

Programme Specification

Programme Details

1. Title of Programme	In English: Business Studies and Finance In Welsh: Astudiaethau Busnes a Chyllid
2. Name and level of award	<i>E.g. BA, MSc, Cert HE, PG Dip</i> BA BSc
3. List of Intermediate or exit-point qualifications	In English: 1. HE Certificate in Business and Financial Studies 2. HE Diploma in Business Studies and Finance In Welsh: 1. Tystysgrif Addysg Uwch mewn Astudiaethau Busnes a Chyllid 2. Diploma Addysg Uwch mewn Astudiaethau Busnes a Chyllid
4. Full-time or part-time basis	Full-time
5. Duration of the course (years)	3 years

Programme Specification

1. Awarding Institution	Bangor University
2. Teaching Institution	<i>Proposals involving a partner must initially be considered by the Partnership Scrutiny Group</i>
3. External accreditation body (where appropriate)	
4. Final Award	BA / BSc
5. UCAS Code (where known)	NN13 NN1H
6. Name of appropriate QAA Benchmarking Group	Finance 2007
7. Date when Programme Specification was produced or updated	February 2013
8. Main educational aims of the programme The educational aims and programme outcomes follow closely the recommendations contained in the QAA Honours degree benchmark statements for the Finance subject group. The main educational aims of the programme are:	Relevance to the different programmes

	BA	BSc
1. The study of organisations, their management and the changing external environment in which they operate. The programme of study covers a wide range of organisations, including public, private and not-for-profit, together with a comprehensive range of sizes and organisational structures.	√	√
2. The development of theoretical knowledge, practical skills, and ethical principles in the specialist functional areas of business and managerial decision making, including business planning, corporate strategy, marketing, human resource management, organisational structure and design, and financial and risk management.	√	
3. The development of theoretical knowledge, practical skills, and ethical principles in the specialist functional areas of business and managerial decision making, including business planning, corporate strategy, marketing, human resource management, organisational structure and design, and financial and risk management, with particular emphasis on the analysis and interpretation of data.		√
4. The development of understanding of the design and operation of financial systems, structures and instruments, including the pricing of financial assets, the measurement and management of risk, and the possibilities for value-maximising behaviour by households and firms.	√	√
5. The development of improved self-awareness and personal development appropriate to graduates with the potential to progress into professional careers in the financial sector, or in business and management. This includes the encouragement of positive and critical attitudes towards change and enterprise.	√	√
6. Enhancement of lifelong learning skills and personal development to contribute to society at large. This includes the development and enhancement of a range of general transferable intellectual and study skills, which whilst being highly appropriate to careers in the financial sector, and in business and management, are not exclusive to these career choices.	√	√

<p>9. Intended programme outcomes for each of the categories:</p> <ul style="list-style-type: none"> - knowledge and understanding - subject-specific skills - cognitive (thinking) skills - key skills 	<p><i>The outcomes must be numbered sequentially.</i></p>
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The route/pathway/field provides opportunities for students to achieve and demonstrate the following learning outcomes.	Relevance to the different programmes	
	BA	BSc
1. Knowledge and understanding Graduates will be able to demonstrate relevant knowledge and understanding of the following:		
1.1. The specialist functional areas of business decision-making, including business planning, corporate strategy, marketing, human resource management, organisational structure and design, and financial and risk management.	√	√
1.2. Multinational and international business, entrepreneurship and small and medium-sized enterprises, business information systems and e-commerce.	√	√
1.3. The design, operation and evaluation of financial systems and financial instruments.	√	√
2. Cognitive (thinking) skills Graduates will develop a range of cognitive and intellectual skills:		
2.1. Cognitive skills of critical thinking, analysis and synthesis. This includes the capability to identify assumptions, evaluate statements, to detect false logic and reasoning, to identify implicit values, to define terms adequately and generalise appropriately.	√	√
2.2. Effective problem solving and decision making using appropriate qualitative and quantitative skills, including identifying, formulating and solving problems in the areas of accounting and finance. The ability to create, evaluate and assess a range of options, and apply ideas and knowledge to a range of situations.	√	√
2.3. Numeracy and quantitative skills, including data analysis, interpretation and extrapolation, and a critical awareness of the uses and limitations of models of business problems and phenomena.	√	
2.4 Numeracy and quantitative skills, including data analysis, interpretation and extrapolation, the capacity to undertake statistical analysis of business, economic and financial data, and a critical awareness of the uses and limitations of models of business problems and phenomena.		√
3. Key skills Graduates will develop a range of key skills:		
3.1. Effective oral and written communication, across a range of media widely used in business.	√	√

