

Changes to previous information

During the global COVID-19 pandemic, we prioritised the health, wellbeing and safety of our students and staff.

As we start the new academic year, your health, wellbeing and safety remains our top priority. This means when we return to our campuses and buildings in September 2020 social distancing and other health and safety measures will be in place. This is to help keep you, and others around you, safe. We will respond to the requirements of vulnerable students regarding their personal safety on an individual basis.

We remain committed to delivering an outstanding education and student experience both on campus and online. Like most universities, we'll be providing a mix of on-site face-to-face and digital learning and teaching. The exact mix will vary between courses and course modules taking into account teaching requirements and other considerations such as meeting the safety of vulnerable staff.

It is important to emphasise that a face-to-face, on-site experience will be delivered within the Government and Public Health England guidance and providing there are no serious unforeseeable public health issues that result in the Government introducing further lockdown measures.

Our response to the pandemic means we may have made changes to your course. This is to take account of these important health and safety measures.

We ask you to read the information provided about course changes carefully. We detail what we include in our online prospectus and explain what has changed.

You should read our statement of changes alongside any information provided in videos, at open days or in other promotional materials. This is because the information may also have been affected by the changes we had to make. We are providing this information so you can make an informed choice about whether the course remains suitable for you.

When you register for your course, you will be asked to confirm you have read about our changes and you agree to them. It means that by choosing to continue with your application, and register with us, you accept these changes and are happy to study your course with us.

We really look forward to seeing you in the next academic year. In the meantime, if you want to find out more about University life from this September, and being part of our supportive and welcoming community, please visit our [September 2020 web pages](#).

Current published course related information		
Course title	Business Management	No Change
Award level	BSc - Single/combined honours	No Change
How do you want to study?		
Start Date	Sept 2020	No Change
Modes of study	Full-time Full-time with a professional placement Part-time	No Change
Duration	3 years full-time 4 years full-time with professional placement 6 years part-time	No Change
UCAS code	N200 N20N – full-time with professional placement	No Change
Location	Canterbury	No Change
Partner institution	N/A	No Change
Available with a Foundation Year	Yes	No Change
Overview		
	<p>Get the skills you need to become a confident business manager.</p> <p>Good business management is at the centre of every successful organisation. Our degree allows you to build your knowledge and understanding of organisations and how they are managed.</p> <p>You'll study fundamental areas of business, finance, HR, marketing and operations, and the macro and micro environments in which they operate including cultural, social and ethical issues.</p> <p>You'll have opportunities to examine real-life organisational problems by making the most of the strong links between Christ Church Business School and a wide range of local, regional and national organisations.</p>	No Change
Why study Business Management?		
	Our course will open your eyes to different	Our course will open your eyes to

	<p>organisations and external environments, so you can understand how they operate and are managed.</p> <p>You'll develop your business and management skills while being exposed to scenarios and real-world problems that will make you think outside the box.</p> <p>Your communication and critical thinking skills will be tested and stretched through a range of coursework, helping you to become a confident and innovative manager of the future.</p> <p>To further build your confidence and experience, you'll have opportunities to gain real experience of industry through a year-long work placement, which is in addition to your three-year academic studies, and by undertaking the Problem Oriented Project in Year 3.</p>	<p>different organisations and external environments, so you can understand how they operate and are managed.</p> <p>You'll develop your business and management skills while being exposed to scenarios and real-world problems that will make you think outside the box.</p> <p>Your communication and critical thinking skills will be tested and stretched through a range of coursework, helping you to become a confident and innovative manager of the future.</p> <p>To further build your confidence and experience, you'll have opportunities to gain real experience of industry through a year-long work placement, which is in addition to your three-year academic studies (although because of Covid-19 such experience may be restricted and entail working from home, depending upon the external organisation's policies at that time), and by undertaking the Problem Oriented Project in Year 3.</p>
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Entry requirements	A typical offer would be 88-112 UCAS Tariff points. This course can also be studied over four years with an additional foundation year (Year 0).	No Change
About the course		
	<p>You'll gain significant experience in four core areas of business throughout the course:</p> <ul style="list-style-type: none"> • strategic business management • business operation • business research and analysis • introduction to marketing. <p>The first year will introduce you to the key elements of business management through a diverse range of core modules that focus on finance, accounting, economics, marketing and managing people. In Year 2, you'll delve into project management, employability skills and leadership as well as selecting optional modules.</p> <p>In the final year, you'll study business from a strategic perspective, developing your finance and management skills and abilities to help you carve your career in business.</p>	No Change
Module information Please note that the list of optional modules and their availability may be subject to change. We continually review and where appropriate, revise the range of modules on offer to reflect changes in the subject and ensure the best student experience. Modules will vary when studied in combination with another subject.		
Core year 1		
	Introductory Accounting and Finance for Business Core module - (20 Credits) In this module, you'll study key accounting and finance topics. You'll be introduced to financial statements and will use several case studies to understand the role of finance in the business environment.	No Change
	Business Information and Analysis Core module - (20 Credits) This module is designed to help you develop a range of statistical and computing skills.	No Change
	Academic and Professional Skills for the Business Context	No Change

