



UNIC PROGRAMME ELEMENT SPECIFICATION BUSINESS FHEQ LEVEL 4

Awarding Institution	The University of Northampton
Teaching Institution	The University of Northampton International College (UNIC)
Programme Element FHEQ Level	FHEQ Level 4
College: FHEQ Level/s	FHEQ Level 3 and 4
University: FHEQ Level/s	FHEQ Level 5 and 6
Final Award	FHEQ Level 6
Title of Programme/Route/Pathway	BA (Hons) Management BA (Hons) Business Entrepreneurship BA (Hons) Business Studies BA (Hons) International Business BSc (Hons) Marketing Management BA (Hons) Advertising and Digital Marketing BA (Hons) Fashion Marketing BA (Hons) Events Management
Benchmarking Group	QAA Accounting 167 02/07 para. 4.1 QAA Business Management 165 02/07 para. 3.1 ff. QAA Computing 170 03/07 para. 3 ff. (indirect) QAA Economics 145 01/07 para. 3.2 QAA MSOR 212 12/07 para 3 ff. (indirect)

Programme Element	
Title	First Year Degree in Business
FHEQ	4
Credit Points	120
Duration of Study	Two (2) semesters

Weeks of Study	Twenty Six (26) weeks
Mode of Study	Full-time
Mode of Delivery	Face to Face
Notional Hours	1,200
Contact Hours	372
<i>Self-directed Study Hours</i>	848
Delivery Model	Standard Delivery Model (SDM)
Language of Delivery	
Delivery	English
Assessment	English
Council of Europe	Common language reference level B2 Independent User
ACL Accreditation	Interactive Learning Skills and Communication

Rationale

The partnership between the College and The University of Northampton facilitates the acquisition of an undergraduate degree by international students who, because of their previous educational experience, are not normally able to gain direct access to the University's degree courses. The pathway has therefore been developed to satisfy important pedagogical issues:

1. To ensure that international students have a dedicated period of time, in a familial and safe setting, to adjust to and acquire the skills to prepare for further studies within a western learning environment.
2. To ensure that international students have a dedicated period of time, in a familial and safe setting, to adjust to and acquire the skills to prepare for further studies within a western learning environment.
3. To satisfy the University's quality protocols, which in turn are directed by the QAA Subject Benchmark requirements, for articulation purposes.
4. Facilitate access to a pathway leading to a University degree award.
5. Protect the entry tariff of the University to its degree courses and ensure that the University does not need to lower its entry tariff in order to increase its international student population.
6. Widen access and participation in higher education in line with the University's internationalisation agenda.
7. Commit to the provision of best practice customer service and student experience for international students and thus add value to the University's award winning student lifestyle.
8. Support the integrity of the University's QAA commitment by adopting and adapting the University's quality regime to form the basis of a robust, quality driven academic provision and administrative systems and processes.
9. Assist in the diversification of the student body.

Management

The First Year in Business programme element is delivered by UNIC on the Park campus of The University of Northampton. This scenario seeks to provide the necessary resources to ensure that all students enrolled with UNIC are afforded an educational experience that not only provides assimilation into campus and student life but is aligned with the standards and protocols of the University experience.

The programme operates under and according to the general compliance structures determined by the Quality and Standards Office Navitas UK. This Office has oversight of all Navitas programmes operating in the UK. Any changes to a programme must be submitted via the normal Navitas UK processes through the Academic Registry.

The general operational management of the programme lies with UNIC's academic services which assumes overall responsibility for the administrative and implementation functions.

The UNIC Director of Academic Services or nominee, is responsible for the day-to-day management of the programme inclusive of attendance monitoring.

UNIC provides additional tutorial support to any student who may require it, to the amount of two (2) extra contact hours per week per enrolled student.

The various UNIC academic teaching staff as module leaders/lecturers/tutors are responsible for the delivery and initial assessment of modules whilst appraisal of delivery and programme content is advised by the UNIC Director of Academic Services or nominee in consultation with the Academic Registry Navitas UK, the Head of The University of Northampton, Northampton Business School and associated appropriate Programme Directors/Leaders and/or Link Tutor.

The Learning and Teaching Board of the College, is identified as responsible for candidate selection to the UNIC First Year in Business.

Educational aims

The programme element, First Year in Business, has been devised in accordance with Navitas UK general educational aims along with those formulated for the College, see the Navitas Quality Manual, and the nominated outcomes desired by The University of Northampton, Northampton Business School, to impart a high quality of education in the disciplines required.