3.2. Effective use of Communication and Information Technology (CIT) for accounting and finance and general business applications.	√	√
3.3. Effective self-management in terms of time, planning and behaviour, motivation, self-starting, individual initiative and enterprise.	√	√
3.4. Learning to learn and developing an appetite for learning; reflective, adaptive and collaborative learning.	√	√
3.5. Self-awareness, openness and sensitivity to diversity in terms of peoples, cultures and organisations.	√	√
3.6. Effective team working and interpersonal skills: leadership, team-building, influencing, project management skills, listening, negotiating, persuasion and presentation.	√	√
3.7. Research skills: familiarity with data, sources of information and research methodologies.	√	
3.8 Research skills: familiarity with data, sources of information, statistical methods for empirical analysis and other research methodologies.		√
<p><i>4. Subject specific skills</i> Within the framework of the three main areas identified in part 1 (above), graduates will be able to demonstrate subject-specific knowledge and understanding in the following areas:</p>		
4.1. Markets and customers, employees and other stakeholders, marketing and customer relations management, human resource management, organisational theory and operational management.	√	√
4.2. Business information systems, Communication and Information Technology, e-commerce.	√	√
4.3. Business planning, policy and strategy, multinational enterprise and international business, entrepreneurship and small and medium-sized enterprises.	√	√
4.4. Financial sector institutional framework, including the role, operation and function of financial markets, financial institutions and financial instruments (bonds, equities and derivatives), the financing arrangements and governance structures of business and other commercial entities, and factors influencing the investment behaviour and opportunities of private and institutional investors.	√	√
4.5. The major theoretical tools and theories of finance, including financial mathematics, capital budgeting, informational efficiency, optimal risk sharing, portfolio theory, asset pricing and valuation, derivative pricing, risk management, term structure of interest rates and behavioural finance.	√	√

4.6. The relationship between finance theory and empirical testing, interpretation of accounts and other financial data, including asset pricing models, financial models and projections, event studies and elements of statistical and time series analysis.	√	
4.7 The relationship between finance theory and empirical testing, interpretation of accounts and other financial data, including asset pricing models, financial models and projections, event studies and elements of statistical and time series analysis, and the interpretation of business, economic and financial data using appropriate statistical tools.		√

Please create tables to map the programme learning outcomes to the teaching & learning strategies and methods and to assessment methods, using the templates below.

Teaching & Learning Strategies and Methods	Programme Learning Outcomes																					
	1.1	1.2	1.3	2.1	2.2	2.3	2.4	3.1	3.2	3.3	3.4	3.5	3.6	3.7	3.8	4.1	4.2	4.3	4.4	4.5	4.6	4.7
Lectures	x	x	x	x	x	x		x			x	x	x	x	x	x	x	x	x	x	x	x
Seminars	x	x	x	x	x	x		x			x	x	x	x	x	x	x	x	x	x	x	x
Tutorials	x	x	x	x	x	x		x			x	x	x	x	x	x	x	x	x	x	x	x
Group work	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x
Lab work																						
Field study																						
Computer exercise																						
Self-study	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Work placements																						
Visiting Speakers																						

Assessment Methods	Programme Learning Outcomes																					
	1.1	1.2	1.3	2.1	2.2	2.3	2.4	3.1	3.2	3.3	3.4	3.5	3.6	3.7	3.8	4.1	4.2	4.3	4.4	4.5	4.6	4.7
Unseen examination	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x
Essay	x	x	x	x	x		x		x	x	x	x	x	x	x	x	x	x	x	x	x	x
Report																						
Poster																						

Presentation	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x
Book review																						
Class test	x	x	x	x	x	x	x	x	x	x				x	x	x	x	x	x	x	x	x
MCQ																						
Group Assignments	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x

<p>List of modules for each year of the Scheme</p> <p>indicating level (4-7) and credit rating, those that are Core or Compulsory and any that are new. Please also identify any co- or pre-requisites.</p>	
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BA BUSINESS STUDIES AND FINANCE

