PROGRAMME SPECIFICATION

Name, title and level of final qualification(s)	**BSc Business Innovation and Entrepreneurship** (Level 6)
Name and title of any exit qualification(s)	Diploma of Higher Education Certificate of Higher Education Certificate of Continuing Education
Is the programme offered with a Foundation Year?	Yes
Awarding Body	University of London
Teaching Institution(s)	Birkbeck, University of London
Home school/other teaching departments	Birkbeck Business School
Location of delivery	Central London
Language of delivery and assessment	English
Mode of study, length of study and normal start month	Full-time (3 years) Part-time (4 years) Full-time with Foundation Year (4 years) Part-time with Foundation Year (6 years) September
Professional, statutory or regulatory body	N/A
QAA subject benchmark group(s) Higher Education Credit Framework for England	Business and Management
UCAS code	N103; N104
Birkbeck Course Code	UUBSBIEN_C (3 years full-time) UBSBIENT_C (4 years part-time) UUBFBIEN_C (4 years full-time with FY) UBFBIENT_C (6 years part-time with FY)
HECoS Code	100078 Business and Management 101221 Entrepreneurship
Start date of programme	2023/24
Date of programme approval	November 2022
Date of last programme amendment approval	January 2024
Valid for academic year and cohorts	2023-24
Date of last revision to document	15/01/2024

Admissions requirements

We welcome applicants without traditional entry qualifications as we base decisions on our own assessment of qualifications, knowledge and previous work experience. We may waive formal entry requirements based on judgement of academic potential.

BSc Business Innovation and Entrepreneurship: UCAS tariff: 96-128 points; A-levels: CCC-ABB

BSc Business Innovation and Entrepreneurship with Foundation Year: UCAS tariff: 48 points

The UCAS tariff score is applicable to you if you have recently studied a qualification that has a UCAS tariff equivalence. UCAS provides a tariff calculator for you to work out what your qualification is worth within the UCAS tariff.

GCSES: Applicants will normally be expected to have grade C or grade 4 GCSE-level English and mathematics. Applicants who do not hold this level of qualification may be required to carry out a skills audit at a selection evening, which comprises English and mathematics. This audit assesses an applicant's potential to cope with, and benefit from, a particular programme of study.

Course aims

The programme's main aims are:

- To provide students with the necessary skills to manage innovations inside organisations and to support students' entrepreneurial activities.
- To provide students with the required skills for further study on one of the Master's degree programmes at Birkbeck: MSc Business Innovation with Entrepreneurship, MSc Business Innovation with E-Business, MSc Business Innovation with International Technology Management.

To achieve those overall aims, the programme's specific aim is to foster the development of skills, knowledge and expertise in the following areas:

- Understanding of the various processes, procedures and practices for effective management of organisations and innovations. This includes theories, models, frameworks, tasks and roles of management, including the management of people, together with rational analysis and other processes of decision-making within different organisations.
- Understanding of organisations, the business environment in which they operate and their management. The interrelationships among and the integration between these areas.
- Knowledge of the business environment: this encompasses the fast pace of change within a wide range of factors, including economic, environmental, cultural, ethical, legal and regulatory, political, sociological, digital and technological, together with their effects at local, national and global levels upon the strategy, behaviour, management and sustainability of organisations.
- Personal skills development and generic skills that are transferable to a wide range of research, teaching and work situations. This includes the skills of problem solving,

innovation, commercial acumen, reflection, analysis, communication, leadership, numeracy and life-long learning.

Foundation Year Aims:

- To enable students to develop the foundational knowledge and skills required for successful completion of a degree in a range of business-related disciplines
- Provide support to those students who do not meet the formal entry requirements for direct entry to the degree, but who can demonstrate ability for degree level study

Course structure

The BSc programme can be studied: full time over 3 years or part time over 4 years (equivalent to 75% intensity of full time). Two sets of degree structures, 3 and 4 year structures are provided below.

This BSc Business Innovation and Entrepreneurship with Foundation Year provides students with the opportunity to fully develop foundation skills before starting the main BSc programme, and can be studied full time over 4 years or part time over 6 years. Two sets of 'with Foundation Year' degree structures, for 4 and 6 years are provided below.

