

Programme Specification

| Part 1: Basic Data | | | |
|--|--|---|---|
| Primary Programme Title | Master of Business Management | | |
| Target Award Titles | Mode and Typical Duration of Study | Professional Accrediting Body Links | Study Abroad / Exchange / Credit Recognition |
| Master of Business Management | Full time, 1 year Part time up to 3 years | Principles of Responsible Management Education (PRME) Digital Marketing Institute (DMI) | None |
| Interim Award Titles | Postgraduate Diploma in Business Management Postgraduate Certificate in Business Management Postgraduate Award in Business Management | | |
| Teaching Delivery Method | On-site | | |
| Awarding Institution | Hartpury University | | |
| Teaching Institution | Hartpury University | | |
| Delivery Location | Hartpury | | |
| Department Responsible for Programme | Sport | | |
| Unit-E Code | MSTSBMXX | | |
| Entry Criteria Information | Applicants will have achieved entry criteria appropriate for the stage of entry, which can be found through the Hartpury website (www.hartpury.ac.uk). | | |
| Most Recent Validation Date | 26 April 2024 | Due for Re-validation By | 01 September 2030 |
| Amendment Approval Date | | Approved With Effect From | V1.0 - 01 September 2025 |
| Professional Accrediting Body Approval Date | PRME 07 November 2023 | Date For Re-accreditation | Annually |
| | DMI 28 June 2021 | | June 2024 |
| Version | 1.0 | | |

Part 2: Programme Overview

Graduates of the Master of Business Management degree are equipped to apply conceptual and practical skills and able to work flexibly in management roles in diverse settings including industry, social enterprise and government. Graduates are highly analytical strategic managers who can put into practice the principles of good business and sustainability practice to support ongoing competitive advantage. They have the presence and skills to motivate and get the best out of individuals and teams as well as an ability to self-manage. They are accredited to the Digital Marketing Institute (DMI) Associate Membership Standard and subscribe to the United Nations supported Principles of Responsible Management Education (PRME).

Part 3: Programme Structure

This structure diagram demonstrates the student journey from enrolment through to graduation for a typical **full time student on the primary programme**, including:

- level and credit requirements
- award requirements that are in addition to those described in the Hartpury University Academic Regulations
- module diet, including core and optional modules.

Please note:

*PAB – these modules are subject to additional and variant regulations as part of an accreditation by a professional accrediting body

+ core modules marked + are not eligible for compensation

¹ these modules are accredited by a professional awarding body, but are not subject to variant regulations:

For DMI accreditation students must complete the module indicated with a ¹ in the programme structure below.

| | Core Modules | Optional Modules | Target and Interim Awards |
|----------------|---|------------------|---|
| Stage 1 | HSPVRP-30-7 + Business Finance and Competitive Advantage HSPVRB-30-7 + Business Talent and Team Management HSPVS5-30-7 + Digital Media and Marketing ¹ HSPVSH-60-7 + Postgraduate Business Project HSPVQV-30-7 + Project and Operations Management | None | <u>Postgraduate Award in Business Management</u> <u>PG Cert Business Management</u> <u>PG Dip Business Management</u> <u>Master of Business Management</u> |

Part time: Part-time students are encouraged to complete their studies within two years.

Part 4: Programme Learning Outcomes

Modules in bold are core modules and modules not emboldened are optional modules.
 A denotes a module that assesses a learning outcome and B denotes a module aligned with a learning outcome.

| | Project and Operations Management | Business Talent and Team Management | Business Finance and Competitive Advantage | Digital Media and Marketing | Postgraduate Business Project |
|---|--|--|---|------------------------------------|--------------------------------------|
| Learning Outcomes: | | | | | |
| A. Knowledge and Understanding of: | | | | | |
| 1. Systematic understanding of the theoretical underpinning and processes applicable to the management of resources through effective decision making as a manager. | A | | A | B | |
| 2. Current issues and the contemporary context for business management provision in the global business environment and the impact of sustainability. | B | | A | | |
| 3. The impact of different management systems on internal and external stakeholders. | A | | B | | |
| 4. The value of underlying principles of equality, diversity and inclusion to the success of a business or organisation. | | A | | | |
| 5. The uses of financial management and information management systems. | | | A | | |
| 6. Market development and operation for services and goods. | | | | A | |
| B. Intellectual Skills | | | | | |
| 1. Research and critically evaluate business information sources to support conclusions. | B | | B | B | A |

| | | | | | |
|--|---|---|---|---|---|
| 2. Critically analyse different forms of business data and information to effectively design innovative solutions to management challenges. | | | B | | A |
| 3. Present and disseminate solutions to business and organisational challenges. | | | | B | A |
| 4. Apply business and management knowledge to define organisational challenges and solutions to them. | A | | | | |
| 5. Demonstrate originality in the application of business and management knowledge. | | | | | A |
| 6. Design and adapt situationally relevant leadership and performance management tactics and strategies. | | A | | | |
| C. Performance and Practice | | | | | |
| 1. Work confidently and collaboratively with diverse groups and stakeholders, using current best practice. | | A | | B | B |
| 2. Demonstrate industry-ready and socially responsible research and engagement. | | | | B | A |
| 3. Effectively present professional reports for internal and external audiences, using a range of media. | | | B | | A |
| 4. Evaluate current digital trends and media to horizon scan and enhance business success. | | | | A | |
| D. Setting, Personal and Enabling Skills | | | | | |
| 1. Demonstrate the ability to exercise initiative, manage time effectively, prioritise workloads and recognise and manage personal emotions and stress. | B | | | | A |
| 2. Critically reflect on their own skills, knowledge and leadership ability and identify effective routes for further personal and professional development. | | A | | | |
| 3. Demonstrate industry-ready research and data analysis skills | | B | A | | A |
| 4. Direct future learning through reflection, practice and experience | | | | | A |