The educational aims of the programme are to:

1. To endow each individual with an educational pathway that augments opportunities for professional employment and development in the business sector at both a national and international level.
2. Prepare students and develop in students a fundamental knowledge and understanding that can demonstrate an understanding of the economic, political, legal and cultural factors in the global economy so as to support their transfer on successful completion therein to The University of Northampton prescribed degree schemes.
4. Develop in students an appreciation and desire to learn based on competent intellectual and practical skills building to a set of transferable skills that will support them in all aspects of their onward academic studies/careers and assist informed decision making.
5. Ensure that students have attained the prescribed level of inter-disciplinary language competence described as Level B2 'Independent User' by the Council of Europe, see Common European Framework of

Reference for languages: Learning, teaching assessment 2001, Council of Europe, CUP, Cambridge, p. 24, Table 1. Common Reference Levels: global scale.

6. Ensure that graduates have attained the prescribed level of inter-disciplinary language competence to a minimum pass mark of 65% in the ACL accredited module Interactive Learning Skills and Communication, and therein a minimum 6.5 IELTS equivalent.

Learning Outcomes and teaching, learning and assessment strategies

A	Knowledge and Understanding To obtain a knowledge and understanding:	Teaching/learning methods and strategies:	Assessment methods and strategies are tested via...
A1	Identify the key roles of accountants, financial managers and other managers within the organisational context and recognise the integrative nature of modern business roles	Acquisition of Intended LOs via a combination of small group lectures (listening, writing and reading); small group-based tutorial labs/coursework (oral, reading, listening and written presentation); and individual coursework (oral, and written presentation) and summative examination (reading and writing). Teaching is interactive with opportunities for individual and group formative exercises. Teaching rooms will have access to electronic/online resources to support the lecture. Each student is expected to undertake a minimum number of hours in individual study per week in order to support and build the skills, knowledge and understanding presented in each lecture and seminar groups. It is expected that students will increase the number of individual study hours as they approach summative assessment events. The ability for students to expand their learning by creating effective self-directed study patterns is a transferable skill deemed fundamental to further academic success as well as a key time-management tool. All students have access to the University Library which supports learners through a range of services. The library is well stocked with books and journals and citation indexes for researching further primary and secondary sources. There are also bookable group study rooms and access to specialist Librarians who can help with any enquiries. The library is also open 24/7 enabling students to be flexible in their personalised learning preferences. Electronic journals and electronic books are available through the University's e-resources gateway. As appropriate, students can access NILE, the University Virtual Learning environment. All students are provided with access to a range of on line learning resources through the college student portal/learning environment. Additional support is provided through the provision of small peer-led tutorial group work and of individual tutorial support; College module-specific subject specialists delivering modules; guest speakers (industry/topic specific); monitoring and appraisal by College academic management. The Programme Specification, DMDs, Module Content Guides, reading lists, lecturers and notes, and assessment regimes are available via the College e-learning portal.	A.1 to A.14 – a combination of summative (closed-book) examinations and summative coursework along with written assignments, portfolios and in-course assessments/tests, computer-based coursework and tests, project reports, presentations and practicals. All students are required to maintain an 85% attendance record.
A2	Understand key rules, concepts and conventions underpinning the production of the major accounting statements and appreciate the form and content of the accounts and annual reports of various business forms		
A3	Describe the fundamental issues regarding the classification and behaviour of organisational costs, together with the rationale for and operation of, budgets and budgetary control systems		
A4	Criticise and apply theoretical models used to evaluate global environmental influences on organisations.		
A5	Identify and discuss the key features of both the micro and macro environments of organisations.		
A6	Assess the impact of trends in demographics, consumer tastes and technology upon organisations in the future.		
A7	Appreciate the role and importance of enterprising individuals in society and recognise the key skills and competences of an entrepreneur.		
A8	Recognise the key issues facing and potential problems involved in setting up and running a business.		
A9	Understand the marketing concept and its changing role in society and describe key features of the modern marketing environment.		
A10	Analyse buyer behaviour as a basis for market segmentation and contextualise the role of the modern marketer manages their role in a multiple stakeholder environment.		
A11	Explain the role and responsibilities of managers within specific business contexts and scenarios and how this is influenced by management style.		