Level	Module Code	Module Title	Credits	Core Compulsory Option	Likely teaching term
Full-time – 3 years					
Year 1					
4	BUMN077H4	Management Studies I	15	Compulsory	T1
4	BUMN078H4	Management Studies II	15	Compulsory	T2
4	BUMN051H4	Business Information Systems	15	Compulsory	T3
4	BUMN131H4	Introduction to Accounting	15	Compulsory	T2
4	BUMN149H4	Microeconomics for Business	15	Compulsory	T3
4	BUMN138H4	Personal and Academic Skills for Success	15	Compulsory	T1
4	MOMN022H4	Quantitative Methods	15	Compulsory	T3
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Compulsory	T2
Year 2					
5	BUMN147H5	Management of Innovation	15	Compulsory	T1
5	BUMN150H5	Critical Perspectives on People Management	15	Compulsory	T2
5	BUMN165H5	Managing Digital Transformation	15	Compulsory	T2
5	MOMN018H5	Commercial Law for Business	15	Compulsory	T3
5	BUMN093H5	Marketing Communications	15	Compulsory	T3
5	BUMN067H5	Buyer Behaviour	15	Compulsory	T3
5		Option modules	30	Optional	

		Year 3			
6	BUMN140S6	Business Project	30	Compulsory	T-2
6	MOMN069H6	Strategic Management (Undergraduate)	15	Compulsory	T1
6	BUMN057H6	Entrepreneurship and Small Business	15	Compulsory	T1
6	BUMN143H6	Introduction to Corporate Responsibility	15	Compulsory	T2
6	BUMN153H6	Knowledge Management	15	Compulsory	T3
6	BUMN136H6	Project Management	15	Compulsory	T3
6		Option module	15	Option	
Part time - 4 years					
Year 1					
4	BUMN077H4	Management Studies I	15	Compulsory	T1
4	BUMN078H4	Management Studies II	15	Compulsory	T2
4	BUMN051H4	Business Information Systems	15	Compulsory	T3
4	BUMN138H4	Personal and Academic Skills for Success	15	Compulsory	T1
4	MOMN022H4	Quantitative Methods	15	Compulsory	T3
4	BUMN131H4	Introduction to Accounting	15	Compulsory	T2
Year 2					
5	BUMN147H5	Management of Innovation	15	Compulsory	T1
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Compulsory	T2
5	BUMN150H5	Critical Perspectives on People Management	15	Compulsory	T2
4	BUMN149H4	Microeconomics for Business	15	Compulsory	T3
5	BUMN093H5	Marketing Communications	15	Compulsory	T3
5		Option module	15	Optional	
Year 3					
6	BUMN057H6	Entrepreneurship and Small Business	15	Compulsory	T1
6	MOMN069H6	Strategic Management (Undergraduate)	15	Compulsory	T1
5	BUMN165H5	Managing Digital Transformation	15	Compulsory	T2
5	BUMN067H5	Buyer Behaviour	15	Compulsory	T3
5	MOMN018H5	Commercial Law for Business	15	Compulsory	T3
5		Option module	15	Optional	
Year 4					
6	BUMN140S6	Business Project	30	Compulsory	T1-2
6	BUMN143H6	Introduction to Corporate Responsibility	15	Compulsory	T2
6	BUMN153H6	Knowledge Management	15	Compulsory	T3
6	BUMN136H6	Project Management	15	Compulsory	T3
6		Option module	15	Option	

Full-time with Foundation Year - 4-years					
Foundation Year (Year 0)					
3	CASE002S3	Fundamentals of Study: Learning through the Global City	30	Core	T1+T2
3	BUMN170H3	Leadership and Team Building	15	Core	T3
3	BUMN166H3	Mathematics for Business	15	Core	T2
3	BUMN169H3	Managing Change	15	Core	T3
3	BUMN168H3	Strategy and Business Planning	15	Core	T2
3	BUEM120H3	The Modern British Economy (Foundation Year)	15	Core	T3
3	BUMN167H3	Understanding Organisations	15	Core	T1
Year 1					
4	BUMN077H4	Management Studies I	15	Compulsory	T1
4	BUMN078H4	Management Studies II	15	Compulsory	T2
4	BUMN051H4	Business Information Systems	15	Compulsory	T3
4	BUMN131H4	Introduction to Accounting	15	Compulsory	T2
4	BUMN149H4	Microeconomics for Business	15	Compulsory	T3
4	BUMN138H4	Personal and Academic Skills for Success	15	Compulsory	T1
4	MOMN022H4	Quantitative Methods	15	Compulsory	T3
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Compulsory	T2
Year 2					
5	BUMN147H5	Management of Innovation	15	Compulsory	T1
5	BUMN150H5	Critical Perspectives on People Management	15	Compulsory	T2
5	BUMN165H5	Managing Digital Transformation	15	Compulsory	T2
5	MOMN018H5	Commercial Law for Business	15	Compulsory	T3
5	BUMN093H5	Marketing Communications	15	Compulsory	T3
5	BUMN067H5	Buyer Behaviour	15	Compulsory	T3
5		Option modules	30	Optional	
Year 3					
6	BUMN140S6	Business Project	30	Compulsory	T1+T2
6	BUMN057H6	Entrepreneurship and Small Business	15	Compulsory	T1
6	BUMN143H6	Introduction to Corporate Responsibility	15	Compulsory	T2
6	BUMN153H6	Knowledge Management	15	Compulsory	T3
6	BUMN136H6	Project Management	15	Compulsory	T3
6	MOMN069H6	Strategic Management (Undergraduate)	15	Compulsory	T1
6		Option module	15	Option	