	<p>Core module - (20 Credits)</p> <p>This module prepares you for the academic study of business by developing your knowledge of contemporary and emerging business issues. The module is designed to support your personal, academic and professional development and prepare you for work in the modern business environment.</p>	
	<p>Economics</p> <p>Core module - (20 Credits)</p> <p>The aim of this module is to introduce you to the fundamental economic issues stemming from the scarcity of resources. The relationship between business and the economic problem is analysed by means of micro and macroeconomic models to equip you with an understanding of decision-making at the levels of the market, the firm and the nation.</p>	No Change
	<p>Introduction to Marketing</p> <p>Core module - (20 Credits)</p> <p>The aim of the module is to provide you with an introduction to marketing, its fundamental concepts and an overview of marketing practice. You'll cover the development of the marketing concept and examine the ways in which it differs from the production, product, and sales approaches to business. This will develop into a wider understanding of the differences between the operational role of marketing and how it is applied as an organisational focus.</p>	No Change
	<p>Managing People in Organisations</p> <p>Core module - (20 Credits)</p> <p>This module focuses on the behavioural aspects of people management in organisations. By the end of the module, you'll be able to evaluate objectively and understand organisational behavioural situations and determine the best course of action from a range of perspectives.</p>	No Change
Optional year 1		
	N/A	No Change

Core year 2		
	<p>Project Management (APM) Core module - (20 Credits) You'll critically examine the role of project management within a contemporary business context. You'll learn how specific project management applications play an important role in producing successful business outcomes and you'll study the philosophies, principles, structures and methodologies of project management.</p>	<p>Project Management Core module - (20 Credits) You'll critically examine the role of project management within a contemporary business context. You'll learn how specific project management applications play an important role in producing successful business outcomes and you'll study the philosophies, principles, structures and methodologies of project management.</p>
	<p>Management and Leadership (CMI) Core module - (20 Credits) You'll explore: the context within which management and leadership takes place; the historical context within which the fundamental principles of management arise; the context of the external environment which impacts on organisational strategy and may cause ambiguity in relation to organisational objectives, policies, working practices, ethical considerations and management approaches. You'll also explore a range of different perspectives on management and leadership with focus on particular managerial/leadership issues that lead to ambiguities and problems.</p>	<p>Management and Leadership Core module - (20 Credits) You'll explore: the context within which management and leadership takes place; the historical context within which the fundamental principles of management arise; the context of the external environment which impacts on organisational strategy and may cause ambiguity in relation to organisational objectives, policies, working practices, ethical considerations and management approaches. You'll also explore a range of different perspectives on management and leadership with focus on particular managerial/leadership issues that lead to ambiguities and problems.</p>
	<p>Employability Skills Core module - (20 Credits) This module develops your skills in seeking and obtaining a work placement or internship of a minimum of three weeks' duration. The overall aim is for you to develop skills to help you succeed in a graduate role.</p>	<p>Employability Skills Core module - (20 Credits) The aim of the module is to develop your personal effectiveness and employment related skills to improve your chances of achieving your desired career path. The module will help you gain the knowledge and interpersonal skills required to successfully gain employment in your career. It will help become critically self-aware of your own skills and personal strengths and be able communicate and promote yourself in a variety of formats to an employer or recruitment officer.</p>

