

# Prifysgol Wreccsam Wrexham University

## PROGRAMME SPECIFICATION

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[UG Programme Directory](#)  
[PG Programme Directory](#)

### Award titles

#### Programme Title(s)

BA (Hons) Applied Business with Management  
BA (Hons) Applied Business with Sustainable Food and Drink Management

FdA in Applied Business (with Management)  
FdA in Applied Business (with Sustainable Food & Drink Management)

#### Internal Programme Title(s) (if different to the title on the certificate)

Top Up Year for Applied Business (with Management) Level 6 top-up  
Top Up for Applied Business (with Sustainable Food and Drink Management) Level; 6 top-up

#### Programme to be included in Graduation Ceremonies

Yes

### Delivery period

September 2024 - 2029

### Intake points

There will be one intake point every year, this will take place in the September.

### Regulatory details

<b>Regulatory details</b>
<b>Awarding body</b>
Wrexham University
<b>Programme delivered by</b>
Wrexham University
<b>Location of delivery</b>
Wrexham University – Plas Coch campus
<b>Faculty/Department</b>
Faculty of Social and Life Sciences
<b>Exit awards available</b>
Certificate of Higher Education in Applied Business (with Management); Certificate of Higher Education in Applied Business (with Sustainable Food & Drink Management)
<b>Professional, Statutory or Regulatory Body (PSRB) accreditation</b>



<b>Regulatory details</b>
On completion of the qualification listed below students will gain Chartered Management Institute Level 5. This is presently awarded.
<b>This information is correct at the time of validation, please refer to the PSRB register for current accreditation status.</b>
<b>Please add details of any conditions that may affect accreditation (e.g. is it dependent on choices made by a student?) e.g. completion of placement.</b>
No conditions.
<b>HECoS codes</b>
100078
<b>UCAS code</b>
As this is a Part time programme it will not have a UCAS code.
<b>Relevant External Reference Points</b>
QAA Business and Management benchmark statement March 2023 <a href="https://www.qaa.ac.uk/docs/qaa/sbs/sbs-business-and-management-23.pdf?sfvrsn=8370a881_10">https://www.qaa.ac.uk/docs/qaa/sbs/sbs-business-and-management-23.pdf?sfvrsn=8370a881_10</a>
QAA Characteristics Statement Foundation Degree February 2020 <a href="https://www.qaa.ac.uk/docs/qaa/quality-code/foundation-degree-characteristics-statement-2020.pdf">/https://www.qaa.ac.uk/docs/qaa/quality-code/foundation-degree-characteristics-statement-2020.pdf</a>
<b>List the programmes that offer the Foundation Year route</b>
N/A
<b>Mode of study</b>
Part time
<b>Normal length of study for each mode of study</b>
2 year Part-time for FdA and 1 year Part-time for the Level 6 top-up
<b>Language of study</b>
English
<b>Transitional arrangements for re-validated provision if applicable</b>
The 2019-2024 structure will be taught until the course is completed. New Students from September 2024 will start the revalidated course.
<b>Repeat year students</b>
If a student had passed one element of assessment and needed to re-sit the other, if they remained on original module they would retain the pass mark for the element passed. If they needed to do the new module they would need to complete all elements of assessment but need to be aware this would still count as a reassessment therefore they could only achieve a maximum mark of 40%
<b>The following University Award Regulations apply to this programme (highlight the appropriate ones and delete the others )</b>

Regulatory details
General Regulations and Definitions
Regulations for Bachelor Degrees, Diplomas, Certificates and Foundation Degrees
Language Admissions Policy

OFFICE USE ONLY	
Date of validation event:	22/05/24
Date of approval by Chair of Validation Panel:	30/08/2024
Approved Validation Period:	5 years with effect from Sept 2024
Transitional arrangements approved (if revalidation)	See programme specification.
Date and type of revision:	N/A

### Criteria for admission to the programme

#### Standard entry criteria

Entry requirements are in accordance with the University's admissions policy, please click on the following link for more information. [Admissions policies](#)

The University's general entry requirements are;

Qualification	Entry requirements
Foundation Year	48-72 Tariff points
Foundation Degree	48-72 Tariff points
3 year Bachelors degree	80-112 Tariff points

These figures are intended as a general guide. Each application is considered individually.

