environment	30	Core	2

Wrexham University Full-time Programme Structure – January intake					
Level	**Module Code**	**Module Title**	**Credit Value**	**Core/ Option**	**Delivery (i.e. semester 1,2)**
4	BUS4C5	Introduction to Business and Management	30	Core	1
4	BUS4C2	Marketing and Communications	30	Core	1
5	BUS5C4	Ethical and Corporate Responsibility	30	Option	2
5	BUS5C1	Project Management	30	Option	2
5	BUS5C2	Work placement	60	Option	2
5	BUS5C3	Entrepreneurship and Innovation	30	Core	1
5	BUS5B9	Business Finance	30	Core	1
6	BUS6C3	Contemporary Business	30	Core	2
6	BUS6C1	Consultancy Project	30	Core	2
6	BUS6C2	International Business	30	Core	1
6	BUS6C4	Strategic Management and Marketing	30	Core	1

Wrexham University Full-time Programme Structure – June intake					
Level	**Module Code**	**Module Title**	**Credit Value**	**Core/ Option**	**Delivery (i.e. semester 1,2)**
4	BUS4C3	People and Culture	30	Core	3
4	BUS4C4	Understanding the Business Environment	30	Core	3
4	BUS4C5	Introduction to Business and Management	30	Core	1
4	BUS4C2	Marketing and Communications	30	Core	1
5	BUS5C4	Ethical and Corporate Responsibility	30	Option	3
5	BUS5C1	Project Management	30	Option	3
5	BUS5C2	Work placement	60	Option	3
5	BUS5C3	Entrepreneurship and Innovation	30	Core	1
5	BUS5B9	Business Finance	30	Core	1
6	BUS6C3	Contemporary Business	30	Core	3
6	BUS6C1	Consultancy Project	30	Core	3
6	BUS6C2	International Business	30	Core	1
6	BUS6C4	Strategic Management and Marketing	30	Core	1

HKIT Full-time Programme Structure – September intake					
Level	**Module Code**	**Module Title**	**Credit Value**	**Core/ Option**	**Delivery (i.e. semester 1,2)**
4	BUS4C5	Introduction to Business and Management	30	Core	1
4	BUS4C2	Marketing and Communications	30	Core	1
4	BUS4C3	People and Culture	30	Core	2
4	BUS4C4	Understanding the Business Environment	30	Core	2
5	BUS5C3	Entrepreneurship and Innovation	30	Core	1
5	BUS5B9	Business Finance	30	Core	1
5	BUS5C4	Ethical and Corporate Responsibility	30	Core	2
5	BUS5C1	Project Management	30	Core	2
6	BUS6C2	International Business	30	Core	1
6	BUS6C4	Strategic Management and Marketing	30	Core	1
6	BUS6C3	Contemporary Business	30	Core	2
6	BUS6C1	Consultancy Project	30	Core	2

HKIT Full-time Programme Structure – January intake					
Level	**Module Code**	**Module Title**	**Credit Value**	**Core/ Option**	**Delivery (i.e. semester 1,2)**
4	BUS4C5	Introduction to Business and Management	30	Core	2
4	BUS4C2	Marketing and Communications	30	Core	2
4	BUS4C3	People and Culture	30	Core	1
4	BUS4C4	Understanding the Business Environment	30	Core	1
5	BUS5C3	Entrepreneurship and Innovation	30	Core	2
5	BUS5B9	Business Finance	30	Core	2
5	BUS5C4	Ethical and Corporate Responsibility	30	Core	1
5	BUS5C1	Project Management	30	Core	1
6	BUS6C2	International Business	30	Core	2
6	BUS6C4	Strategic Management and Marketing	30	Core	2
6	BUS6C3	Contemporary Business	30	Core	1
6	BUS6C1	Consultancy Project	30	Core	1

HKMA Full-time Programme Structure – January intake					
Level	**Module Code**	**Module Title**	**Credit Value**	**Core/ Option**	**Delivery (i.e. semester 1,2)**
4	BUS4C5	Introduction to Business and Management	30	Core	2
4	BUS4C2	Marketing and Communications	30	Core	2
4	BUS4C3	People and Culture	30	Core	3
4	BUS4C4	Understanding the Business Environment	30	Core	1
5	BUS5C3	Entrepreneurship and Innovation	30	Core	2
5	BUS5B9	Business Finance	30	Core	2
5	BUS5C4	Ethical and Corporate Responsibility	30	Core	3
5	BUS5C1	Project Management	30	Core	1
6	BUS6C2	International Business	30	Core	2
6	BUS6C4	Strategic Management and Marketing	30	Core	2
6	BUS6C3	Contemporary Business	30	Core	3
6	BUS6C1	Consultancy Project	30	Core	1

