UNIVERSITY OF WOLVERHAMPTON

Course Specification

Published Date:	17-Jul-2026
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Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	School of Business and Law		
Course Code(s):	BU136H01UM BU136H31UM	Full-time Part-time	3 Years 6 Years
UCAS Code:	N202		
Course Title:	BA (Hons) Business Management		
Hierarchy of Awards:	Bachelor of Arts with Honours Business Management Bachelor of Arts Business Management Diploma of Higher Education Business Management Certificate of Higher Education Business Management		
Language of Study:	English		
Date of first cohort:	14/Sep/2026		
Specification valid from:	2025/6		

Academic Staff

Course Leader:	
Head of Department:	

Course Information

Location of Delivery:	University of Wolverhampton
Category of Partnership:	Standard Provision (Not delivered in partnership)
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS

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Distinctive Features of the Course:

The BA (Hons) Business Management is designed to prepare you for success in a rapidly evolving global business environment. What makes this course distinctive is its strong emphasis on practical learning, innovation, and employability, providing you with the opportunity to graduate with the skills and confidence to thrive in diverse industries.

Throughout the programme, you will explore core business functions—management, marketing, finance, leadership, and operations—through four key themes that run across all modules: **innovation and enterprise, sustainability, responsibility and professionalism, and digitalisation** These themes reflect the realities of modern business and equip you to lead with creativity and integrity.

Distinctive Features:

- **Four integrated themes**: Innovation, sustainability, responsibility and professionalism, and digitalisation embedded throughout the curriculum.
- **Entrepreneurial focus**: Develop the ability to apply business practices in innovative and enterprising ways.
- **Optional placement year**: Gain valuable real-world experience to boost your employability.
- **Live projects and case studies**: Work on real business challenges to apply theory in practice.
- **Industry engagement**: Learn from guest speakers and network with entrepreneurs and business leaders.
- **Digital business skills**: Build expertise in digital tools and strategies essential for today’s marketplace.
- **Personal development**: Active learning and self-reflection to strengthen transferable skills.
- **Flexible pathways**: Opportunities to specialise in areas such as Human Resources, Marketing, or Enterprise in your final year.

By the end of the course, you should have developed critical thinking, problem-solving, and leadership skills, alongside a strong professional network. You should graduate ready to pursue careers in management, consultancy, entrepreneurship, or further postgraduate study, with the confidence to make an impact in a global business context.

Educational Aims of the Course:

Intakes:

September

January

May

Major Source of Funding:

Office for Students (OFS)

Tuition Fees:

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2025/6	H	Full Time / Sandwich	£9535.00
2025/6	Overseas	Full Time / Sandwich	£15995.00
2025/6	H	Part Time	£4768.00
2026/7	H	Full Time / Sandwich	£9790.00
2026/7	Overseas	Full Time / Sandwich	£17600.00
2026/7	H	Part Time	£4895.00

PSRB:

BU136H01UM (Full-time)

Professional Accreditation Body:
Chartered Management Institute (CMI)

Accrediting Body:
Chartered Management Institute (CMI)

Accreditation Statement:
Accredited by the Chartered Management Institute (CMI).

Approved	Start	Expected End	Renewal
17/Aug/2021	01/Sep/2021		

BU136H31UM (Part-time)

Professional Accreditation Body:
Chartered Management Institute (CMI)

Accrediting Body:
Chartered Management Institute (CMI)

Accreditation Statement:
Accredited by the Chartered Management Institute (CMI).

Approved	Start	Expected End	Renewal
17/Aug/2021	01/Sep/2021		

Course Structure:

January (Full-time)

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Part time students study alongside full time students. However, they do not study more than 90 credits in each academic calendar year.

Module	Title	Credits	Period	Type
4BU028	Introduction to Digital Business	30	SEM2	Core
4BU025	Succeeding at University	30	SEM2	Core

January (Full-time)

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Module	Title	Credits	Period	Type
4BU027	Enterprise and Entrepreneurship Essentials	30	SEM1	Core
4BU026	Building a Responsible and Sustainable Business	30	SEM1	Core

January (Full-time)

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Module	Title	Credits	Period	Type
5BU026	Customer Acquisition and Retention	30	SEM2	Core
5BU025	Operations and Project Planning	30	SEM2	Core

January (Full-time)

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Module	Title	Credits	Period	Type
5BU024	Professional Development within Business	30	SEM1	Core
5FC005	Managing Finance and Accounts	30	SEM1	Core