		Part-time with Foundation Year Part-Time – 6 years			
Year 0a					
3	CASE002S3	Fundamentals of Study: Learning through the Global City	30	Core	T1+T2
3	BUMN170H3	Leadership and Team Building	15	Core	T3
3	BUMN166H3	Mathematics for Business	15	Core	T2
Year 0b					
3	BUMN169H3	Managing Change	15	Core	T3
3	BUMN168H3	Strategy and Business Planning	15	Core	T2
3	BUEM120H3	The Modern British Economy (Foundation Year)	15	Core	T3
3	BUMN167H3	Understanding Organisations	15	Core	T1
Year 1					
4	BUMN077H4	Management Studies I	15	Compulsory	T1
4	BUMN078H4	Management Studies II	15	Compulsory	T2
4	BUMN051H4	Business Information Systems	15	Compulsory	T3
4	BUMN138H4	Personal and Academic Skills for Success	15	Compulsory	T1
4	MOMN022H4	Quantitative Methods	15	Compulsory	T3
4	BUMN131H4	Introduction to Accounting	15	Compulsory	T2
Year 2					
5	BUMN147H5	Management of Innovation	15	Compulsory	T1
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Compulsory	T2
5	BUMN150H5	Critical Perspectives on People Management	15	Compulsory	T2
4	BUMN149H4	Microeconomics for Business	15	Compulsory	T3
5	BUMN093H5	Marketing Communications	15	Compulsory	T3
5		Option module	15	Optional	
Year 3					
6	BUMN057H6	Entrepreneurship and Small Business	15	Compulsory	T1
6	MOMN069H6	Strategic Management (Undergraduate)	15	Compulsory	T1
5	BUMN165H5	Managing Digital Transformation	15	Compulsory	T2
5	BUMN067H5	Buyer Behaviour	15	Compulsory	T3
5	MOMN018H5	Commercial Law for Business	15	Compulsory	T3
5		Option module	15	Optional	
Year 4					
6	BUMN140S6	Business Project	30	Compulsory	T1+T2
6	BUMN143H6	Introduction to Corporate Responsibility	15	Compulsory	T2
6	BUMN153H6	Knowledge Management	15	Compulsory	T3
6	BUMN136H6	Project Management	15	Compulsory	T3
6		Option module	15	Option	

Core: *Module must be taken and passed by student*
Compulsory: *Module must be taken but can be considered for compensated credit (see CAS regulations paragraph 24)*
Option: *Student can choose to take this module*

How you will learn

Your learning and teaching is organised to help you meet the learning outcomes (below) of the course. As a student, we expect you to be an active learner and to take responsibility for your learning, engaging with all of the material and sessions arranged for you.

Each course is divided into modules. You will find information on the virtual learning site (Moodle, see Academic Support below) about each of your modules, what to expect, the work you need to prepare, links to reading lists, information about how and when you will be assessed.

Your learning for this course will be a combination of lectures (pre-recorded) and seminars. Lectures are designed to provide you with an outline or overview of the topic, to engage you with the material and direct you to other resources. They are a springboard for your own learning. Seminars are group sessions where you will be asked to contribute to discussion or group work around the topic, with material set in advance for which you need to prepare.

How we will assess you

The course will use a variety of assessment methods. Assessment is used to enhance your learning rather than simply to test it. Modules that emphasise the learning of numerical skills lean toward the use of mid-term tests coupled with unseen, formal examination at the end of each term. Mid-term tests are short tests set during the term and are designed to provide early feedback on performance. Other modules use individual or group presentations, written essays, or formal end of term examinations, as sole assessments or in combination. In the final year of studies, students independently design and complete a large written assignment, in the form of a research project/dissertation

Learning outcomes (what you can expect to achieve)

'Learning outcomes' indicate what you should be able to know or do at the end of your course. Providing them helps you to understand what your teachers will expect and also the learning requirements upon which you will be assessed.