HKMA Full-time Programme Structure – June intake					
Level	**Module Code**	**Module Title**	**Credit Value**	**Core/ Option**	**Delivery (i.e. semester 1,2)**
4	BUS4C3	People and Culture	30	Core	3
4	BUS4C4	Understanding the Business Environment	30	Core	1
4	BUS4C5	Introduction to Business and Management	30	Core	2
4	BUS4C2	Marketing and Communications	30	Core	2
5	BUS5C4	Ethical and Corporate Responsibility	30	Core	3
5	BUS5C1	Project Management	30	Core	1
5	BUS5C3	Entrepreneurship and Innovation	30	Core	2
5	BUS5B9	Business Finance	30	Core	2
6	BUS6C3	Contemporary Business	30	Core	3
6	BUS6C1	Consultancy Project	30	Core	1
6	BUS6C2	International Business	30	Core	2
6	BUS6C4	Strategic Management and Marketing	30	Core	2

IST Full-time Programme Structure –September intake					
Level	**Module Code**	**Module Title**	**Credit Value**	**Core/ Option**	**Delivery (i.e. semester 1,2)**
4	BUS4C5	Introduction to Business and Management	30	Core	1
4	BUS4C2	Marketing and Communications	30	Core	1
4	BUS4C3	People and Culture	30	Core	2
4	BUS4C4	Understanding the Business Environment	30	Core	2
5	BUS5C3	Entrepreneurship and Innovation	30	Core	1
5	BUS5B9	Business Finance	30	Core	1
5	BUS5C4	Ethical and Corporate Responsibility	30	Core	2
5	BUS5C1	Project Management	30	Core	2
6	BUS6C2	International Business	30	Core	1
6	BUS6C4	Strategic Management and Marketing	30	Core	1
6	BUS6C3	Contemporary Business	30	Core	2
6	BUS6C1	Consultancy Project	30	Core	2

University Gold Coast Full-time Programme Structure –September intake					
Level	Module Code	Module Title	Credit Value	Core/ Option	Delivery (i.e. semester 1,2)
4	BUS4C5	Introduction to Business and Management	30	Core	1
4	BUS4C2	Marketing and Communications	30	Core	1
4	BUS4C3	People and Culture	30	Core	2
4	BUS4C4	Understanding the Business Environment	30	Core	2
5	BUS5C3	Entrepreneurship and Innovation	30	Core	1
5	BUS5B9	Business Finance	30	Core	1
5	BUS5C4	Ethical and Corporate Responsibility	30	Core	2
5	BUS5C1	Project Management	30	Core	2
6	BUS6C2	International Business	30	Core	1
6	BUS6C4	Strategic Management and Marketing	30	Core	1
6	BUS6C3	Contemporary Business	30	Core	2
6	BUS6C1	Consultancy Project	30	Core	2

University Gold Coast Full-time Programme Structure –January intake					
Level	Module Code	Module Title	Credit Value	Core/ Option	Delivery (i.e. semester 1,2)
4	BUS4C5	Introduction to Business and Management	30	Core	1
4	BUS4C2	Marketing and Communications	30	Core	1
4	BUS4C3	People and Culture	30	Core	2
4	BUS4C4	Understanding the Business Environment	30	Core	2
5	BUS5C3	Entrepreneurship and Innovation	30	Core	1
5	BUS5B9	Business Finance	30	Core	1
5	BUS5C4	Ethical and Corporate Responsibility	30	Core	2
5	BUS5C1	Project Management	30	Core	2
6	BUS6C2	International Business	30	Core	1
6	BUS6C4	Strategic Management and Marketing	30	Core	1
6	BUS6C3	Contemporary Business	30	Core	2
6	BUS6C1	Consultancy Project	30	Core	2