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Module	Title	Credits	Period	Type
6BU031	Change Leadership and Organisational Behaviour	30	SEM2	Core
6BU032	Corporate Strategy and International Business	30	SEM2	Core

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Module	Title	Credits	Period	Type
6BU033	Applied Business Analytics and Intelligence	30	SEM1	Core
6BU034	The Professional Project	30	SEM1	Core

May (Full-time)

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Module	Title	Credits	Period	Type
4BU025	Succeeding at University	30	SEM3	Core
4BU028	Introduction to Digital Business	30	SEM3	Core

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4BU027	Enterprise and Entrepreneurship Essentials	30	SEM1	Core
4BU026	Building a Responsible and Sustainable Business	30	SEM1	Core

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5BU025	Operations and Project Planning	30	SEM3	Core
5BU026	Customer Acquisition and Retention	30	SEM3	Core

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6BU033	Applied Business Analytics and Intelligence	30	SEM1	Core
6BU034	The Professional Project	30	SEM1	Core

September (Full-time)

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Module	Title	Credits	Period	Type
4BU025	Succeeding at University	30	SEM1	Core
4BU028	Introduction to Digital Business	30	SEM1	Core
4BU027	Enterprise and Entrepreneurship Essentials	30	SEM2	Core
4BU026	Building a Responsible and Sustainable Business	30	SEM2	Core

September (Full-time)

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5BU026	Customer Acquisition and Retention	30	SEM1	Core
5BU024	Professional Development within Business	30	SEM2	Core
5FC005	Managing Finance and Accounts	30	SEM2	Core

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6BU033	Applied Business Analytics and Intelligence	30	SEM2	Core
6BU034	The Professional Project	30	SEM2	Core

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, to create the best learning experience.

Learning, Teaching and Assessment

Regulations Exemption:

None

Reference Points:

UK Quality Code for Higher Education

Qualifications and Credit Frameworks

Subject Benchmark Statements

University Policies and Regulations

Equality Act 2010: guidance - GOV.UK

Apprenticeship Standard

Overview of Assessment:

As part of the course approval process, the course learning outcomes were mapped to each of the modules forming the diet of the programme of study. This process confirmed that all course learning outcomes can be met through successful completion of the modules. This mapping applies to the final award as well as to all of the intermediate awards.

Learning Outcomes	Modules

Learning Outcomes	Modules
CERTHE01 Demonstrate knowledge of the underlying concepts, theories and principles associated with your area(s) of study. (Knowing)	
CERTHE02 Evaluate, interpret and apply data, to develop ideas and discussion in your subject(s) of study. (Knowing)	
CERTHE03 Use different approaches to solving problems related to your area(s) of study (Doing)	
CERTHE04 Communicate the results of your study/work accurately and reliably, and with structured and coherent arguments (Doing)	
CERTHE05 Identify and undertake further training and develop new skills to support your learning (Being)	
CERTHE06 Identify personal qualities and transferable skills necessary for further study and/or employment (Being)	
DIPHE01 Demonstrate knowledge and application of the concepts and principles of your area(s) of study. (Knowing)	
DIPHE02 Demonstrate the application of those principles in an employability and/or professional practice context. (Knowing)	
DIPHE03 Identify and use methods of enquiry in the subject(s) and evaluate the appropriateness of different approaches to solving problems in study. (Doing)	
DIPHE04 Use a range of new and established techniques to explore and critique data and sources of information, to solve problems within your subject (Doing)	
DIPHE05 Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences. (Being)	
DIPHE06 Show personal responsibility and decision-making to developing existing skills and acquire new competences that will enable you to reach your employability goals. (Being)	
BHONSN01 Critically evaluate business theories, concepts and models (Knowing)	
BHONSN02 Evaluate and demonstrate understanding of the ethical, legal, and social aspects of business (Knowing)	
BHONSN03 Develop relevant, professional skills and professional identity, in line with relevant PSRB expectations and competencies (Doing)	
BHONSN04 To develop managerial decision-making skills across a range of disciplines, including HR, marketing, finance and operations (Doing)	
BHONSN05 Communicate effectively and responsibly with a diverse range of audiences and stakeholders (Being)	
BHONSN06 Demonstrate entrepreneurial, intrapreneurial, analytical and critical skills which can be applied in a workplace context (Being)	