International entry qualifications are outlined on the UK National Information Centre for global qualifications and skills (UK ENIC) as equivalent to the relevant UK entry qualification.

In addition to the academic entry requirements, all applicants whose first language is not English or Welsh must demonstrate English language proficiency.

European students are able to provide this evidence in a number of ways (please see [academic-entry-requirements](#) for details), including IELTS.

International students are required to provide an English Language Certificate which meets the requirements of the University (*please see [English-language-requirements](#) for details*).

#### Non Standard entry criteria

The Level 6 top-up degree will require a foundation degree in a relevant field.

Students looking to enter at foundation degree level will need to be employed and work within a relevant sector.

### **Record of Prior (Experiential) learning**

Applicants may enter the programme at various levels with Recognition of Prior Learning (RPL) or Recognition of Prior Experiential learning (RPEL) in accordance with the University General Regulations.

### **DBS Requirements**

N/A

### **Suitability for Practice Procedure**

N/A

### **Aims of the programme**

Aim 1: To equip students with a broad, integrated understanding of key aspects of business management or sustainable food and drink management, including the diverse and changing environments in which businesses operate.

Aim 2: To provide students, within their chosen field, with the most up to date business knowledge, and skills and encourage the students to apply this knowledge in the workplace, thus enabling their professional development as socially responsible future business leaders.

Aim 3: To provide students with a stimulating, rigorous, challenging and enjoyable learning experience that develops their capacity to be independent thinkers and influencers.

Aim 4: To retain and nurture candidates showing management and entrepreneurial talent within a work-based context.

### **Distinctive features of the programme**

The curriculum is designed for full-time working students. It covers a broad range of business and/or food and drink themes. These themes are inter-related and applied to their organisation.

The direct application of theory to their businesses enhances the students understanding of the organisation as a whole and provides strategies for growing or enhancing the business. The student will also achieve enhanced skills with regards to presenting, application of theory and academic writing.

Post validation we will seek accreditation from the Chartered Management Institute (CMI) for the level 5 diploma in Management and Business Administration

### **Credit Accumulation and exit awards**

Exit Awards

Successful completion of 120 credits at Level 4 entitles the student to the exit award of Certificate of Higher Education

Successful completion of 240 credits at Level 5 entitles the student to a Foundation degree Award.

Successful completion of 300 credits at Level 6 entitles the student to a Bachelor's degree (Ordinary)

### Programme Structure Diagram, including delivery schedule

#### Part-time delivery Applied Business with Management

	Level	Module Code	Module Title	Credit Value	Core/Option	Delivery (i.e. semester 1,2)	Year of Study
FdA	Level 4	BUS4B3	Leadership and Management in the Modern Business Environment	40	C	1	Y1
	Level 4	BUS4B4	Marketing in a Digital World	40	C	2	Y1
	Level 4	BUS4B5	Innovation and Entrepreneurship	40	C	3	Y1
	Level 5	BUS5B1	Managing Contemporary Business Challenges	40	C	1	Y2
	Level 5	BUS5B2	Enhancing Organisational Performance	40	C	2	Y2
	Level 5	BUS5B3	Organisational Culture and People Development	40	C	3	Y2
BA (Top-up)	Level 6	BUS6B6	Applying Effective Strategies	40	C	1	Y3
	Level 6	BUS6B2	Managing People and Employment Rights	40	C	2	Y3
	Level 6	BUS6B3	Business Research Project	40	C	3	Y3

#### Part-time delivery Applied Business with Sustainable Food and Drink Management

	Level	Module Code	Module Title	Credit Value	Core/Option	Delivery (i.e. semester 1,2)	Year of Study
FdA	Level 4	BUS4B3	Leadership and Management in the Modern Business Environment	40	C	1	Y1

	Level	Module Code	Module Title	Credit Value	Core/Option	Delivery (i.e. semester 1,2)	Year of Study
	Level 4	BUS4B6	Introduction to Future Food and Culinary Management	40	C	2	Y1
	Level 4	BUS4B5	Innovation and Entrepreneurship	40	C	3	Y1
	Level 5	BUS5B1	Managing Contemporary Business Challenges	40	C	1	Y2
	Level 5	BUS5B2	Enhancing Organisational Performance	40	C	2	Y2
	Level 5	BUS5B4	Health and Nutrition	40	C	3	Y2
BA (Top-up)	Level 6	BUS6B6	Applying Effective Strategies	40	C	1	Y3
	Level 6	BUS6B4	Sustainable Food and Drinks Systems	40	C	2	Y3
	Level 6	BUS6B3	Business Research Project	40	C	3	Y3