Level 4		Semester	Credits
ASB-1103 ^a	Introduction to Business and Management	1	10
ASB-1200	Learning Skills	1	10
ASB-1101	Quantitative Methods	1+2	20
ASB-1110	Management and Financial Accounting	1+2	20
ASB-1112 ^a	Introduction to Economics	1+2	20
ASB-1104 ^a	Introduction to Marketing	2	10
ASB-1202	Financial Markets and Institutions	2	10
ASB-1208	+ Options (20 credits) Chinese Business and Language	1+2	20
SXL-1114	<i>or</i> Law for Non-Lawyers	1+2	20
	<i>or</i> ELCOS modules ^d (international students only – see BA Accounting and Banking for choices)		
	<i>or</i> Any Level 4 module throughout the university ^b		
Level 5			
ASB-2103 ^a	Principles of Marketing	1	10
ASB-2104 ^a	Principles of Organisation and Management	1	10
ASB-2411	Quantitative Methods for Business	1	10
ASB-2504	Financial Accounting	1	10
ASB-2509	Investment	1	10
ASB-2202	Finance	1+2	20
ASB-2305	Business Economics	2	10
ASB-2508	Corporate Governance and Regulation	2	10
	+ Options (30 credits) Any BBS Level 5 modules <i>except</i> ASB-2108, ASB-2110		
SXL-2137	<i>or</i> Company Law for Business (if you have already taken SXL-1114) <i>or</i>	1+2	20
SXL-2114	Law for Non-Lawyers (if you have not already taken SXL-1114) <i>or</i>	1+2	20
QXS-2001 ^d	Integrated English Skills 1 (international students only)	1	10
QXS-2002 ^d	Integrated English Skills 2 (international students only)	2	10
QXS-2003 ^d	Business English 1 (international students only)	1	10
QXS-2004 ^d	Business English 2 (international students only)	2	10
Level 6 ^c			
ASB-3101 ^a	Human Resource Management	1	10
ASB-3103	Marketing Strategy and Management	1	10
ASB-3104	Entrepreneurship, Capital and the Firm	1	10
ASB-3207	Financial Economics	1	10
ASB-3210	Advanced Corporate Finance	1+2	20
ASB-3105	Business Planning	2	10
ASB-3109	Strategic Management	2	10
ASB-3215	Advanced Investment Theory and Practice	2	10
	+ Options (30 credits) Any BBS Level 6 modules <i>except</i> ASB-3303		

^aWelsh language version available. ^b Subject to the approval of the school in which the module is based.

^c Level 6 direct entry and Bridging Degree students, see page 130.

^d A maximum of 20 ELCOS credits may be taken in any one year.

BSc BUSINESS STUDIES AND FINANCE

Level 4		Semester	Credits
ASB-1103 ^a	Introduction to Business and Management	1	10
ASB-1200	Learning Skills	1	10
ASB-1101	Quantitative Methods	1+2	20
ASB-1110	Management and Financial Accounting	1+2	20
ASB-1112 ^a	Introduction to Economics	1+2	20
ASB-1104 ^a	Introduction to Marketing	2	10
ASB-1202	Financial Markets and Institutions	2	10
ASB-1208	+ Options (20 credits) Chinese Business and Language	1+2	20
SXL-1114	<i>or</i> Law for Non-Lawyers	1+2	20
	<i>or</i> ELCOS modules ^d (international students only – see BA Accounting and Banking for choices)		
	<i>or</i> Any Level 4 module throughout the university ^b		
Level 5			
ASB-2103 ^a	Principles of Marketing	1	10
ASB-2104 ^a	Principles of Organisation and Management	1	10
ASB-2108	Probability and Optimisation	1	10
ASB-2504	Financial Accounting	1	10
ASB-2509	Investment	1	10
ASB-2202	Finance	1+2	20
ASB-2110	Statistical Methods	2	10
ASB-2305	Business Economics	2	10
ASB-2508	Corporate Governance and Regulation	2	10
SXL-2137	+ Options (20 credits) Any BBS Level 5 modules <i>except</i> ASB-2411 <i>or</i> Company Law for Business (if you have already taken SXL-1114) <i>or</i>	1+2	20
SXL-2114	Law for Non-Lawyers (if you have not already taken SXL-1114) <i>or</i>	1+2	20
QXS-2001 ^d	Integrated English Skills 1 (international students only)	1	10
QXS-2002 ^d	Integrated English Skills 2 (international students only)	2	10
QXS-2003 ^d	Business English 1 (international students only)	1	10
QXS-2004 ^d	Business English 2 (international students only)	2	10
Level 6^c			
ASB-3101 ^a	Human Resource Management	1	10
ASB-3102	International Business	1	10
ASB-3103	Marketing Strategy and Management	1	10
ASB-3104	Entrepreneurship, Capital and the Firm	1	10
ASB-3207	Financial Economics	1	10
ASB-3303	Principles of Econometrics	2	10
ASB-3210	Advanced Corporate Finance	1+2	20
ASB-3105	Business Planning	2	10
ASB-3109	Strategic Management	2	10
ASB-3215	Advanced Investment Theory and Practice	2	10
	+ Options (20 credits) Any BBS Level 6 modules		

^a Welsh language version available. ^b Subject to the approval of the school in which the module is based.

^c Level 6 direct entry and Bridging Degree students, see page 130.

^d A maximum of 20 ELCOS credits may be taken in any one year.