A12	Understand the managerial work carried out in the different functional departments of organisations.	<p><i>Feedback is given to all students on all work produced and, where appropriate, confirmed in individual appraisal events associated with modules and specifically ILSC. Additional interviews are made with the tutor and/or the College academic services to evaluate and discuss any emerging learning issues and therein students options.</i></p>	
A13	Apply techniques and forms of effective and clear communication in a variety of academic and professional settings in accordance with Level B2 'Independent User' as described by the Council of Europe, see benchmarking documentation of this document for reference.		
A14	Demonstrate knowledge and understanding of how to apply tools, techniques and theories of marketing communications (BA Advertising and Digital Marketing, Marketing Management Only)		
A15	Demonstrate knowledge and understanding of the macro and micro environments in which the fashion business operates (BA Fashion Marketing Only)		
A16	Demonstrate knowledge and understanding of fashion consumption, consumer behaviour and trend forecasting (BA Fashion Marketing Only)		
A17	Demonstrate knowledge and understanding of the events industry context, markets and event typology (BA Events Management Only)		
A18	Demonstrate knowledge and understanding of project management in events (BA Events Management Only)		
A19	Demonstrate knowledge, skills and attributes needed to succeed as an entrepreneur (BA Business Entrepreneurship)		
B	Cognitive/Intellectual Skills		
	To obtain intellectual/cognitive skills with the ability to:	Teaching/learning methods and strategies	Assessment methods and strategies via...
B1	Make full use of library and College/University e-learning search (catalogue and bibliographic) resources.	Acquisition of B.1 and B.2 via topic specific small lab-based group lectures and the additional support and guidance provided via the provision of small peer-led tutorial group work in differing environments.	B.1 to B.5 – a combination of summative (closed-book) examinations and summative coursework along with written assignments, portfolios and in-course assessments/tests,
B2	Apply basic research techniques to sourcing and selecting appropriate academic data and literature.	Ensuring all students acquire grounding in The University of Northampton and associated end-user IT platforms for academic study.	computer-based coursework and tests, project reports, presentations and practicals.
B3	Integrate oral, written, listening, reading, non-verbal and diagrammatic skills to effect clear communication.	The opportunity to interface regularly with noted platforms in College, The University of Northampton library and independent environments to develop an understanding of the implications of the use of different e-learning for research.	
B4	Ability to analyse data and various modes of information using appropriate techniques.		
B5	Ability to begin to evaluate and start to apply, reasoned thinking and supportive evidence collation to conflicting sets of information and academic opinion.	Acquisition of B.2 to B.5 via a combination of small group lectures (listening, writing and reading); small group-based tutorial labs/coursework (oral, reading, listening and written	All students are required to maintain an 85% attendance record.

		<p>presentation); and individual coursework (oral, and written presentation) and summative examination (reading and writing).</p> <p>Additional support is provided through the provision of small peer-led tutorial group work and of individual tutorial support; College module-specific subject specialists delivering modules; guest speakers (industry/topic specific); monitoring and appraisal by College academic management.</p>	
C	Practical Skills		
	To obtain practical skills with the ability to:	Teaching/learning methods and strategies	
C1	Employ key communication skills appropriate to undergraduate study, inclusive of written, oral, reading, speaking, numerical, graphical and diagrammatic manipulation and presentation of information.	Communication skills are central to all teaching, class/lab-based learning and self-directed study; these are tested out throughout all assessment practices. Students are encouraged to explore and develop variety of communication skills, under pinned by the ILSC module.	Integrated themes used across the continuous assessment framework for the programme to test robust capability skills in a number of environments.
	C2		
C3	Ability to begin to engage critically with regard to the underlying challenges facing economies, sectors and businesses.	Application of the central economic, business management and business themes throughout all core modules of the programme via examples and topics for assessment regimes.	Integrated themes used across the continuous assessment framework for the programme to test robust capability skills in a number of environments.
D	Transferable Skills		
	To obtain transferable skills with the ability to:	Teaching/learning methods and strategies	
D1	Select, read, digest, summarise and synthesise information material in a variety of forms, both qualitative and quantitative (text, numerical data and diagrammatic) and in an appropriate manner to identify and determine key facts/themes and relevancy.	<p>Embedded in all aspects of delivery and assessment structures is the need to disseminate information presented in a variety of forms and modalities.</p> <p>Using a combination of all delivery and assessment styles (oral and written, group and individual) used within the programme to demonstrate competence in presentation, reports, long and short essays (to enhance summarisation techniques and limit collusion and plagiarism), timed-assignments (indicating knowledge, organisation, time management and clear communication ability), of the following: design a persuasive message from the audience's perspective; demonstrate effective presentation delivery skills in a variety of situations; leave effective voice-mail messages; write persuasive E-mails, memos letters; and write factual essays and reports in plain English. These skills are reflective of in-context reading, writing, oral and speaking skills and enhanced language acquisition.</p>	A combination of summative (closed-book) examinations and summative coursework along with written assignments and in-course assessments, computer-based coursework, project reports, portfolios and presentations. Indicating an ability to effectively manage a complex and flexible timetable, combining a variety of delivery and assessment modes, some of which are conflicting in submission and style (oral/written and individual/small group, to demonstrate
	D2		
D3	Apply basic research and referencing techniques to all aspects of study, information collation, information presentation and formulation of academic opinion.		
D4	Embed the importance of self-study and reliance. This involves cultivating and developing a responsibility within each student to take cognizance for their		

