

Undergraduate Programme Specification

Graduate Apprenticeship Business Management

This specification provides a summary of the main features of the programme and learning outcomes that a student might reasonably be expected to achieve and demonstrate where full advantage is taken of all learning opportunities offered. Further details on the learning, teaching and assessment approach for the programme and modules can be accessed on the University website and Virtual Learning Environment, GCU Learn. All programmes of the University are subject to the University's [Quality Assurance](#) processes.

| 1. GENERAL INFORMATION | | | |
|------------------------------|--|----------------|------------------------|
| Programme Title | Graduate Apprenticeship Bachelor of Arts with Honours in Business Management | | |
| Final Award | Graduate Apprenticeship Bachelor of Arts with Honours in Business Management | | |
| Exit Awards | Graduate Apprenticeship Bachelor of Arts with Honours in Business Management <i>with</i> Human Resource Management Graduate Apprenticeship Bachelor of Arts with Honours in Business Management <i>with</i> Hospitality Management Graduate Apprenticeship Bachelor of Arts Business Management Graduate Apprenticeship Bachelor of Arts in Business Management <i>with</i> Human Resource Management Graduate Apprenticeship Bachelor of Arts in Business Management <i>with</i> Hospitality Management Diploma of Higher Education in Applied Business Management Certificate of Higher Education in Applied Business Management | | |
| Awarding Body | Glasgow Caledonian University | | |
| School | Glasgow School for Business and Society (GSBS) | | |
| Department | Management | | |
| Mode of Study | Full-time | | |
| Location of Delivery | Glasgow; other campuses subject to availability | | |
| UCAS Code | | | |
| Accreditations (PSRB) | | | |
| Period of Approval | From: | September 2024 | To: August 2029 |

| 2. EDUCATIONAL AIMS OF PROGRAMME |
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| <p>The Graduate Apprenticeship in BA (Hons) in Business Management programme presents students with an opportunity to engage in an exciting programme of self-development and offers various options of specialisations in years 1, 2, 3 and 4. Options for specialisations include modules related to Business Management as well as specialist business subjects such as Project Management, Human Resources Management, Procurement & Supply Chain Management and Hospitality Management. These options directly address industry requirements for graduates who are reflective practitioners, with an understanding of the broad context and principles of managing organisations and their own managerial practice, across local and international contexts, in</p> |

changing environments. The work-based learning route of the programme increases access for people working in the industry and enables them to build upon their work-related learning and experiences. Learning that is informed by workplace experiences can in turn be applied toward the exploration and resolution of work-based challenges.

The programme builds on GCU's long-standing tradition of highly successful work-based provision and aligns with the QAA Benchmarks for Business and Management, and frameworks created by Skills Development Scotland about Graduate Apprenticeships. The programme also supports students' knowledge development to further enable them to undertake professional qualifications with various professional bodies such as Chartered Management Institute, Chartered Institute for Personnel and Development (CIPD), Chartered Institute for Procurement and Supply Chain (CIPS), Association of Project Managers (APM) and Institute of Hospitality. The programme is designed to give a coherent and structured programme of learning, which can be regarded as equating to the standards of a conventional taught undergraduate business programme.

The programme will provide a supportive online knowledge and skill-based learning accessible through GCU Learn, our Virtual Learning Environment (VLE). This approach provides flexibility in terms of depth of learning and also facilitates time-management for the apprentice. Through active learning and enquiry, students will exercise initiative and personal responsibility in order to develop the ability to learn independently and to engage in personal development. A broad awareness of organisational life including knowledge of the business and commercial environments within which all organisations function underpins students' ability to make decisions in complex and unpredictable contexts. This fosters a knowledge fusion that underpins creativity, professional competence and further academic study.

Programme Aims

In relation to the programme and with reference to the QAA Business and Management Subject Benchmark, the overall aims of the programme are:

- To develop knowledge and understanding of concepts, theory and research relating to the study of organisations, their management, the economy, and the business environment.
- To broaden understanding of the various business functions with the workplace, including those related to Project Management, Human Resources Management, Procurement & Supply Chain Management and Hospitality Management.
- To develop understanding of how the external business environment affects the workplace.
- To analyse the application of business management concepts and principles to the workplace context.
- To enable graduates to develop an analytical and evidence-based approach to the critical investigation of business and management issues and challenges in their workplace context.
- To develop the research skills required to carry out a business project relevant to the workplace, specifically learning technology, software for analysing business information and data.
- To help the apprentices develop a career in business management, and specialisations, and understand how to enhance their leadership potential.
- To develop the attributes required to become effective global citizens and enterprising, responsible leaders.