Optional year 2		
	<p>Accounting for Business Optional module - (20 Credits) You'll study advanced topics in financial accounting and will develop a good grounding in the financial accounting essentials that any analyst, manager or business owner should possess.</p>	No Change
	<p>Business and Sustainability Optional module - (20 Credits) You'll explore the relationship between business and global sustainability challenges</p>	No Change
	<p>Digital Business Optional module - (20 Credits) In this module, you'll explore the impact of emerging information and communication technologies on business activities. You'll study how technologies, and in particular data, can be deployed to enhance business activities.</p>	No Change
	<p>Retail Management Optional module - (20 Credits) This module will help you develop a critical awareness and understanding of concepts involved in the modern retail industry. You'll: analyse a range of retail business techniques; evaluate the alternatives in relation to retail management; and identify and understand developments in retail and how they impact on retail management.</p>	No Change
	<p>Managing not for Profit Organisations and Social Enterprises Optional module - (20 Credits) You'll explore the diverse organisational forms not-for-profit and social enterprises have taken. The focus will be on understanding not-for-profit and social enterprises as standalone organisational and business models. You'll also undertake an experiential learning activity on how to start up a social enterprise, exploring relevant internal organisational processes (e.g. teamwork, organisational culture, decision making processes, information system and management) and their various dimensions.</p>	No Change

	<p>Operations Management Optional module - (20 Credits) You'll critically evaluate the role of operations management within business and other organisations such as not-for-profit and public bodies. You'll learn about the role and function of operations management in contributing to an organisation's competitiveness. This will include analysing the design and delivery of products and services, the management of quality and the management, control and improvement of the operation.</p>	<p>No Change</p>
	<p>Supply Chain Management Optional module - (20 Credits) In this module, you'll examine the various aspects of supply chain management and consider how these can contribute to the way in which the needs and requirements of a customer can be fulfilled, particularly in the context of supplier/purchaser dependencies and the management of the associated relationships.</p>	<p>No Change</p>
	<p>Principles of Logistics Optional module - (20 Credits) This is the fundamental module for logistics that covers the management science of operating a logistics business as well as many of the practicalities of logistics. It includes areas such strategic and operational management, outsourcing 3PL and 4PL as well as providing an insight into the various modes of transport.</p>	<p>No Change</p>
	<p>Human Resources Management Optional module - (20 Credits) You'll analyse core human resource management (HRM) concepts, operational human resource activities and responsibilities and will relate these to a range of organisational contexts. You'll focus on: dynamics of workplace, the external environment, managing recruitment and selection, performance management, leading equality and diversity, talent management, reward, learning and development, health and safety, disciplinary and grievances at work,</p>	<p>No Change</p>

	and globalisation and the internationalisation of HR.	
	<p>Employment Law Optional module - (20 Credits)</p> <p>You'll learn about the legal frameworks that underpin people practices and policies in organisations, and you'll explore the contexts within which these frameworks operate.</p>	No Change
	<p>Research Methods Optional module - (20 Credits)</p> <p>This module is designed to enable you to develop skills and expertise in quantitative and qualitative data analysis, and to independently design and conduct an effective piece of research.</p>	No Change
	<p>Corporate and Business Law Optional module - (20 Credits)</p> <p>You'll develop an understanding of the general legal framework, and of specific legal areas relating to business, so that you're able to recognise when it's necessary to seek specialist legal advice. You'll also learn about compliance with the codes of ethics for professional accountants.</p>	No Change
	<p>Intercultural Experience Optional module - (20 Credits)</p> <p>This module involves working with our overseas collaborative partners and so you must be willing and able to travel. You'll have the opportunity to reflect on your experiences both in the UK and abroad, and analyse and record the personal benefits you've gained from your experience.</p>	<p>Intercultural Experience Optional module - (20 Credits)</p> <p>This module involves working with our overseas collaborative partners and so you must be willing and able to travel – subject to any Covid 19 restrictions, which may mean you'll have to choose another optional module. You'll have the opportunity to reflect on your experiences both in the UK and abroad, and analyse and record the personal benefits you've gained from your experience.</p>
Core year 3		
	<p>Strategic Management Core module - (20 Credits)</p> <p>The aim of the module is to provide you with an understanding of the impact of the business environment and the resources of the organisation, both human and material,</p>	No Change