	own learning, initiative, effective time-management and self-discipline within the academic and professional environments.		effective organisation, self-reliance and time-management skills.
D5	Begin to develop a very good conceptual understanding and evaluation of the main aspects of the cognate area and the wider commercial and economic context.		

Key skills strategy

Generic:

All modules have a set of Generic Learning Outcomes (LOs) attached to them, see relevant Definitive Module Documents (DMDs). These provide a basic set of core transferable skills that can be employed as a basis to further study and life-long learning. They are delivered using an interdisciplinary and progressive approach underpinned by the relevant Interactive Learning Skills and Communication (ILSC) module, to build these core skills within the context of subject-specific learning. Incorporated in these core skills are the key themes of relationship-management, time-management, professional communication, technological and numerical understanding and competency.

The Generic LOs for the programme are tabled below:

Key knowledge will be demonstrated by:	Key skills will be demonstrated by the ability to:
Personal organisation and time-management skills to achieve research goals and maintain solid performance levels.	Meet converging assessment deadlines – based on punctuality and organisation with reference to class, group and individual sessions within a dynamic and flexible learning environment with variable contact hours and forms of delivery.
Understanding of the importance of attaining in-depth knowledge of terminology as used in a given topic area, as a basis to further study.	Communicate clearly using appropriate nomenclature to enhance meaning in all oral and written assessments with no recourse to collusion or plagiarism.
Understanding, knowledge and application of appropriate and effective methods of communication to meet formal assessment measures.	Present clearly, coherently and logically in a variety of oral and written formats using a variety of appropriate qualitative and quantitative tools and evidence bases.
Understanding and knowledge as to the development of the industry and/or scholarship in relation to a given topic under study.	Demonstrate an understanding of the current themes of a given topic, the academic and practical foundation on which they are based – demonstrated by a lack of plagiarism and need for collusion in both individual and group work.
Understanding of the rules applying to plagiarism and collusion.	Collate, summarise, reason and debate/argue effectively on a given topic with appropriate reference to another’s work or ideas/concepts.
Ability to work as an individual, in a small team and in a larger group to effect data collation, discussion and presentation of evidence.	Meet and succeed in each of the varied assessments presented.

Programme Element Structure - First Year Degree in Business Studies						
Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs /Week	College or UoN Module Code	Module Name				
Semester 1						
3	L4ILSC	Interactive Learning Skills and Communication (long and thin module)	20	65	30	70
5	L4BAC01	Accounting and Finance	20	40	50	50
5	L4BMK02	Marketing Fundamentals	20	40	50	50
Semester 2						
3	L4ILSC	Interactive Learning Skills and Communication (long and thin module)		65	30	70
5	L4BMK01	Opportunity and Enterprise	20	40	40	60
5	L4BMN01	Management Fundamentals	20	40	-	100
5	L4BE01	Business Environment / Context	20	40	50	50
Undergraduate Stage 2 : Business			120 credit points			
Programme Element Structure- First Year Degree in Business - Advertising and Digital Marketing						
Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs /Week	College or UoN Module Code	Module Name				
Semester1						
3	L4ILSC	Interactive Learning Skills and Communication (long and thin module)		65	30	70
5	L4BAC01	Accounting and Finance	20	40	50	50
5	L4BMK02	Marketing Fundamentals	20	40	50	50
	MKT1002	Introduction to Marketing Communications (long thin module) <small>UoN Module to make up 120 credits</small>	20	Available on UoN Intranet		
Semester 2						
	MKT1002	Introduction to Marketing Communications (long thin module) <small>UoN Module to make up 120 credits</small>		Available on UoN Intranet		
3	L4ILSC	Interactive Learning Skills and Communication (long and thin module)	20	65	30	70
5	L4BMK01	Opportunity and Enterprise	20	40	40	60
5	L4BE01	Business Environment / Context	20	40	50	50
Undergraduate Stage 2 : Business			120 credit points			
Programme Element Structure - First Year Degree in Business - Marketing Management						
Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs /Week	College or UoN Module Code	Module Name				
Semester 1						
3	L4ILSC	Interactive Learning Skills and Communication		65	30	70
5	L4BAC01	Accounting and Finance	20	40	50	50
5	L4BMK02	Marketing Fundamentals	20	40	50	50
	MKT1002	Introduction to Marketing Communications (long thin module) <small>UoN Module to make up 120 credits</small>	20	Available on UoN Intranet		
Semester 2						
	MKT1002	Introduction to Marketing Communications (long thin module) <small>UoN Module to make up 120 credits</small>		Available on UoN Intranet		