Learning Outcomes	Modules
BHONS01 Critically evaluate business theories, concepts and models (Knowing)	
BHONS02 Evaluate and demonstrate understanding of the ethical, legal, and social aspects of business (Knowing)	
BHONS03 Develop relevant, professional skills and professional identity, in line with relevant PSRB expectations and competencies (Doing)	
BHONS04 To develop managerial decision-making skills across a range of disciplines, including HR, marketing, finance and operations (Doing)	
BHONS05 Communicate effectively and responsibly with a diverse range of audiences and stakeholders (Being)	
BHONS06 Demonstrate entrepreneurial, intrapreneurial, analytical and critical skills which can be applied in a workplace context (Being)	

Teaching, Learning & Assessment Strategy/(Learning and Teaching):

Your Business Management course is structured to help you build confidence in key foundational topics before progressing to more advanced concepts. In the early stages, you will focus on the foundations such as understanding business environments, digital businesses, enterprise and entrepreneurships and sustainability and developing academic writing skills. These are introduced through interactive lectures, workshops, and guided activities that support your transition into university-level study.

Learning takes place through in-person classes designed to be inclusive, and engaging with online resources available to compliment the taught sessions. On campus sessions offer opportunities for discussion, collaboration, and hands-on learning, while online resources including digital tools, and interactive platforms allow you to do further study around the taught topics and revisit key materials from the classroom whenever needed.

Throughout the course, you will be supported to develop the academic and digital skills needed for success. Group work, independent study, and research tasks are scaffolded with guidance and resources, and you will have access to workshops and tutorials focused on digital literacy, critical thinking, and effective communication. These skills are embedded into your modules, so you build them naturally as part of your learning.

Professional and practice-based elements are integrated into your academic experience. You will work on live briefs, case studies, or placements that connect classroom learning with real-world business challenges. These experiences help you apply theory to practice and develop the confidence and insight needed for future employment.

Digital fluency is a key part of your learning journey. You will use a range of digital tools to collaborate, research, and present your work. You will be introduced to the ethical use of technology and Artificial Intelligence (AI), whilst developing your data competency. This ensures you are prepared for the evolving demands of the modern workplace and can use digital resources responsibly and effectively.

Assessment Methods/Assessments:

Assessment on your Business Management course is designed to support your learning and development throughout your studies. You will experience a balanced mix of assessment types including reports, presentations, portfolios, and case study analyses to help you demonstrate your understanding in different ways. Assessments are spaced across the academic year to ensure a manageable workload and allow time for feedback and improvement.

To help you prepare, many modules include formative tasks these are practice activities that do not count towards your final grade but give you valuable feedback. You might submit a draft, take part in a peer review, or complete a short quiz. These opportunities help you build confidence and understand what is expected before you complete your final assessments.

Assessments are designed to help you develop key intellectual skills such as critical thinking, problem-solving, and evidence-based argument. You will be encouraged to analyse real-world business scenarios, evaluate different approaches, and present your ideas clearly and persuasively. These skills are essential for success both in your studies and in your future career.

Inclusivity is a core principle of assessment design. You will encounter varied formats and clear guidance to support different learning needs. Where appropriate, you'll have choices in how you approach your assessments such as selecting your own topic, using different presentation formats, or applying your lived experience to a business challenge. This helps ensure that assessments are accessible and meaningful to all students.

Authentic assessments that reflect real-world and professional practices. You may work on live briefs, simulate business decision-making, or create materials that mirror workplace tasks. This approach helps you build practical skills and prepares you for the expectations of employers.

Further Information for Student:

Your Business Management course has been carefully designed to help you settle into university life and succeed throughout your academic journey. In your first year, you will take part in a structured induction programme that introduces you to university systems, academic expectations, and key contacts. Early modules focus on building core academic skills such as critical thinking, academic writing, and digital literacy, helping you adapt confidently to higher education.

We understand that students come from a wide range of educational backgrounds. That is why the course includes embedded academic support such as study skills workshops, scaffolded learning activities, and regular tutor check-ins. These are built into your timetable and learning materials, ensuring everyone has access to the support they need without having to seek it out separately. Inclusive teaching practices and diverse case studies also help ensure that all students feel represented and supported.

Early assessments are designed to be developmental. You will receive detailed feedback that highlights your strengths and areas for improvement, helping you build confidence and prepare for larger assignments later in the course. These assessments are often linked to real-world scenarios, making them both relevant and engaging.

If your course includes a placement or work-based learning, you will be supported through preparatory workshops, ongoing tutor guidance, and reflective activities to help you connect your experiences to your academic learning. This ensures you gain maximum value from these opportunities and are well-prepared for future employment.

Finally, your feedback is vital. We regularly gather student input through module evaluations, course representatives, and student voice forums. This feedback directly informs course improvements, ensuring that the support we offer remains responsive, relevant, and effective.