## Intended learning outcomes of the programme

### Knowledge and Understanding

	Level 4	Level 5	Level 6	Level 6 (Hons)
A1	Develop a broad understanding of how successful businesses function and are managed and the components of the global business environment.	Develop a wider understanding and evaluation of leadership skills in the workplace and ways in which employee performance could be enhanced.	Select and deploy established techniques of strategic management for business problems and choose appropriate theory for analysis.	Undertake an independent research project which develops a depth of understanding in a research field pertaining to Business Management, and Sustainable Food and Drink Management
A2	Evaluate the principles of management decision making and the ways in which they contribute to business efficiency, growth and development.	Develop aptitude in applying business techniques in planning, decision making, performance evaluation, and control scenarios in a digital business environment.	Critically appraise professional situations and scenarios where organisations operate in terms of social, legal, ethical, moral, economic and sustainability issues.	Demonstrate increasing independence, confidence, and flexibility in applying a range of social, legal, ethical, moral, economic and sustainability issues to the business project, and in the application of knowledge and skills in finding solutions to these issues.
A3	Appreciate the various models of business communication and analytics and how to use different techniques for different business situations.	Familiarity and ability to choose and evaluate appropriate concepts, principles and regulations pertaining to entrepreneurship and professional behaviour. Familiarity and ability to choose and evaluate appropriate concepts, principles and regulations pertaining to the Food and Drink Industry	Show a confident familiarity with the concept of strategic marketing within the business environment, including the management and appreciation of the principles, theories and practices that underpin marketing as an academic discipline. Reveal a working understanding strategic marketing and of its limits.	
A4	Recognise the various principles, theories, concepts and techniques by which a business organization can improve operationally and analyse the business environment.	Demonstrate an understanding of international trade and corporate risk necessary to make informed decisions in a variety of business scenarios.	Critically demonstrate an awareness and appreciation of the complexities of people management within an international context.	

## Intellectual Skills

	Level 4	Level 5	Level 6	Level 6 (Hons)
B1	Develop strong reasoning and analytical skills to support business performance.	Apply knowledge of business theory to real life scenarios and case studies.	Develop an ability to think on a level above technical or tactical details and yet still make insightful inferences.	Synthesise key sources of information and present it in a meaningful and constructive format.
B2	Apply problem solving techniques using appropriate tools to identify, formulate and solve business problems as well as create, identify and evaluate options.	Apply critical thinking and analysis to scenarios to provide a reliable argument that is substantiated by evidence.	Accurately identify the nature and characteristics of a business problem within a business domain.	Critically assess theories and real-life business scenarios and formulate plausible and defensible conclusions.
B3	Demonstrate basic numeracy and quantitative aptitude that can be applied to assist business situations.	Demonstrate an ability to absorb complex information and demonstrate ability to explain complex business-related concepts, within Business and Food and Drink.	Critically apply theories and real-life business scenarios and formulate plausible and defensible conclusions.	Apply problem solving and decision-making skills using appropriate tools to identify, formulate and solve business problems as well as create, identify and evaluate options.
B4	Work autonomously to undertake basic research and be able to capture, analyse and disseminate the outputs of the research in a form which can be understood by the intended audience.	Develop skills in logical reasoning and perception for decision-making and performance measurement in a business context.	Apply problem solving and decision-making skills using appropriate tools to identify, formulate and solve business problems as well as create, identify and evaluate options.	Effective self-management in terms of time; ability to conduct research independently, into legal, professional, moral, social and ethical that pertain to business management related issues. Able to inform and adapt their work to satisfy these issues. Demonstrates an ability to carry out research and critical thinking.

## Subject Skills

	Level 4	Level 5	Level 6	Level 6 (Hons)
C1	Be able to write and communicate their ideas in a fluid and confident style.	Collect and gather information from a wide variety of sources.	Execute advanced interrogation of key literature sources across a breadth or learning resource platforms.	Undertake an independent research project from which they develop their study skills, fieldwork and research skills within a defined business management area.