3	L4ILSC	Interactive Learning Skills and Communication (long and thin module)	20	65	30	70
5	L4BMK01	Opportunity and Enterprise	20	40	40	60
5	L4BE01	Business Environment / Context	20	40	50	50
Undergraduate Stage 2 : Business			120 credit points			
Programme Element Structure - First Year Degree in Business - Fashion Marketing						
Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs /Week	College or UoN Module Code	Module Name				
Semester 1						
3	L4ILSC	Interactive Learning Skills and Communication (long thin module)	20	65	30	70
5	L4BMK02	Marketing Fundamentals	20	40	50	50
	FSH1105	Fashion Through Time	20	Available on UoN Intranet		
Semester 2						
	FSH1108	21st Century Fashion <small>UoN Module to make up 120 credits</small>	40	Available on UoN Intranet		
3	L4ILSC	Interactive Learning Skills and Communication (long thin module)		65	30	70
5	L4BMK01	Opportunity and Enterprise	20	40	40	60
Undergraduate Stage 2 : Business			120 credit points			
Programme Element Structure - First Year Degree in Business - Events Management						
Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs /Week	College or UoN Module Code	Module Name				
Semester 1						
3	L4ILSC	Interactive Learning Skills and Communication (long thin module)		65	30	70
5	L4BMK02	Marketing Fundamentals	20	40	50	50
	LEI1005	Events Logistics (long thin module) <small>UoN Module to make up 120 credits</small>	20	Available on UoN Intranet		
	LEI1006	The Events Industry(long thin module) <small>UoN Module to make up 120 credits</small>	20	Available on UoN Intranet		
Semester 2						
	LEI1005	Events Logistics (long thin module) <small>UoN Module to make up 120 credits</small>		Available on UoN Intranet		
	LEI1006	The Events Industry (long thin module) <small>UoN Module to make up 120 credits</small>		Available on UoN Intranet		
3	L4ILSC	Interactive Learning Skills and Communication (long thin module)	20	65	30	70
5	L4BE01	Business Environment / Context	20	40	50	50
5	L4BMK01	Opportunity and Enterprise	20	40	40	60
Undergraduate Stage 2 : Business			120 credit points			

Programme Element Structure						
First Year Degree in Business - Business Entrepreneurship						
Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs /Week	College or UoN Module Code	Module Name				
Semester 1						
3	L4ILSC	Interactive Learning Skills and Communication (long thin module)		65	30	70
5	L4BAC01	Accounting and Finance	20	40	50	50
5	L4BMK02	Marketing Fundamentals	20	40	50	50
	MKT1005	Entrepreneurial Skills Development <small>UoN Module to make up 120 credits</small>	20	Available on UoN Intranet		
Semester 2						
3	L4ILSC	Interactive Learning Skills and Communication (long thin module)	20	65	30	70
5	L4BMK01	Opportunity and Enterprise	20	40	40	60
5	L4BE01	Business Environment / Context	20	40	50	50
Undergraduate Stage 2 : Business			120 credit points			

Admissions Policy and criteria

Summary – UNIC FHEQ Level 3 Business; 120 UCAS points from A/AS Level; CEFR B2

Refer to UNIC International Admission Criteria for Country equivalents.

Assessment Regulations

Progression Criteria

See CPR QS9 Assessment Regulations – summary: minimum overall pass mark of 40% to be achieved in each module with a minimum pass mark of 35% in assessments weighted over 30% of a module assessment regime; with the exception of ILSC which requires a minimum pass mark of 65% achieved overall.

Failure to Progress

See CPR QS9 Assessment Regulations – summary: where a student fails a module assessment, they have the opportunity to re-sit that assessment; if the student fails the re-sit assessment then they are deemed to have failed the module; on failure of the module a student may re-take the entire module, at full cost; failure of a student to meet the Progression Criteria on the re-take of a module will result in referral to the College Learning and Teaching Board for a student management decision. The University will not be incumbent to progress students who fail.