	on strategic planning and choice. This will enable you to consider strategic alternatives, evaluate their suitability and become aware of the complex issues involved in implementing strategy and managing strategic change.	
	<p>Financial Management Core module - (20 Credits)</p> <p>The module will consist of a review of financial techniques that need to be employed in assessing corporate performance. You'll explore financial risk management and the various instruments and techniques that are available to business executives. Another key area of study will be the workings and implications of the stock exchange, both in relation to the shareholders and to the business organisations and financial markets. You'll identify and evaluate sources of appropriate funds and will calculate the cost of equity capital using the weighted average cost of capital (WACC) and the capital asset pricing model (CAPM).</p>	No Change
Optional year 3		
	<p>New Venture Creation Optional module - (20 Credits)</p> <p>You'll gain a practical perspective on the development and planning processes involved in the creation of a new venture, either as a new business start-up or as a new product or service development within a public or private organisation setting. You'll develop an understanding and awareness of business models underlying successful new business ventures, and the potential of business model innovation.</p>	No Change
	<p>Business Ethics Optional module - (20 Credits)</p> <p>You'll study the nature of ethics, exploring traditional and postmodern ethical theories, and how they are applied in modern business processes. You'll study topics such as corporate social responsibility, sustainability and the environment, professionalism and integrity, ethics and technology, financial scandals, whistle blowing and other emerging issues, by</p>	No Change

	reference to case studies.	
	<p>Entrepreneurship in the Global Market Place Optional module - (20 Credits) You'll explore the notion of international entrepreneurship as a contributory factor impacting on economic development and you'll evaluate the issues influencing entrepreneurs and business ventures in emerging, developing, established and declining global markets. You'll research the economic, political and social contexts for entrepreneurial ventures across the globe. You'll also reflect on differences in national culture and governance systems that influence the levels and nature of new venture creation in different geographic locations.</p>	This module is not running in 20/21–
	<p>Strategic Digital and Social Media Marketing Optional module - (20 Credits) You'll develop a critical understanding of the main activities involved in designing and implementing marketing communications using social media and digital marketing. You'll consider the use of social media and other digital marketing channels and will explore the underlying psychologies at play that govern their use. You'll study aspects of consumer and business behaviour that underpin the use of social media.</p>	<p>Social Media Marketing Optional module - (20 Credits) You'll develop a critical understanding of the main activities involved in designing and implementing marketing communications using social media and digital marketing. You'll consider the use of social media and other digital marketing channels and will explore the underlying psychologies at play that govern their use. You'll study aspects of consumer and business behaviour that underpin the use of social media.</p>
	<p>Public Relations Planning and Strategy Optional module - (20 Credits) You'll be introduced to the strategic, creative and operational aspects of public relations within the wider role of organisational strategy across a range of different business organisations, which operate on a local to global scale. You'll explore and evaluate core elements of communication and PR activities, including the creation of news and content to gain media coverage and customer sharing. You'll be able to build your professional PR skills including the writing of a press release, writing for social media, internal</p>	No Change

	audiences and a wide range of stakeholders.	
	<p>Organisational Change and Change Agents Optional module - (20 Credits)</p> <p>You'll gain an understanding of the context for change, and will develop a critical understanding of theories and practice related to change. This module aims to give you an in depth understanding of the paradigm of complexity and how this can be applied to understand organisations and organisational change. You'll explore the relevance of the local context and the main organisational process of a social enterprise. Through an online simulation, you'll set up a social enterprise.</p>	No Change
	<p>International Business Optional module - (20 Credits)</p> <p>The fast-changing domestic and global environments put constant pressure on organisations and their managers to find new and improved ways to maintain and increase performance. This module is designed to provide you with a critical understanding of the strategic issues in a global business environment. It offers a global perspective with a focus on understanding the global economy, the globalisation process, and its impact on international organisations. It will enable you to evaluate and contrast the opportunities and constraints facing businesses in different areas of the world. The module also aims to develop a deeper understanding of the issues faced by businesses in emerging and developing markets.</p>	No Change
	<p>Retail Strategy Optional module - (20 Credits)</p> <p>This module builds on the Retail Management module which explores retail operations at a store level. It will give you an understanding of various retailers' activities and approaches from a strategic viewpoint, and accounting for head office perspectives, strategic decision-making processes and implementation. The module therefore focuses on large multiple</p>	No Change