3. LEARNING OUTCOMES

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the following areas:

Ultimately the course seeks for those who complete it to become autonomous leaders of the future. A learner who successfully completes the course will have achieved the following course learning outcomes and these are based on both the QAA Business and Management Subject Benchmark 2019 and the Graduate Apprenticeship Framework.

A: Knowledge and understanding;

- A1 Principles, policies and values relating to the Principles of Responsible Leadership (PRME) in a range of geographic and industry contexts.
- A2 Strategic, ethical, business, human resource and operational challenges that business managers face in a variety of international business contexts.
- A3 Business and social science research philosophies, methodologies, and techniques to advance scholarship and research in business management.
- A4 Principles theories and concepts of Business Management in relation to transferability of knowledge and skills at inter-organisational and cross-sectoral levels and on a national and international scale.
- A5 Specialised knowledge of Business Management through academic engagement with the functional activities and management processes that ensure successful industry positioning and sustainable business performance.
- A6 Nature and role of entrepreneurship, enterprise, leadership, and ethics in relation to employability and economic sustainability at a local and global level

B: Practice: Applied knowledge, skills and understanding;

- B1 Critically review, synthesise, and apply knowledge relevant to Business Management contexts.
- B2 Critically analyse, evaluate, and utilise qualitative and quantitative information in Business Management research.
- B3 Critically analyse current thinking, research, and business practice in Business Management across a range of contexts.
- B4 Utilise relevant information sources in an appropriate manner to generate alternative operational and strategic decisions and formulate creative, responsible, sustainable, and ethical solutions to business challenges.
- B5 Demonstrate originality, insight and innovativeness in identifying, exploring, addressing opportunities and challenges.
- B6 Understanding and sensitivity to individual professional development through interaction with applied practices and skills in Business Management.

C: Generic cognitive skills;

- C1 Critical reading and thinking.
- C2 Ethical awareness.
- C3 Self-Reflection and awareness
- C4 Creativity.
- C5 Diagnostic and problem-solving.
- C6 Confidence.
- C7 Decision-making.
- C8 Research skills: information retrieval and collection; data analysis and synthesis.

D: Communication, numeracy, and ICT skills

- D1 Effective use of communication and digital technologies to present ideas in a range of contexts.
- D2 Professionalism in the use of a range of oral communications techniques when articulating ideas and concepts.
- D3 Report and project writing skills.
- D4 Numeracy and quantitative skills in interpreting financial and statistical data.
- D5 Presentation skills including verbal and written communication in a variety of formats.
- D6 Inter-personal skills including questioning and listening, influencing, and persuading, advising others and giving feedback.

E: Autonomy, accountability and working with others.

- E1 Effective and responsible leadership
- E2 Group working skills including teambuilding, negotiation and conflict resolution.
- E3 Time-management; planning and organising work, self-discipline.
- E4 Taking ownership; independent learning and working; reflecting and acting on constructive feedback.
- E5 Inter-cultural awareness: understanding different perspectives, multi-cultural sensitivity and appreciation and development of a global mindset.
- E6 Career development and networking.
- E7 Continuing professional and personal development skills.

4. LEARNING AND TEACHING METHODS

The Bachelor of Arts with Honours in Business Management (Graduate Apprenticeship) embeds the theme of managing business challenges in a responsible manner programme across all levels. The programme aims to engender responsible leadership and global citizenship in keeping with the Principles for Responsible Management Education (PRME). The GA programme uses reflective practice, and work-based projects as a key strategy for learning and enables individual development in terms of deeper specialism and identity.

The Bachelor of Arts with Honours in Business Management (Graduate Apprenticeship) at Glasgow Caledonian University is an innovative education initiative that aims to bridge the gap between higher education, skills development and the needs of the industry.

This graduate apprenticeship programme is designed to support the development of apprentices working in the business sector more widely, as well as in specific roles related to Project Management, Human Resources Management, Procurement & Supply Chain Management and Hospitality Management. Over the period of this graduate apprenticeship, learners will develop significant knowledge and skills related to their current and future roles and will be able to demonstrate application of a full range of management knowledge and techniques.

The programme is designed to provide apprentices with the opportunity to work and learn simultaneously, combining traditional academic learning with practical work-based application and experience. The programme is specifically designed to provide apprentices with an excellent business management education and offers several specialist areas which equips them well with both the necessary and desirable 21st century graduate attributes to help them make a valuable contribution to their workplace.