Summary

The programme is compliant with both the generic assessment regulations of Navitas UK and those of the College, see CPR QS9.

Each module within the programme/stage of study has an associated Module Outline that may be broadened into a Definitive Module Document (DMD) either of which will be provided to students at the beginning of their studies.

These documents offer generic information on the Aims and Specific LOs of the subject/s under study, basic references and the attendance and notional contact requirements. They also include topics/subject areas of study and outlines of the assessment events.

Each module has an associated textbook, as prescribed by the University's Module Outlines, and a specifically developed Module Content Guide (MG) which includes the types of assessment activities employed, teaching methods, resources, assessment criteria and expectations, contact details of the tutor/s, referencing (if applicable) and submission/completion requirements. Contained is also a detailed lecture-by-lecture schedule of subjects students can be expected to cover over the teaching period. This acts as a useful reference for study and revision purposes. All assessment is designed to reflect and measure both an individual's and a cohort's achievement against the Specific LOs of the module and Intended LOs of the programme.

In-course written, reading, listening and oral assessment is built in to all modules through general interaction between tutors and students, student peer review and small group tutorials or individual tutorials/appraisals. Modes of assessment include essay/report writing, oral presentation (group or individual, and poster), portfolio, and e-based, in-class or take home exercises/tests.

All written assessments must follow certain criteria in style and submission as noted in the relevant Module Content Guides and Student Guide. This form of assessment is considered fundamental to a student's ability to communicate ideas and evidence with clarity, relevance and logic in a planned and organised manner. Plain writing style, syntax and grammar are core skills that can be enhanced to support the maturing of individual students' composition and thus academic and transferable proficiency.

Oral presentations, whether part of formal or informal assessment practice, are encouraged within all modules as they promote, among others, transferable skills and can identify those students who may be plagiarising material. It is advised, however, that they should not make up more than 60% of the final module mark unless as part of the learning rationale. Oral group presentations should ideally contain no more than five (5) students, unless specific reasoning is applied. Each member, irrespective of their role, should be awarded the same mark unless where obvious differentiation arises, for management of this process see CPR QS9. This form of expression should not be allocated more than fifty (50) minutes per group, with less than a 30% weighting. Time limits must be upheld by tutors so as to ensure all students have the same opportunity to perform. Furthermore, tutors ought to notify students as to the materials available to them before preparation takes place.

Final summative examination normally adheres to closed-book, invigilated, timed conditions and takes place during allocated exam periods of a programme. It represents a more Abstract measure of a student's achievement as a consequence of the Specific LOs associated with a module. It is utilised as a key measure of quality in teaching standards and provides a basis to aspects of delivery and environment which takes place at the conclusion of a semester by College academic services, see CPR QS9. Marks indicated in the relevant DMDs cannot be referred.

Only in extenuating circumstances, sickness, personal tragedy or in the possibility of a clerical error, will deferral take place, see CPR QS9.

Formal assessment modalities (coursework and examination, respectively), combine to produce the following weightings applied to any give module:

Coursework	Examination
100%	0%
80%	20%
70%	30%
60%	40%
50%	50%
40%	60%
30%	70%
20%	80%
0%	100%

Successful completion of a module is based on attaining the required overall pass grade prescribed. All students must achieve a grade C* in the Interactive Learning Skills and Communication (see DMD ILS001). The assessment mode for a given module is based on the desired Specific LOs, their expressions can be found in the relevant DMD. Students must be briefed at the beginning of each module as to which weightings are in use. They should also be clearly advised as to the marking criteria and, hence, the achievement requirements for each grade cluster.

Where a student has a special need or disability, appropriate steps must be taken by the College, academic staff and/or internal/external invigilators to ensure that the need is recognised and a justified outcome identified, see CPR QS9.

Demonstration of achievement:

Students must pass all modules at the prescribed grade in order to progress to the next stage of their educational continuum, see Progression Criteria, below.

Categories of performance and grading levels:

A and A*(High Distinction) – Distinctive level of knowledge, skill and understanding which demonstrates an authoritative grasp of the concepts and principles and ability to communicate them in relation to the assessment event without plagiarism or collusion. Indications of originality in application of ideas, graphical representations, personal insights reflecting depth and confidence of understanding of issues raised in the assessment event.