The University provides a wide range of academic and pastoral support to help students succeed in their studies and personal development. This includes access to the Library and Skills for Learning service, student success coaching in the early stages of your studies, and tailored advice from the Careers and Enterprise teams. Students also benefit from 24/7 wellbeing support through WLV Student Life Connect, pastoral care via the Multi-faith Chaplaincy, and assistance from the Mental Health and Wellbeing team. Those living in university accommodation have additional access to Residential Life support, and all students can engage with the Students' Union for advocacy, societies, and further peer-led services.

Currency:

Your Business Management course is designed to stay current with the fast-changing world of business. The curriculum is regularly reviewed and updated to reflect the latest research, emerging theories, and contemporary issues such as digital transformation, sustainability, and global enterprise. This ensures that what you learn is relevant to today's business environment and prepares you for future challenges.

You will engage with research throughout your course, including work conducted by academic staff at the University of Wolverhampton. This might include exploring recent publications, participating in research led discussions, or using current data and case studies in your assignments. You will also develop your own inquiry skills through independent research projects, critical analysis tasks, and reflective activities that encourage deeper thinking.

The course helps you think innovatively and critically about real-world challenges. You'll explore topics such as ethical leadership, sustainable business practices, and social responsibility, and apply your learning to practical scenarios. This approach helps you understand the impact of business decisions and prepares you to contribute positively to society and the economy.

Graduate Attributes are embedded throughout the curriculum to support your development as a future-ready professional. You become a Global Citizen by engaging with international perspectives, a Knowledgeable learner through exposure to cutting-edge theory and practice, a Professional through work-based learning and employability skills, and Digitally Fluent by using digital tools responsibly and effectively, including AI and data analysis. Interdisciplinary collaboration is encouraged through group projects, cross-module themes, and opportunities to work with students from other subject areas. You will also be supported to develop lifelong learning habits such as self-reflection, goal setting, and adaptability so you can continue growing and responding to changes in your field long after graduation.

Personalisation Opportunities:

Your Business Management course offers a range of opportunities to tailor your learning to your personal goals, interests, and experiences. From the start, you will be encouraged to explore topics and case studies that connect with your background, career aspirations, or areas of curiosity. Many assessments allow you to choose your own focus for example, analysing a business or industry that matters to you, or developing a project based on a challenge you care about.

Within modules, you will often have choices about how you engage with learning. This might include selecting from different topics, using varied resources (such as podcasts, articles, or videos), or choosing how to present your work whether through reports, presentations, or digital media. These options help you learn in ways that suit your strengths and preferences.

As you progress through the course, you will be supported to make informed decisions about specialist pathways. Academic advisors and careers staff will help you understand how these choices link to future roles in management, entrepreneurship, marketing, or other industry areas. You will also have access to guidance on professional development and employability.

The course is designed to be inclusive and reflective of diverse perspectives. Teaching materials and discussions draw on global business contexts and lived experiences, helping you see how your identity and background can enrich your learning. You will be encouraged to share your views and apply your insights to real-world national and international business challenges.

Throughout your studies, you will reflect on your progress through personal development planning and academic tutorials. These moments of reflection help you set goals, track your growth, and shape your learning experience in a way that is meaningful to you.

Employability in the Curriculum/Employability and Professional Development:

Your Business Management course is designed to help you explore a wide range of career pathways and prepare for the world of work. You'll engage with placements, live briefs, and industry linked projects that connect your academic learning to real business challenges. These experiences help you build practical skills, gain insight into different sectors, and understand what employers are looking for.

From the start of your course, you will be supported to develop a professional identity. You will build a portfolio of skills and experiences through group work, presentations, reflective tasks, and real-world projects. Careers workshops and academic tutorials will help you identify your strengths and set goals aligned with your future ambitions.

Professional standards and employer expectations are embedded throughout your learning. You will work on tasks that emulates workplace practices, such as strategic planning, data analysis, and ethical decision-making. Where relevant, the course also aligns with Professional, Statutory and Regulatory Body (PSRB) requirements, ensuring your learning meets industry benchmarks.

You will have regular opportunities to reflect on your progress and practise key employability skills. This includes CV writing, interview preparation, and networking

activities, often supported by the university’s careers service. Feedback from tutors and peers will help you understand your development and identify areas for improvement.

As you move through the course, you will be guided to make informed choices about optional modules or specialisms that match your career goals. Academic advisors and careers staff will support you in exploring different pathways whether you are interested in management, entrepreneurship, marketing, or other area of employment so you can shape your learning to suit your ambitions.

