



1	Awarding Institution	Queen Margaret University
2	Teaching Institution	Queen Margaret University
3	Professional body accreditation	N/a
4	Final Award	BA Hons
	Subsidiary exit awards	BA Business Management Certificate in Higher Education Diploma in Higher Education
5	Programme Title	Business Management

The aims of the Enterprise dimension are:

1. To critically analyse and evaluate the theoretical foundations, concepts, and techniques underlying enterprise and innovation and the impact they have on management practice and organisational behaviour within a business context
2. To evaluate how emerging social, cultural, technological and economic trends influence business performance and management practice and develop strategies to adapt to changing circumstances
3. To critically understand and implement the techniques and processes necessary in enterprise creation and development: the identification of target markets, putting an idea into action, evaluating economic, financial, operational and legal implications
4. To develop an ethical and responsible understanding of marketing research and competitor analysis, securing the necessary economic, financial and human resources, and considering the legal and ethical issues of starting a new enterprise
5. To develop an awareness of the pivotal role played by enterprising and entrepreneurial activities in shaping the business and management practices, social and cultural behaviour, political stability, and economic conditions of communities locally and globally
6. Understand the role and management of enterprise within different organisational contexts including the private, public and third sectors

The aims of the Finance dimension are:

1. To critically analyse the roles and functions of organised financial markets and financial intermediaries and discuss the direct and indirect implications of regulation and government intervention on the business sector
2. To evaluate the processes of innovation and globalisation in the financial system and critically understand their implications to the economy in general and management practice in particular
3. To critically assess economic and financial information to evaluate market conditions, as well as developing a practical and critical understanding of the strategies used in the creation of new enterprises
4. To develop a critical understanding of the theories, principles and concepts of financial management within corporate organisations and their role in the financial decision-making process to stakeholder expectations
5. To critically understand the variety and complexity of risks associated with different aspects of financial institutions, their implication to the economy, financial sector, public/private organisations, and the firm and its stakeholders; develop a practical understanding of how different financial instruments can be used to manage financial risks and the potential problems associated with their use
6. Understand the role and management of finance within different organisational contexts including the private, public and third sectors

The aims of the Marketing dimension of the programme are:

1. To demonstrate a critical understanding of different approaches to marketing, including the continuous evolution of marketing concepts, and their role and significance in the wider strategic organisational context.

Practical skills

On completion of the programme, the students will be able to:

- 1.

To implement this strategy, a variety of learning, teaching and assessment methods allow students to demonstrate their mastery of theory, practice and to celebrate achievement in as wide a variety of contexts as possible. Students will be encouraged to develop confidence in and demonstrate mastery of selecting, transforming and applying theory in a range of different situations. This includes, for level four students, a placement opportunity.

One of the key goals of our approach is to place the student at the centre of the learning experience and to empower them to take ownership of the learning process. This approach encourages the practice of critical thinking and reasoning, encourages challenges to claims and assumptions and encourages understanding of the limits and uncertainties of knowledge. It is also used to provoke an attitude of enquiry and the development of personal qualities such self-management, self-reflection, initiative, enterprise and team-working.

15. Programme structures and features, curriculum units (modules), credits and award requirements (including any periods of placement)

Level One | All routes

B1113	Introduction to Marketing	20 credits	Sem 1
B1112	Introduction to Economics	20 credits	Sem 1
B1117	Introduction to Business in Society	20 credits	Sem 1
B1073	Introduction to Finance and Accounting	20 credits	Sem 2
B1116	Introduction to Management	20 credits	Sem 2
B1077	Entrepreneurship	20 credits	Sem 2

Level Two - All routes

B2110	Live Business Event	20 credits	Sem 1
B2084	Business Law	20 credits	Sem 1
B2083	Operations Management	20 credits	Sem 1
B2082	Human Resource Management	20 credits	Sem 2
B2112	Digital Business & E-Commerce Management	20 credits	Sem 2
B2115	Negotiation	20 credits	Sem 2

Level Three | Business Management Route

B3192	Research Methods and Skills	20 credits	Sem 1
B3133	New Enterprise Creation	20 credits	Sem 1
Various	Elective 1	20 credits	Sem 1
B3149	Project Management	20 credits	Sem 2
B3137	Organisational Behaviour	20 credits	Sem 2

Various

International Baccalaureate: 28 points

International: IELTS of 6.0 with no element lower than 5.5

Required subjects: Maths and English at S/Int2/N5/GCSE

Direct Entry

Year Two

HNC: HNC in a related subject with B in the graded unit

Scottish Higher: BC at Advanced Higher (88 UCAS points) in relevant subjects plus BB at Higher (54 UCAS points)

A Level: BBB in relevant subjects (120 UCAS points)

Year Three

HND: HND in a related subject with CB in the graded unit

For details of related HNC and HND courses, see www.qmu.ac.uk/college-qualifications.

Mature/Access: We welcome applications from mature students with relevant qualifications and /or experience. Mature applicants (over 21) may be admitted without the usual formal qualifications as long as they can demonstrate capability for sustained study [See related Access courses](#).

16. Support for students and their learning

The programme team prides itself on being approachable and attentive to all our students. This ethos blends well with the range of structured student support available, whl85.3o G[W]-33(e)13()-123(w)1