	retailers, where research, investment and expertise exist. You'll learn about key areas of retail strategy such as location (including planning issues and town centre and shopping mall development) supply chain management (including sourcing, buying and range planning and the impact of technology) and branding and communication, all applied to the strategic direction of the retailer.	
	<p>Taxation Optional module - (20 Credits)</p> <p>Taxation plays an important role in society. This module provides an introduction to the most common taxes in the UK: income tax, corporation tax, VAT and capital gains tax. You'll study the basic rules of taxation and you'll explore taxation in government policy.</p>	No Change
	<p>Service Management Optional module - (20 Credits)</p> <p>In this module, you'll learn about the complex demands made on service management organisations and the challenges that staff within them face. You'll develop an understanding of the environments in which they operate and the different constraints placed on them. You'll also study the process of servitisation, managing the service encounter, service quality, service level, customer management and capacity management.</p>	No Change
	<p>Intercultural Marketing Communication Optional module - (20 Credits)</p> <p>In this module, you'll explore how cultural contexts can impact the effectiveness of marketing. You'll draw comparisons between your home country and various other countries in different continents. You'll gain a critical understanding of the nature and elements of culture and the ways in which they influence consumers and businesses in international markets. You'll be able to evaluate the influence of cultural diversity on international marketing communications and also appreciate the impact of cultural diversity in wider business negotiations. Emphasis is given to</p>	No Change

	<p>language (verbal and non-verbal) and its role in effective communication across a range of marketing activities, but with particular emphasis on its value in relation to direct and indirect marketing communications activities, such as personal selling, advertising, public relations, sales promotion and packaging, with a stronger emphasis on mass communication.</p>	
	<p>Individual Study Optional module - (20 Credits) This module is largely self-directed study that gives you the opportunity to apply business theory to a business-oriented problem. By the end of the module, you'll be able to use and critically analyse a range of data sources that are related to the chosen business issue and demonstrate an appreciation of the nature and challenges of research.</p>	<p>No Change</p>
	<p>Dissertation / Problem Orientated Project Optional module - (40 Credits) This module will give you the opportunity for the practical application of theory to a business oriented problem and to develop research skills. If you wish to undertake a Dissertation, you'll be required to study Research Methods in Year 2. You'll have introductory workshop sessions and tutorials in the first two weeks of the semester then a further week to submit a brief proposal. Individual and group tutorial support will be available during this time to give you the opportunity to discuss the nature, scope, suitability and sustainability of the proposed study. Once approved, you'll undertake your study with the support of a supervisor.</p>	<p>No Change</p>

How you'll learn

Teaching

Our teaching team will share with you their expert knowledge, experience and research insights during stimulating lectures, seminars and practical workshops. You'll be taught over two semesters each year, taking three modules per semester. Typically, you'll have around 12 contact hours per week, depending on your module choices, in addition to independent learning.

Seminars in smaller groups will enable you to discuss and develop your understanding of topics covered in lectures and you'll also be supported by your academic personal tutor.

Between Years 2 and 3 you'll have the opportunity to gain work experience on a year-long placement with an external organisation.

Your final year project will be based on a live brief from a relevant industry.

All courses are informed by the University's [Learning and Teaching Strategy 2015-2022](#).

Our teaching team will share with you their expert knowledge, experience and research insights during stimulating lectures, seminars and practical workshops. You'll be taught over two semesters each year, taking three modules per semester. Typically, you'll have around 12 contact hours per week, depending on your module choices, in addition to independent learning.

