

Programme Specification

Part 1: Basic Data			
Primary Programme Title	MSc Business, Management and Enterprise		
Target Award Titles	Mode and Typical Duration of Study	Professional Accrediting Body Links	Study Abroad / Exchange / Credit Recognition
Master of Science in Business, Management and Enterprise	Full time, 1 year Part time up to 3 years	Digital Marketing Institute (DMI)	None
Interim Award Titles	Postgraduate Diploma in Business, Management and Enterprise Postgraduate Certificate in Business, Management and Enterprise 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	V1.1 – 23 July 2024 V1.2 – 29 October 2024	Approved With Effect From	V1.2 - 01 September 2025
Professional Accrediting Body Approval Date	DMI 28 June 2021	Date For Re-accreditation	June 2024
Version	1.2		

Part 2: Programme Overview

Graduates of the MSc Business, Management and Enterprise 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.

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.

^{AV} these modules are subject to additional and variant regulations but are not accredited by a professional awarding body

	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 and Enterprise</u> <u>PG Dip Business, Management and Enterprise</u> <u>MSc Business, Management and Enterprise</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: 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

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:	MSc Business, Management and Enterprise (originally validated as Master of Business Management)
Programme Code:	MSTBBMXX
Initial Approval Date:	26 April 2024

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

Current version number: 1.1	
Outline Change Details: Parts 1 and 3: Programme title changed from Master of Business Management to MSc Business, Management and Enterprise. Interim awards updated accordingly.	
Do the changes presented alter the mapping against the Hartpury University Curriculum Framework (delete as appropriate)? No	
Material Alteration: Yes and is accompanied by the relevant course information document.	
Rationale: In the summer, marketing raised that the title Master of Business Management suggesting that this was difficult to sell and only one other institution had a validated programme titled as 'Master of.' They suggested changing it to an MSc to help with marketing and recruitment. With new business staff joining Hartpury, who will actually be delivering on the programme, they have agreed that the programme title should be changed to reflect what is popular in the wider sector. Whilst there are other changes that the team wish to make it is critical to get the name change through now to coincide with key marketing deadline (e.g. prospectus printing).	
Change requested by: Sarah Lee N/A I can confirm that student representatives have been consulted about this change N/A I can confirm that colleagues impacted by this change have been consulted N/A I have retained evidence of these consultations, which will be summarized within the Programme Enhancement Report	
Signature: S Lee	Date: 17.10.2024
Name of Head of Department: Sarah Lee I confirm that this change does not require additional resources beyond the scope of those already present or planned for by the department	
Signature: Sarah Lee	Date: 29.10.24
Approval Committee and Date:	CVC completion of action 2024 10 29 (from CVC 18 October 2024)
Change approved with effect from:	01 September 2025
Resulting new version number:	1.2

Current version number: 1.0	
Outline Change Details: Removal of all reference to the Professorial Body PRME	
Do the changes presented alter the mapping against the Hartpury University Curriculum Framework (delete as appropriate)? No If yes, please provide the details of the changes:	
Material Alteration: No	
Rationale: At this time the professional body PRME has not been able to accredit our degree as they would prefer to look at the programme once it is more established and has a cohort of students enrolled.	
Change requested by: L Dumbell N/A I can confirm that student representatives have been consulted about this change Yes I can confirm that colleagues impacted by this change have been consulted N/A I have retained evidence of these consultations, which will be summarized within the Programme Enhancement Report	

Signature: <i>Lucy Dumbell</i>		Date: 23 07 2024
Name of Head of Department: Sarah Lee I confirm that this change does not require additional resources beyond the scope of those already present or planned for by the department;		
Signature: Sarah Lee		Date: 22.07.24
Approval Committee and Date:	CSP Chair's Action 2024 07 23	
Change approved with effect from:	23 07 2024	
Resulting new version number:	1.1	

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