All apprentices successful in completing their specified modules will achieve an honours degree in Business Management at SCQF Level 10.

The programme is designed to meet the needs of students who wish to pursue careers across the public, private and not-for-profit sectors and all sizes of organisation. Graduates have the potential to work in any of the areas they have studied, including, Finance, Management, Marketing, HRM, Procurement & Supply Chain management, Hospitality Management or Project Management. Specific job roles may include: Manager; Senior Manager; Head of Department; Operations Manager; Departmental Manager; Procurement Manager; Supply Chain Manager; HR Manager/ Adviser, Project Manager or anyone with significant management responsibilities.

Across SCQF levels, students get an opportunity to specialise in various aspects of business management and specialisms. Throughout the programme, all SCQF levels also have inter connectedness through 'spines' of modules which follow a theme. For example, SCQF 7, 8, 9 and 10 all include a 'Management in Practice' related theme in which apprentices explore reflective learning practices for self-development in terms of leadership as well as supporting learning and development of others within their organisations. Similarly, a Work Based Project theme straddling SCQF 8, 9 and 10 takes students through more in-depth practical application and problem solving by identifying current issues and using business data analytical skills to find relevant and appropriate solutions and make recommendations for improvement with the aim of delivering value for the organisation. The negotiated work-based assignments are a distinguishing feature of this programme, negotiated between the apprentice, the employer, and the university.

This on-going bridging of workplace and degree education make it distinctive from individual work-based learning units. The scope of the project expands at each level, from analysing the apprentice's work context, to analysing the business context, until in the final project, apprentices will identify and analyse a business problem and communicate findings to key decision-makers.

SCQF 7 The Foundation Year: During year one, students will be involved in a number of activities designed to enhance their understanding of the workplace and career choices. The Foundation Year is a critical year in this programme in terms of focusing minds on understanding the integrated nature of organisations and their environment, career options and tracks that will support workplace aspirations.

At SCQF 7, the programme aims to develop the students' understanding of concepts and principles from key areas of the management domain and to evaluate and interpret these within the context in which their organisations operate.

Within the first year of study students will be introduced to the concepts of self-awareness and managing self in terms of knowledge, skills and professional behaviours. Through the Personal and Professional Development lens, the students will learn academic and reflective writing. Students will be encouraged to be self-aware and seek feedback to encourage continuous professional development.

At SCQF 7, the programme aims to provide a general foundation in the key functions and concepts associated with business management, an understanding of how the external environment impacts on how business perform and the impact of economic challenges at a national and international level. The UK economy was and continues to be impacted on by a range of macro and global influences. Students must understand such impacts and how it will alter an increasingly dynamic working environment in all sectors of the economy and make them adopt responsible management practices.

SCQF 8 Business Awareness: SCQF 8 modules are designed to extend students' knowledge and understanding of the integrated nature and complexity of contemporary organisations, and

identify the impact of people on work and organisations and the management issues that arise. Involvement and interaction increase student awareness of and sensitivity to the diversity of business activities that exist. Students will develop systematic knowledge, critical understanding and skills in core business subjects such as HRM, Project Management, Supply Chain Management and Finance, thus having better knowledge and understanding of key business functions, their nature, contribution and interaction which will enable them to apply problem solving skills across a range of disciplines that reflect good business practice.

An integral part of awareness is preparing the students for the next level of study; develop further their detailed knowledge of key business concepts building upon their formalised knowledge and understanding of business to address more specific business areas through experiences and learning in the workplace together with an awareness or relevant academic contexts and frameworks in business. Students will have the option to undertake two specialised modules in their chosen specialisations.

SCQF 9 Challenge and Opportunity: At this level, modules are designed to extend students' critical understanding of the complex and uncertain nature of the global environment, its effects upon the organisational strategy and sustainability. The 21st century graduate must be prepared to embrace challenge and seek opportunity to develop the rich combination of skills and experience and in particular, soft skills for employability. This theme is embedded implicitly and explicitly in Business Management where continuing students can choose to undertake one of three study routes: the most popular being the year-long or six-months paid, assessed industrial placement at national or international level.

Students at this level are expected to follow a more structured inquiry towards business excellence frameworks and tools aiming at driving continuous improvement and sustainability in business operations.