Part 5: Learning, Teaching and Assessment

Learning, Teaching and Assessment Journey:

Teaching and learning encourages students to work collaboratively in real-world scenarios with authentic projects and assessments. Assessments and learning throughout all modules align to current business trends underpinned by strong fundamental knowledge and skills embedded throughout the programme. Students will have a mix of workshops, seminars and industry speakers to enable peer learning, discussion and exploration of innovative ideas within a global context. Formative feedback is built into the programme enabling students to gain feedback from peers, self-reflection, industry and staff. This includes group sharing and peer evaluation of their final project proposals as they develop to provide students the opportunity to reflect, learn, and gain knowledge from their cohort's spectrum of different industries and organisational challenges in a global context.

The programme and assessments are structured to support learning of core business subjects including operations and project management, workforce and individual recruitment and development, digital media, finance, and how to build competitive advantage sustainably and ethically. The final project acts as a capstone and brings prior learning together to allow for complex synthesis and application to a business-related problem. Assessments within modules and across the programme are designed to give students confidence and demonstrate high-level skills that meet academic requirements and also have value in the workplace.

Summative assessments provide students with an opportunity to formally demonstrate their mastery of the module and programme learning outcomes. These take the form of reports, oral assessment and defence, reflective portfolio and other written work. Students are able to personalise the majority of their assessments to align to their own subjects of interest, often aligned to the industries they wish to work in upon obtaining their Master's degree.

The programme is aligned to the QAA Subject Benchmark Statement for Master's Degrees in Business and Management (March 2023).

Professional Accrediting Body documents to which this programme is mapped and or aligned: We subscribe to PRME and students who successfully complete and pass the Digital Media and Marketing in Sports Business module as part of this course will achieve [Associate Level certification](#) and become members of the [Digital Marketing Institute \(DMI\)](#).

This programme will be assessed according to the approved Academic Regulations.

Students registered on this programme will have access to the Hartpury University support services.

The distinctive module used by the Programme Examination Board to inform recommending differential awards for students when considering borderline performance profiles will be:
Postgraduate Business Project

Part 5: Learning, Teaching and Assessment

Professional Accrediting Body documents to which this programme is mapped and or aligned:

Business Management at Hartpury University is a signatory to the Principles of Responsible Management Education (PRME). PRME has over 800 members in 96 countries. As a signatory we subscribe to educating and preparing leaders of the future in line with the United Nations Sustainable Development Goals, affords scope for local chapter engagement and an international network of opportunity for students. The nexus between business and Sustainable Development goals as defined by PRME can be found at <https://www.unprme.org/the-sdgs/>

Students who successfully complete and pass the Digital Media and Marketing module as part of this course will achieve Associate Level certification and become members of the Digital Marketing Institute (DMI). The DMI is the global certification body that sets the standard in education for digital marketing, operating in more than 100 countries.

Assessment Map

| | | Type of Assessment* | | | | | | | Oral Assessment |
|-----------------------------|--|---------------------|--------------------------------|-----------------------------|---------------------|--------------|------------------------------|----------------------------------|---|
| | | Coursework | Report | Portfolio | Written Examination | Written Test | Practical Skills Examination | Practical Skills Assessment | |
| Core Modules Stage 1 | Project and Operations Management | B (50) Essay | | | | | | A (50) Practical Skills Artefact | |
| | Business Talent and Team Management | | | A (30) Reflective Portfolio | | | | | B (70) Poster Defence |
| | Business Finance and Competitive Advantage | | A (30) Report B (70) Report | | | | | | |
| | Digital Media and Marketing | | B (70) Project Report | | | | | | A (30) Oral Presentation with Questions individually marked |
| | Postgraduate Business Project | | B (75) Project Report | | | | | | A1 (10) Oral Presentation A2 (15) Poster Defence |

*Indicative assessment types for new students enrolling on this programme after the date this specification takes effect (Part 1) are shown in terms of either **Coursework**, **Written Examination**, or **Practical Examination** as indicated by the colour coding above.

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of individual modules can be found through Hartpury's website (www.hartpury.ac.uk).

Approved Programme Amendment Log

| | |
|---------------------------------|-------------------------|
| Primary Programme Title: | MBM Business Management |
| Programme Code: | MSTBBMXX |
| Initial Approval Date: | 26 April 2024 |

Changes: *Most recent at the top of the page*

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|--|-------------------------------|
| Outline Change Details: New programme. | |
| Approval Committee and Date: | CVC Chair's action 2024 04 26 |
| Change approved with effect from: | 01 September 2025 |
| Resulting new version number: | 1.0 |