2.3 Programme Learning Outcomes									
No.	Learning Outcome	K	I	S	P	Cert HE (L4)	Dip HE (L5)	Ordinary (L6)	Honours (L6) /	Optional Ref (PSRB standards)
1	Demonstrate inclusive, collaborative, and ethical behaviours, underpinned by principles of sustainability, corporate responsibility, and social justice. They will reflect critically on their own values and professional conduct, recognising the impact of decisions on diverse stakeholders, communities, and the wider environment.	☒	☒	☐	☒	☒	☒	☒	☒	
2	Apply a wide range of interdisciplinary business and management skills—including analysis, problem-solving, decision-making, digital literacy, and strategic thinking—to complex organisational and societal challenges. They will work effectively both independently and as part of diverse teams, communicating with clarity and professionalism across a range of media	☒	☒	☒	☒	☒	☒	☐	☐	
3	Demonstrate comprehensive knowledge and critical understanding of key concepts, theories, and practices within contemporary business and management. They will integrate perspectives from economic, environmental, legal, political, social, and technological contexts, critically evaluating their interdependencies and implications for sustainable organisational performance.	☒	☒	☐	☒	☒	☒	☒	☒	
4	Generate creative and innovative responses to business and societal challenges, applying entrepreneurial thinking, initiative, and resilience. They will exercise self-leadership, adaptability, and reflective practice in order to drive positive change, manage uncertainty, and continue their personal and professional development in diverse global contexts	☒	☒	☐	☒	☒	☒	☐	☐	

2.3 Programme Learning Outcomes										
No.	Learning Outcome	K	I	S	P	Cert HE (L4)	Dip HE (L5)	Ordinary (L6)	Honours (L6) /	Optional Ref (PSRB standards)
5	Analyse and interpret data, information, and research evidence to inform ethical, evidence-based management decisions. They will apply appropriate quantitative and qualitative methods, demonstrate digital literacy, and critically evaluate the reliability and impact of their findings on organisations and stakeholders.	☒	☒	☒	☒	☒	☒	☒	☐	
6	Demonstrate global awareness and cultural intelligence in business and management contexts, appreciating the impact of internationalisation, cross-cultural differences, and global challenges on organisational behaviour and strategy. They will work inclusively in diverse teams and reflect on their own intercultural competencies.	☒	☒	☒	☐	☒	☐	☐	☐	
7	Integrate theory and practice through engagement with live projects, placements, or entrepreneurial activity. They will apply theoretical frameworks to authentic business challenges, demonstrating initiative, problem-solving, and resilience in dynamic environments.	☒	☒	☐	☒	☒	☒	☒	☒	
8	Critically evaluate contemporary and emerging trends—such as digital transformation, sustainability, and innovation—and assess their implications for strategic and operational decision-making in organisations. They will demonstrate agility, foresight, and responsible leadership in adapting to complex global change.	☒	☒	☐	☐	☒	☒	☒	☒	

Note: K- Knowledge and understanding; I-Intellectual Skills; S-Subject Skills; P-Practical, professional and employability skills

2.4 Learning and teaching strategy

This new undergraduate business programme applies a learning and teaching strategy based upon Wrexham University's commitment to Universal Design for Learning (UDL), the key principle of which holds that students are encouraged to participate in higher education when they are exposed to flexible ways of learning by staff that engage them in different ways using innovative and creative approaches. To this end the programmes apply the University's Active Learning Framework (ALF) supporting accessible, and flexible learning.

The Business School implements the standards laid down in the University's Academic Regulations, Policies and Procedures and provides each module at all levels with a module handbook, providing full details of the aims and learning outcomes relevant to the module and how teaching will be processed. The module handbook also provides information on the assessments, hand in dates, tutor support arrangements and a reading list.

The business programmes are delivered by a team with extensive experience of delivering face to face, flexible synchronous and a-synchronous online teaching and support. Staff are industry professionals who also hold recognised teaching qualifications and/or are Fellows of the HEA.

In accordance with sound educational research and current best practice, the programme will be delivered and assessed through a broad range of methods, reflecting the distinctive features of the programme, providing learning opportunities in a supportive environment to ensure knowledge transfer is affected. Students studying the undergraduate business programme will have access to multiple learning opportunities on every module including face to face and online classes (with core and guest lecturers), seminars, access to short, pre-recorded lectures, lecture notes and handouts, and directions to relevant essential and additional reading. An interactive approach to learning is always maintained and staff will typically engage students with key issues by drawing on case studies and their practical experiences in the world of business. Lectures on all programmes will be organised around lecture inputs, quizzes, recorded video content, larger and small group discussions and debates. Face to Face or video mediated appointments can be made with tutoring staff via Microsoft Teams to discuss module content and assignments.