B and B* (Distinction) – Level of competence demonstrating a coherent grasp of knowledge, skill and understanding of the assessment and ability to communicate them effectively without plagiarism or collusion. Displays originality in interpreting concepts and principles. The work uses graphs and tables to illustrate answers where relevant. Ideas and conclusions are expressed clearly. Many aspects of the student's application and result can be commended.

C and C*(Credit) – Level of competence shows an acceptable knowledge, skill and understanding sufficient to indicate that the student is able to make further progress. The outcome shows satisfactorily understanding and performance of the requirements of the assessment tasks without plagiarism or collusion. Demonstrates clear expression of ideas, draws recognisable and relevant conclusions.

D (Pass) – Evidence of basic competence to meet requirements of the assessment task and event without plagiarism or collusion. Evidence of basic acquaintance with relevant source material. Limited attempt to organise and communicate the response. Some attempt to draw relevant conclusions.

E (Near Pass) – Evidence of some engagement with the subject matter however has omissions or evidence of mis-understanding or application. There is limited to no engagement with references and structure is dis-organised and lacking coherence.

F (Fail) – The student's application and result shows that the level of competence being sought has not yet been achieved. The assessed work shows a less than acceptable grasp of knowledge, skill and understanding of the requirements and communication of the assessment event and associated tasks.

Generic marking criteria:

Response – the response must address all parts of the question, that is not just a part or parts of the question. A response that is not specifically tailored to the needs of the question will not be accepted.

Structure – the student has identified the main issues of the question and attached the appropriate emphasis to them; has stated their agreement accurately and in some detail; and has utilised the supporting data.

Context – the student has displayed knowledge of the basic subject matter under assessment; has included only relevant material where required; has provided a written agreement or Mathematical/numerical/diagrammatic/modelled statement and, in doing so, has addressed all aspects of it in reaching a conclusion; and has provided a clear understanding of a question in reaching a conclusion.

Presentation – due credit, specified as a percentage of the marking criteria, will be given for a succinct and fluent writing style.

Illegible material will not be given due credit, specified as a percentage of the marking criteria.

Penalty – a student will be penalised if they have not tackled each issue of a question separately, stating their agreement and or rationalised progression, and then applying this to the facts; and will be penalised for not providing evidence of academically based reasoning in an answer.

Sources – the student should provide accurate referencing; it is essential that a student does not plagiarise from any source, see CPR QS9.

Support for Learning

Associated Documentation	Definitive Module Documents (DMDs) as follows: DMD/L4AC01; DMD/L4BE01; DMD/L4BMK01; DMD/L4BMK02; DMD/L4BMN01; DMD/L4ILSC
	Module Content Guides (MGs) as follows: [BUS modules in process]; MG/L4ILSC
	Associated teaching aids for a module as required
	Associated Student Handbook
	College Policies and Regulations (CPRs)
Human Resource	Sessional academics (tutors) – with appropriate qualifications, experience and abilities. Guest speakers – relevant industries as requested by the College.
Built Environment	All lectures/classes/labs and small group tutorials are held in the designated UNIC class rooms, seminar rooms and dedicated IT laboratories; students are encouraged to use The University of Northampton University’s library and e-learning facilities for self-directed study; students are encouraged to use their private IT facilities where possible; field-trips will be taken as required.
E-learning	College Portal; University Blackboard System (NILE)
Library	The University of Northampton Park Campus

Evaluation and quality enhancement

Moderation	See CPR QS9 Assessment Regulations – summary: moderation is normally applied to each main assessment point of a module; the main assessment of a module is that with the highest weighting; moderation is inclusive of the instruments of assessment and scripts; scripts are moderated from a 30% sample and includes those with the highest, lowest and borderline percentiles; moderation is undertaken by a University of Northampton subject specialist via the Link Tutor, with the exception of ILSC which is subject to moderation by a subject specialist from Navitas UK.
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Summary

The First Year in Business programme is delivered by UNIC on the Park campus of The University of Northampton. This scenario seeks to provide the necessary resources to ensure that all students enrolled with UNIC are afforded an educational experience that not only provides assimilation into campus and student life but is aligned with the standards and protocols of the University experience.

The programme operates under and according to the general compliance structures determined by the Academic Registry Navitas UK. This Office has oversight of all Navitas programmes operating in the UK. Any changes to a programme must be submitted via the normal Navitas UK processes through the Academic Registry.

The general operational management of the programme lies with UNIC’s academic services which assumes overall responsibility for the administrative and implementation functions.

The UNIC Director of Academic Services or nominee, is responsible for the day-to-day management of the programme inclusive of attendance monitoring.