Foundation Year:

Upon successful completion of the Foundation Year you will be able to:

- Demonstrate knowledge of the foundational concepts and principles associated with business and IT, and an ability to evaluate and interpret these within the relevant areas of study
- Present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument
- Make sound judgements in accordance with basic theories and concepts of the subjects under study
- Evaluate the appropriateness of different approaches to solving problems related to their proposed area of study and/or work

BSc Business Innovation and Entrepreneurship 2023/24

- Communicate the results of their study/work accurately and reliably, and with structured and coherent arguments
- Undertake further study at undergraduate level and develop new skills

Learning outcomes for degree (all programme routes):

Upon the successful completion of this programme you should be able to:

Subject Specific
1. Demonstrate an understanding of business innovation and enterprise development, including how to take innovative business ideas to create new products, services or organisations, the identification of intellectual property and appreciation of its value.
2. Demonstrate awareness of issues in the development of strategic priorities to deliver business at speed in an environment where digital technology has reshaped traditional revenue and business models.
3. Discuss issues in the development, access and operation of markets for resources, goods and services.
4. Analyse marketing and sales decisions, including different approaches for segmentation, targeting, positioning and the need for innovation in product and service design.
5. Demonstrate leadership and management skills.
6. Show awareness of social responsibility, including the need for individuals and organisations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues.

Intellectual
1. Act entrepreneurially to generate, develop and communicate ideas, be able to understand important issues in managing intellectual property, gaining business support, and deliver successful outcomes.
2. Demonstrate awareness of the key drivers for business success, causes of failure and the importance of providing customer satisfaction.
3. Effectively communicate, appreciate issues in team building, leadership and the motivation of others.
4. Analyse facts and circumstances to determine the cause of a problem and identifying and selecting appropriate solutions.
5. Analyse and evaluate a range of business data, sources of information and appropriate methodologies, which includes the need for strong digital literacy, and to use that research for evidence-based decision-making.
6. Use quantitative skills to manipulate data, evaluate, estimate and model business problems, functions and phenomena.

Practical, personal and social skills
1. Show awareness of the interpersonal skills of effective listening, negotiating, persuasion and presentation and their use in generating business contacts.
2. Able to work collaboratively both internally and with external customers and an awareness of mutual interdependence.
3. Able to work with people from a range of cultures.
4. Articulate and effectively explain information.
5. Demonstrate conceptual and critical thinking, analysis, synthesis and evaluation.
6. Self-manage and show a readiness to accept responsibility and flexibility, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.
7. Self-reflect and show awareness/sensitivity to diversity in terms of people and cultures. This includes a continuing appetite for development.

Careers and further study

You will find graduates in the following kinds of roles in business or management in a domestic or international context, in large as well as small, start-up organisations: innovation manager, new business development manager, digital transformation manager, innovation consultant or innovation catalyst.

On obtaining the BSc Business Innovation and Entrepreneurship degree, students can progress to any of the following Master's programmes in the Department of Management: MSc Business Innovation with E-Business and MSc Business Innovation with Entrepreneurship.

Birkbeck offers a range of careers support to its students. You can find out more on the careers pages of our website.

Academic regulations and course management

Birkbeck's academic regulations are contained in its Common Award Scheme Regulations and Policies published by year of application on the Birkbeck website.

You will have access to a course handbook on Moodle and this will outline how your course is managed, including who to contact if you have any questions about your module or course.

Support for your study

Your learning at Birkbeck is supported by your teaching team and other resources and people in the College there to help you with your study. Birkbeck uses a virtual learning environment called Moodle and each course has a dedicated Moodle page and there are further Moodle sites for each of your modules. This will include your course handbook.

Birkbeck will introduce you to the Library and IT support, how to access materials online, including using Moodle, and provide you with an orientation which includes an online Moodle module to guide you through all of the support available. You will also be allocated a personal tutor and provided with information about learning support offered within your School and by the College.

Please check our website for more information about student support services. This covers the whole of your time as a student with us including learning support and support for your wellbeing.

Quality and standards at Birkbeck

Birkbeck's courses are subject to our quality assurance procedures. This means that new courses must follow our design principles and meet the requirements of our academic regulations. Each new course or module is subject to a course approval process where the proposal is scrutinised by subject specialists, quality professionals and external representatives to ensure that it will offer an excellent student experience and meet the expectation of regulatory and other professional bodies.

You will be invited to participate in an online survey for each module you take. We take these surveys seriously and they are considered by the course team to develop both modules and the overall courses. Please take the time to complete any surveys you are sent as a student.

We conduct an annual process of reviewing our portfolio of courses which analyses student achievement, equality data and includes an action plan for each department to identify ongoing enhancements to our education, including changes made as a result of student feedback.

Our periodic review process is a regular check (usually every four years) on the courses by department with a specialist team including students.

Each course will have an external examiner associated with it who produces an annual report and any recommendations. Students can read the most recent external examiner reports on the course Moodle pages. Our courses are all subject to Birkbeck Baseline Standards for our Moodle module information. This supports the accessibility of our education including expectations of what information is provided online for students.