	Level 4	Level 5	Level 6	Level 6 (Hons)
C2	Demonstrate evidence in making rational arguments in a business context.	Explain and communicate complex concepts with confidence.	Demonstrate an independence of thought which enables them to devise their own solutions and knowledge base.	
C3	Ability to offer informed opinion on current business issues.	Analyse situations and suggest realistic alternative solutions based on quantitative evidence	Demonstrate and further enhance interpersonal skills of effective listening, negotiating and persuasion.	
C4	Develop numeracy, analytical and IT skills.	Self-reflect on their own potential leadership and management style.	Able to apply a variety of rules to different situations and pay attention to detail whilst working under very tight time pressures.	

### Practical, Professional and Employability Skills

	Level 4	Level 5	Level 6	Level 6 (Hons)
D1	Demonstrate competence in technical and business reporting.	Communicate in a clear, systematic and concise way, in more formal academic and professional styles, and in longer pieces of work of a technical nature.	Demonstrate effective leadership, management, and networking skills required for the workplace.	Showcase the value of research in enhancing current thinking.
D2	Increase awareness of career development opportunities in the field of business management and demonstrate effective self-management and the ability to continue learning.	Develop interpersonal skills that would be appropriate for a workplace environment.	Apply a variety of problem-solving skills and creativity in workplace scenarios.	
D3	Discuss the importance of data, analytics and business theories in a global business environment.	Demonstrate self-awareness and sensitivity to diversity in people and different situations.	Seek and make effective use of feedback in addition to critical self-awareness.	

## Learning and teaching strategy

This new suite of applied business programmes 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 North Wales Business School implements the standards laid down in the University's 'Academic Quality Handbook' 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 programmes 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 applied business programmes at the North Wales Business School will have access to multiple learning opportunities on every module including face to face or 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 issue by drawing on case studies and their practice 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 applied business programmes 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, focussing upon the domain 'Teaching that inspires', where learning is informed by and is relevant to the applied world of work, and students are able to leave the University as skilled, knowledgeable and entrepreneurial citizens able to meet the challenges of the 21st century.

## The Wrexham University Skills Framework

At Wrexham University we aim to help students develop and enhance key employability skills and capabilities during their study. There are three key areas with different attributes, attitudes and skillsets and the aim is to help students have the opportunity to enhance and develop skills such as resilience, adaptability, confidence, team working, emotional intelligence and communication, creativity and acting ethically and sustainably. Programmes are designed to enable students to develop and enhance these skills via module content, module learning outcomes and assessment opportunities. Each module will help provide different opportunities for developing and enhancing these capabilities.



The programme has been designed using an Employability Level Descriptor in collaboration with the Careers and Employability team. The Employability Level Descriptor document is reviewed as part of validation and following approval will be published in the student programme handbook.

The Careers and Employability team are available to provide additional careers education activities for all programmes as well as individualised information, advice and guidance. Learners gain access to self-directed learning resources by logging into our [careers portal](#). Here students can book professional careers guidance appointments and make employment and volunteering applications and learn to build and develop their CV and applications.

### **Work based/placement learning statement**

All students will benefit in general from modules that are designed to support students to further develop their employability and career opportunities. The learning, teaching and assessment strategy reflect the challenges of working in the real world with a mixture of coursework, project work, site visit reports, simulations, and presentations. In addition, assessments incorporate the key attributes, attitudes, and skills-sets of the Wrexham Graduate, and each module and programme is designed to cover core Wrexham Graduate Attributes with the aim that each graduate will leave having achieved key employability skills as part of their study. All assessments actively encourage students to apply, incorporate and assess their own worked experience and professional business practice where applicable. As all students will be employed, they will be encouraged to contextualise their learning to their current organisation.

### **Welsh medium provision**

The programmes will be delivered through the medium of English. Students are entitled to submit assessments in the medium of Welsh. Welsh will also be an integral part of some assignments, students will be tasked with applying the learning to Welsh organisations. This will naturally occur for those that are currently employed within Wales, many of which are required to conduct their business bilingually. Students will also develop an understanding of working in Wales and how, as a nation we adhere to Welsh medium standards (2011). Furthermore, students will be supported, where possible to understand the importance of a bilingual culture within Welsh organisations, drawing upon their own experience of working in Wales. There is where the applied nature of the degree is paramount, as all students will have the opportunity to contextualise topics to their own company.