LEVEL 6 PROGRAMMES FOR DIRECT ENTRY AND BRIDGING DEGREES

BA BUSINESS STUDIES AND FINANCE

ASB-3101	Human Resource Management	1	10
ASB-3103	Marketing Strategy and Management	1	10
ASB-3104	Entrepreneurship, Capital and the Firm	1	10
ASB-3207	Financial Economics	1	10
ASB-3210	Advanced Corporate Finance	1+2	20
ASB-3105	Business Planning	2	10
ASB-3109	Strategic Management	2	10
ASB-3215	Advanced Investment Theory and Practice	2	10
	+ Options (30 credits) Any BBS Level 6 modules <i>except</i> ASB-3303, ASB-3402 and ASB-3412		

BSc BUSINESS STUDIES AND FINANCE

ASB-3101	Human Resource Management	1	10
ASB-3103	Marketing Strategy and Management	1	10
ASB-3104	Entrepreneurship, Capital and the Firm	1	10
ASB-3207	Financial Economics	1	10
ASB-3303	Principles of Econometrics	1	10
ASB-3210	Advanced Corporate Finance	1+2	20
ASB-3105	Business Planning	2	10
ASB-3109	Strategic Management	2	10
ASB-3215	Advanced Investment Theory and Practice	2	10
	+ Options (20 credits) Any BBS Level 6 modules <i>except</i> ASB-3402 and ASB-3412		

Complete a curriculum map below

Module Code	Programme Learning Outcomes																						
	1.1	1.2	1.3	2.1	2.2	2.3	2.4	3.1	3.2	3.3	3.4	3.5	3.6	3.7	3.8	4.1	4.2	4.3	4.4	4.5	4.6	4.7	
ASB-1103	x			x	x			x		x	x	x	x			x		x					
ASB-1200								x	x		x	x	x	x	x								
ASB-1101					x	x	x				x	x	x	x	x							x	
ASB-1110			x		x	x			x	x	x	x	x				x						
ASB-1112				x	x	x		x		x	x	x	x										
ASB-1104	x			x	x			x		x	x	x	x			x							
ASB-1202			x	x	x			x		x	x	x	x						x	x			
ASB-2103	x			x	x			x		x	x	x	x			x							
ASB-2104	x			x	x			x		x	x	x	x			x							
ASB-2411						x	x				x	x	x	x	x							x	
ASB-2504			x		x	x			x	x	x	x	x				x						
ASB-2509			x	x	x	x		x		x	x	x	x						x	x	x		
ASB-2202			x	x	x	x		x		x	x	x	x						x	x	x		
ASB-2305				x	x			x		x	x	x	x										
ASB-2508	x			x	x			x		x	x	x	x			x							
ASB-2108						x	x			x	x	x	x	x	x							x	x
ASB-2110						x	x			x	x	x	x	x	x							x	x
ASB-3101	x			x	x			x		x	x	x	x			x							
ASB-3103	x			x	x			x		x	x	x	x			x							
ASB-3104		x		x	x			x		x	x	x	x					x					
ASB-3207			x	x	x	x		x		x	x	x	x						x	x			
ASB-3303					x	x				x	x	x	x	x	x							x	x
ASB-3210	x		x	x	x			x		x	x	x	x					x	x	x			
ASB-3105	x			x	x			x		x	x	x	x					x					
ASB-3109	x			x	x			x		x	x	x	x					x					
ASB-3215			x	x	x	x	x			x	x	x	x								x	x	

Exit Awards	Please list core/compulsory/optional modules for each exit award
Award (e.g. Cert HE or PGCert)	For the Certificate in Higher Education (Cert HE) students must have followed a total of 120 credits and achieved progression to level 5.
Award (e.g. Dip HE or PGDip)	For the Diploma in Higher Education (Dip HE) students must have followed a total of 240 credits and achieved progression to level 6.
10. Criteria for Admission	<p>A-level 240-280 points, plus GCSE Mathematics at Grade C (or equivalent)</p> <p><i>Alternatives to A-level include:</i> BTEC HND with 3 merits and 2 distinctions GNVQ (Advanced) overall Merit award Scottish Highers BBBC Irish Highers: 5 Highers including English (380 points) International Baccalaureate with 28 points Equivalent overseas qualifications <i>International students whose first language is other than English must also satisfy:</i> IELTS 6.0 or TOEFL equivalent</p> <p><i>Notes:</i> Mature students are considered on individual merit Applicants with relevant prior qualifications may be eligible for direct entry to Level 5</p>
11. Student employability & career opportunities.	Graduates from this programme are expected to obtain employment in a variety of careers in accountancy, in the financial sector, and in business and management, with employers in the private, public and not-for-profit sectors.