- On the undergraduate business programme there will be a focus on future employability in business through our teaching and assessment strategies. Importance will be attached to students developing Key Skills for Employability and the University's Strategy for Supporting Student Learning and Achievement (SSSLA). That strategy is directly aligned to the University's Vision and Strategy 2030, focussing upon the domain of outstanding teaching and learning experience which is compassionate, inclusive and supports student wellbeing, confidence and achievement.

2.5 Assessment strategy

Assessment is carried out in accordance with Wrexham University's Academic Regulations and Assessment Policy. The approach adopted is informed by guidance published by the QAA to ensure integrity in distance teaching, learning and assessment practices QAA and the QAA UK Quality Code for Higher Education (Advice and Guidance Assessment). The overall strategy for the programme is to ensure that assessment provides the opportunity for students to demonstrate achievement of the module learning outcomes, and the potential to demonstrate achievement at the threshold and exemplary levels. Assessment tasks will reflect the current QAA Characteristics, and the criteria will be contextualised to reflect the learning outcomes of the module. The practical nature of the programme is reinforced through the importance of coursework as part of the learning process and assessment. Despite the importance of their theoretical basis, many of the concepts are often best grasped by practical exercises and assignments. Practical coursework includes but is not limited to exercises for private study or in practical /

2.5 Assessment strategy

tutorial classes and team / individual projects and presentations and role plays and will be designed to increase students' employability skills. Students will receive formative assessment, particularly during the practical and self-study elements of the programme to ensure that they can keep track of their progress and development. This will also be a key factor in ensuring student engagement and retention on all programmes. In the case of practical assessment, this may be a final summative assessment, so more frequent formative assessment provides academic rigour and increases student awareness and confidence in the subject.

The undergraduate business programme provides students with opportunities to evidence their learning in different ways and fits well with the university's wider focus on assessments that are embedded in employability, it is recognised that particular care needs to be taken to ensure that the resource and intellectual requirements of these assessments are commensurate with the level being assessed. Specific detail on this is given in the relevant module specification. Module assessments will be designed to be sufficiently varied to accommodate different learning styles. Assignments are set in advance and provided to students in module handbooks and the commencement of their studies and marked and returned by module (using the online system Turnitin) with students being given in depth electronic feedback on all assessments within an appropriate timescale determined by university regulations (within 3 weeks). Such feedback will be provided on a standard form, which includes feedback on performance and identifies areas for improvement and development (feedforward). Assessment criteria are published in the student programme handbook issued at the beginning of the academic year and are drawn from published good practice guidelines. The use of Turnitin supports students to develop their academic writing style as well as a tool to detect plagiarism or collaboration. All module assessments will be internally verified with a sample being moderated by the external examiner in accordance with the University's Regulatory requirements. An overview of the assessment details will be provided in the Module Handbooks and full details of the assessment criteria for each module is provided in the module specification, which forms part of the module pack available to students. Students will be informed of the penalties which apply for non-submission. In addition, students will be made aware of the procedure relating to extenuating circumstances and will be encouraged to work closely with their tutors should they require support and guidance on this matter.

Wrexham University encourages responsible and transparent use of generative AI, so long as it aligns with each assignment's guidelines, is used as a supplementary aid, and is fully declared following academic integrity standards.

2.6 Disclaimer

Throughout quality assurance processes we have ensured that this programme engages with and is aligned to:

- Academic Regulations
- The University Skills Framework
- Welsh Language Policy
- Equality and Diversity Policy
- The Student Union offers support for students

Section 3 – Programme set up (office use only)		
3.1	Framework	Frame03 Frame09
3.2	Board dates (progression)	June September Feb Linked to Framework selection only complete if non-standard.
3.3	Cost centre	GABP
3.4	Course type (HESA)	N/A
3.5	Fee model	Standard full time UG
3.6	In-year resits	Yes
3.7	Are any modules taught over either multiple periods or across the HESA year (defined as running 1st August - 31st July)	No
3.8	Progression points	Standard (end of level/year)
3.9	Semesters per intake	2 If other, please specify
3.10	Semesters per progression point	2 If other, please specify
3.11	Start and end dates	Standard
3.12	Student funding model	Student funded
3.13	Does the Suitability for Practice Procedure apply to the programme?	No
3.14	Programme Leader	Andrew Woods
3.15	Date of Approval	13/11/2025
3.16	Date and type of Revision	