SCQF 10 Professional Identity: A graduate apprentice honours level aims to challenge and encourages the apprentice to seek opportunity and learn to develop innovative ideas and solutions regarding sustainability, business planning, strategy and excellence, innovation & creativity, and leadership & change management. It aims to use pedagogy that creates academically, culturally and socially challenging environments enabling expansive learning. The programme offers modules at SCQF 10 which enable individual development in terms of specialism and identity. At this level, student develop an individual understanding of their role, as a professional, in the workplace. At SCQF 10, students are expected to be capable of a greater extent of independent working and deeper, more critical thinking that enables them to have confidence in making judgments about the value of ideas, concepts and practices.

Through the 40 credit Work-Based Honours Project, students are encouraged to pull together and apply all the skills and knowledge that they have acquired and developed over the course of the programme to a specific business issue through depth of knowledge and evidence of critical, analytical and creative thinking.

In work-based programmes, students have the ability to put into practice what they are learning in modules, thereby developing their professional practice. Documenting how the student is developing and applying their knowledge and skills within the workplace serves to collate together evidence of professional competencies and can demonstrate how their new knowledge is being taken into their workplace.

5. ASSESSMENT METHODS

The programme provides a variety of formative and summative assessment methods. Programme and Module specific guidance will provide detail of the assessment methods specific to each module.

Across the programme the assessment methods may include the following:

- Written coursework (essays, reports, case studies, dissertation, literature review)
- Practical Assessment (Laboratory work)
- Knowledge Tests

The above assessments may be delivered either in person and online as appropriate and determined at module level by the Module Leader.

6. ENTRY REQUIREMENTS

Specific entry requirements for this programme can be found on the prospectus and study pages on the GCU website at this location: <https://www.gcu.ac.uk/study/courses/undergraduate-graduate-apprenticeship-business-management-glasgow>

All students entering the programme are required to adhere to the [GCU Code of Student Conduct](#).

In GCU's recognition of the Graduate Apprenticeship programmes' support of widening access to higher education and the work-based nature of the programme, Recognition of Prior Learning (RPL) policy is used to assess both formal and informal qualifications, and applicants' learning through experience in its admissions process. This considers non-standard qualifications and experience in the decision-making process.

7. PROGRAMME STRUCTURE AND AVAILABLE AND FINAL EXIT AWARDS¹

The following modules are delivered as part of this programme:

| Module Code | Module Title | Core or Optional | SCQF Level | Credit Size | Course work 1 % | Course work 2 % |
|-------------|--|------------------|------------|-------------|-----------------|-----------------|
| M1N630577 | Management in Practice: Personal and Professional Development for the Graduate Apprentice (GA) | Core | 7 | 20 | 100% | |
| M1N630578 | Understanding Workplace Data (GA) | Core | 7 | 20 | 60% | 40% |
| M1N530576 | Introduction to Marketing and Consumer Behaviour (GA) | Core | 7 | 20 | 70% | 30% |
| M1M230608 | Law in Business (GA) | Optional Modules | 7 | 20 | 60% | 40% |
| M1N830575 | Introduction to Hospitality and Tourism Industry (GA) [#] | | 7 | 20 | 100% | |
| M1N230609 | Management Theory and Concepts (GA) | Core | 7 | 20 | 60% | 40% |
| M1N230574 | Contemporary Challenges in Business and Society (GA) | Core | 7 | 20 | 70% | 30% |
| M2N630580 | Management in Practice: Employment Relationships and HR Practice (GA) [*] | Core | 8 | 20 | 100% | |
| M2N330604 | Project Management & Risk (GA) | Core | 8 | 20 | 100% | |
| M2N230410 | Operations and Supply Chain Management (GA) | Optional Modules | 8 | 20 | 100% | |
| M2N230581 | Business Case Analysis, Project Planning and Control (GA) | | 8 | 20 | 100% | |
| M2N830582 | The events Industry and Typologies (GA) [#] | | 8 | 20 | 100% | |
| M2N330611 | Fundamentals of Financial Management for Decision Makers (GA) | Core | 8 | 20 | 80% | 20% |
| M2N630579 | Ethics and Responsible Leadership (GA) | Core | 8 | 20 | 100% | |
| M2N630583 | Work Based Project 1 (GA) | Core | 8 | 20 | 100% | |
| M3N230589 | Management in Practice: Learning and Development for Individuals and Organisations (GA) | Core | 9 | 20 | 100% | |
| M3N530588 | Digital Business, Marketing and Analytics (GA) | Core | 9 | 20 | 100% | |
| M3N230612 | Managing People and Diversity at Work (GA) [*] | Optional Modules | 9 | 20 | 80% | 20% |
| M3N230591 | Project Performance Management (GA) | | 9 | 20 | 100% | |
| M3N230613 | Principles of Procurement & Contract Management (GA) | | 9 | 20 | 100% | |
| M3N430614 | Management Accounting for Decision Making (GA) [#] | | 9 | 20 | 100% | |
| M3N230592 | Strategic Management (GA) | Core | 9 | 20 | 100% | |
| M3N230590 | Managing Sustainability in the Workplace: Standards, Measurement and Reporting (GA) | Core | 9 | 20 | 100% | |