### **Assessment strategy**

Assessment is carried out in accordance with Wrexham University's Regulations for Initial Modular Undergraduate Degrees, Diplomas, Certificates, and Foundation Degrees. The approach adopted is informed by guidance published by the QAA to ensure integrity in distance teaching, learning and assessment practices QAA (2020) 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, this will often be applied to their own place of work. The coursework for a module typically carries a 50% weighting for the module assessment, although this varies with modules assessed entirely by coursework. Practical coursework includes but is not limited to: exercises for private study or in practical / 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.

This suite of applied business programmes 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.



Module code & title	Assessment type and weighting	Indicative submission date
BUS4B3 Leadership and Management in the Modern Business Environment	60% portfolio 40% presentation	Semester 1
BUS4B4 Marketing in a Digital World	100% portfolio	Semester 2
BUS4B6 Introduction to Future Food and Culinary Management	40% presentation 60% written assignment	Semester 2
BUS4B5 Innovation and Entrepreneurship	60% written assignment 40% presentation	Semester 3
BUS5B1 Managing Contemporary Business Challenges	50% practical 50% written assignment	Semester 1
BUS5B2 Enhancing Organisational Performance	50% written assignment 50% presentation	Semester 2
BUS5B3 Organisational Culture and People Development	65% written assignment 35% portfolio	Semester 3
BUS5B4 Health and Nutrition	100% portfolio	Semester 3
BUS6B6 Applying Effective Strategies	55% portfolio 45% presentation	Semester 1
BUS6B2 Managing People and Employment Rights	50% coursework 50% presentation	Semester 2
BUS6B4 Sustainable Food and Drinks Systems	50% written assignment 50% written assignment	Semester 2
BUS6B3 Business Research Project	20% written assignment 45% coursework 35% presentation	Semester 3

## Assessment and award regulations

### Derogations

N/A

### Non Credit Bearing assessment

N/A

### Borderline Classifications (Undergraduate programmes)

In considering borderline cases the Assessment Board shall raise the classification to the next level if all of the following criteria are met:

- At least 50% of the credits at level 6 fall within the higher classification.
- All level 6 modules must have been passed at the first attempt.
- The mark achieved for the *dissertation or other substantial* module is within the higher classification.

### Ordinary Degrees

An ordinary degree may be awarded for completion of no fewer than 300 credits of the programme(s)

### Restrictions for trailing modules (Taught Masters)

N/A

### Prerequisites for processing to MRes research component

N/A

## Accreditation

After the successful re-validation of the Applied Business programme, mapping and accreditation will be done alongside the CMI to award students a level 5 professional qualification upon successful completion of their degree programme.

## Quality Management

All provision is expected to comply with the University processes for quality assurance, the QAA Quality Code and any specific PSRB requirements to ensure the quality of the learning and teaching on the programme. The University uses the following mechanisms to help evaluate, enhance and review programmes delivery;

Student Evaluation of Module Questionnaire

Student Voice Forum

Individual student feedback

Student representatives

Continuous Programme Monitoring and Enhancement reports

Periodic review and re-validation process

External Examiner reports

PSRB requirements and accreditation activities

National Student Survey (NSS)



## Support for Students

The University has a range of departments that offer support for students such as:

- Library & IT Resources
- Inclusion Services
- Careers Service
- Chaplaincy
- Counselling & Wellbeing
- Student Funding and Welfare
- Student Administration

Please access the University's website at [www.wrexham.ac.uk](http://www.wrexham.ac.uk) to find out more about the Departments.

The Student Union offers support for students, please access their website at to find out more. <https://www.wrexhamglyndwrsu.org.uk/>

All students at Wrexham University are allocated a Personal Tutor whose main responsibility is to act as the first point of contact for their personal students and to provide pastoral and academic support throughout their studies at the University.

## Equality and Diversity

Wrexham University is committed to providing access to all students and promotes equal opportunities in compliance with the Equality Act 2010 legislation. This programme complies fully with the University's Equality and Diversity Policy, ensuring that everyone who has the potential to achieve in higher education is given the chance to do so. Please click on the following link for more information about [equality and diversity](#)

The programme team will make a concerted effort to encourage students to engage in global, international and cultural literature, contexts and research to support their knowledge around running a socially responsible business. The teaching team includes lecturers from global contexts as well as UK, drawing on wider knowledge development, ensuring that EDI is embedded throughout the teaching materials.