The Business School will be delivering your course using a 'blended' approach using range of teaching methods. This potentially offers the best of both worlds: great face-to-face teaching in small groups, including seminars, workshops and tutorials, support by a mix of online interactions to help you understand and explore your subjects. We will be using Collaborate (accessed through Blackboard) and exploring the use of Microsoft teams as well. This blended approach will be flexible so we can meet your individual needs and adapt as the world around us changes. We will still be covering the same content as we would have done under normal circumstances and will be assessing you against the same learning outcomes.

Seminars in smaller groups will enable you to discuss and develop your understanding of topics covered in lectures and you'll also be supported by your academic personal tutor.

Contact hours are defined as hours in which a student interacts through thoughtfully structured activity to include:

- On-site face-to-face teaching
- Synchronous live digital teaching
- Asynchronous digital activities as part of structured learning (for example, running a discussion activity regarding an aspect of the current topic through Blackboard Collaborate, Padlet or

		<p>Blackboard Discussion Boards). A pre-recorded lecture presentation provided via ReCap can also be included in this definition provided it is part of a broader structured activity.</p> <p>Between Years 2 and 3 you'll have the opportunity to gain work experience on a year-long placement with an external organisation, although because of Covid-19 such experience may be restricted and entail working from home, depending upon the external organisation's policies at that time. All courses are informed by the University's Learning and Teaching Strategy 2015-2022.</p>
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Independent study	When not attending lectures, seminars, workshops or other timetabled sessions you'll continue learning through self-study. Typically, this involves reading journal articles and books, undertaking research in the library, working on projects, and preparing for coursework assignments/examinations, workshops and seminars. Your module tutor will direct you towards specific readings and/or activities to complete before class.	No Change
How you'll be assessed		
	You'll be assessed by a number of methods including essays, reports, business simulations, presentations, reflective logs, computer based assessments, examinations, and case studies. Some modules include group assessments to help you become familiar with working as a team; often a key aspect of professional and graduate level work. The nature of the assessment depends on the modules you take. This mixture is intended to build individual knowledge and skills in the application of theory and best practice to realistic business scenarios. It also provides valuable experience in the importance of effective teamwork and leadership in achieving goals.	No Change
Fees		
UK/EU	Full-time £9,250	No Change
	Part-time £4,625	No Change
Overseas	Full-time £13,000	No Change
	Part-time N/A	No Change
Course specific costs		
	N/A	No Change
Other important information		
	Your future career Combining academic study and practical assessments, this degree will equip you to pursue a wide range of career opportunities. Our graduates have moved	No Change

	<p>on to very exciting and challenging jobs in the private as well as public sector, in the UK and abroad, in roles as diverse as project management, logistics, banking, production management and teaching. Their employers include Google, Apple, KPMG, HSBC and the NHS. This degree also provides an ideal basis for continued study at Masters level in a range of business-related disciplines.</p>	
	<p>Professional accreditation Christ Church Business School recognises the importance of professional body accreditation, to ensure that not only do we deliver well researched courses, but our students meet the professional expectations of prospective employers and have the opportunity to gain professional body qualifications. This includes modules accredited by the Association of Project Management (APM). Our Project Management module was the first from a university to gain accreditation and exemption for its teaching and assessment. The Business School has accreditation with the Chartered Management Institute (CMI) and students enrolling on to this programme automatically gain student membership of the CMI.</p>	<p>Professional accreditation Christ Church Business School recognises the importance of professional body accreditation, to ensure that not only do we deliver well researched courses, but our students meet the professional expectations of prospective employers and have the opportunity to gain professional body qualifications. The Business Management Single Honours Programme School has accreditation with the Chartered Management Institute (CMI) and students enrolling on to this programme automatically gain student membership of the CMI and will gain the CMI Certificate on successful completion of the programme.</p>
	<p>Industry links We work with industry stakeholders aligned to further enhance our teaching programme, research and knowledge exchange. Some stakeholders come in as guest lecturers and we also have masterclasses by visiting professors who are chosen for their expertise in business and management. These established links have helped some of our students to secure placements. A Business School Advisory Board has been established, which includes representatives from across the private and public sector. This encourages employer engagement as the Board engages in discussion about technical content of the curriculum and the development of wider employability skills, the provision of work placement opportunities, guest speakers, live case studies, and workplace visits.</p>	<p>No Change</p>

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