¹ Periodically, programmes and modules may be subject to change or cancellation. Further information on this can be found on the GCU website here: www.gcu.ac.uk/currentstudents/essentials/policiesandprocedures/changesandcancellationtoprogrammes

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|-----------|--|---------------------|----|----|------|--|
| M3N230593 | Work Based Project 2 (GA) | Core | 9 | 20 | 100% | |
| MHN230599 | Management in Practice: Leading for Change as a Graduate Apprentice (GA) | Core | 10 | 20 | 100% | |
| MHN230600 | Management Insights and Consultancy (GA) | Core | 10 | 20 | 100% | |
| MHN230615 | Management of Innovation and Creativity (GA) | Optional Modules | 10 | 20 | 100% | |
| MHN230601 | Project Management Methodologies (GA) | | 10 | 20 | 100% | |
| MHN630616 | Strategic HRM in Contemporary Contexts (GA)** | | 10 | 20 | 100% | |
| MHN230617 | Designing Transparent and Sustainable Supply Chains (GA) | | 10 | 20 | 100% | |
| MHN830598 | Contemporary Issues in Hospitality (GA) ## | | 10 | 20 | 100% | |
| MHN230603 | Research Methods for the Workplace (GA) | Core | 10 | 20 | 100% | |
| MHN230602 | Work Based Honours Project: Delivering Value for the Organisation (GA) | Core | 10 | 40 | 100% | |

Students undertaking the programme on a full-time basis commencing in September of each year will undertake the modules in the order presented above. This may be subject to variation for students commencing the programme at other times of year (e.g. January) and/or undertaking the programme on a part-time or distance learning mode of delivery.

The following final and early Exit Awards are available from this programme²:

Certificate of Higher Education in Applied Business Management - *achieved upon successful completion of 120x credits*

Diploma of Higher Education in Applied Business Management - *achieved upon successful completion of 120 credits*

Graduate Apprenticeship Bachelor of Arts in Business Management - *achieved upon successful completion of 360 credits*

Graduate Apprenticeship Bachelor of Arts in Business Management with Human Resource Management - *achieved upon successful completion of 360 credits which must include all modules marked with * and have a HRM focus on Work Based Project modules 1 and 2*

Graduate Apprenticeship Bachelor of Arts in Business Management with Hospitality Management - *achieved upon successful completion of 360 credits which must include all modules marked with # and have a Hospitality focus on Work Based Project modules 1 and 2*

Graduate Apprenticeship Bachelor of Arts with Honours in Business Management - *achieved upon successful completion of 480 credits*

Graduate Apprenticeship Bachelor of Arts with Honours in Business Management with Human Resource Management - *achieved upon successful completion of 480 credits which must include all modules marked with * and ** and have a HRM focus on Work Based Project modules 1 and 2*

Graduate Apprenticeship Bachelor of Arts with Honours in Business Management with Hospitality Management - *achieved upon successful completion of 480 credits which must include all modules marked with # and ## and have a Hospitality focus on Work Based Project modules 1 and 2*

² Please refer to the [GCU Qualifications Framework](#) for the minimum credits required for each level of award and the Programme Handbook for requirements on any specified or prohibited module combinations for each award.

ASSESSMENT REGULATIONS

Students should expect to complete their programme of study under the GCU Assessment Regulations that were in place at the commencement of their studies on that programme, unless proposed changes to University Regulations are advantageous to students. These can be found at:

www.gcu.ac.uk/aboutgcu/supportservices/qualityassuranceandenhancement/regulationsandpolicies

VERSION CONTROL (to be completed in line with AQPP processes)

Any changes to the PSP must be recorded below by the programme team to ensure accuracy of the programme of study being offered.

| <i>Version Number</i> | <i>Changes/Updates</i> | <i>Date Changes/Updates made</i> | <i>Date Effective From</i> |
|-----------------------|---|----------------------------------|----------------------------|
| 1.0 | Reviewed programme October 2023- May 2024 | May 2024 | September 2024 |
| 2.0 | Exit awards 'with HRM' and 'with Hospitality Management' added at SCQF 9 and 10 award points subject to completion of specified credits | June 2024 | September 2024 |