UNIC provides additional tutorial support to any student who may require it, to the amount of two (2) extra contact hours per week per enrolled student.

The various sessional academic module leaders/lecturers/tutors are responsible for the delivery and initial assessment of modules whilst appraisal of delivery and programme content is advised by the UNIC Director of Academic Services or nominee in consultation with the Academic Registry Navitas UK, the Head of the The University of Northampton Business School and associated appropriate Programme Directors/Leaders and/or Link Tutor.

The Learning and Teaching Board of the College, is identified as responsible for candidate selection to the UNIC First Year in Business.

The University of Northampton International College has several methods of monitoring and enhancing academic quality and standards, these include:

- External Moderation
- Module Panels
- Progression Boards
- Annual Monitoring
- Periodic Review – in line with The University of Northampton
- Student Module Evaluation

Monitoring and Review

Formal review of the First Year in Business programme, takes place as an annual review in March/April between UNIC, the Academic Registry Navitas UK and representation from The University of Northampton Business School. Strategic, logistical and operational issues are developed within the remit of the Academic Advisory Committee (AAC) held on a trimester basis and chaired by The University of Northampton. Progression is determined via the UNIC Progression Board. For a details of this review and quality management of this and all UNIC programmes, see, CPR QS9 Assessment Regulations.

Informal Review takes place on a regular basis via interface between students, academic services and the teaching staff using both student surveys (inclusive of i-graduate) and teaching observation and data reports.

Date of approval or revision	
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Appendices	
Appendix 1	Programme Learning Outcomes (LOs) in the Constituent Modules:
Appendix 2	Delivery schedule incorporating notional, contact and self-directed hours of study applied to each module and therein the programme.
Appendix 3	DMDs

Appendix 4

Award Map FHEQ equivalent modules

Appendix 1 Programme Learning Outcomes (LOs) in the Constituent Modules:

Development of Programme Learning Outcomes (LOs) in the Constituent Modules:

The tables below map where the intended LOs of the programme are assessed in the core/constituent modules. It provides an aid to (i) academic staff in understanding how individual modules contribute to the programme aims, (ii) a checklist for quality control purposes, and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses. **Key:** LOs which are assessed as part of a given module ✓✓; LOs which are not explicitly assessed as part of a given module ✓.

(FHEQ 3)		Intended LOs													
		Knowledge and Understanding													
Module Code	Core Modules	A.1	A.2	A.3	A.4	A.5	A.6	A.7	A.8	A.9	A.10	A.11	A.12	A.13	A.14
L4ILSC	Interactive Learning Skills and Communication 4													✓✓	✓✓
L4BAC01	Accounting and Finance	✓✓	✓✓	✓✓										✓	✓
L4BMN01	Management Fundamentals											✓✓	✓✓	✓	✓
L4BMK01	Opportunity and Enterprise							✓✓	✓✓					✓	✓
L4BMK02	Marketing Fundamentals									✓✓	✓✓			✓	✓
L4BE01	Business Environment / Context				✓✓	✓✓	✓✓							✓	✓

Knowledge and understanding:

A.1	Identify the key roles of accountants, financial managers and other managers within the organisational context and recognise the integrative nature of modern business roles
A.2	Understand key rules, concepts and conventions underpinning the production of the major accounting statements and appreciate the form and content of the accounts and annual reports of various business forms
A.3	Describe the fundamental issues regarding the classification and behaviour of organisational costs, together with the rationale for and operation of, budgets and budgetary control systems
A.4	Criticise and apply theoretical models used to evaluate global environmental influences on organisations.
A.5	Identify and discuss the key features of both the micro and macro environments of organisations.
A.6	Assess the impact of trends in demographics, consumer tastes and technology upon organisations in the future.
A.7	Appreciate the role and importance of enterprising individuals in society and recognise the key skills and competences of an entrepreneur.
A.8	Recognise the key issues facing and potential problems involved in setting up and running a business.
A.9	Understand the marketing concept and its changing role in society and describe key features of the modern marketing environment.
A.10	Analyse buyer behaviour as a basis for market segmentation and contextualise the role of the modern marketer manages their role in a multiple stakeholder environment.
A.11	Explain the role and responsibilities of managers within specific business contexts and scenarios and how this is influenced by management style.
A.12	Understand the managerial work carried out in the different functional departments of organisations.
A.13	Apply techniques and forms of effective and clear communication in a variety of academic and professional settings in accordance with Level B2 'Independent User' as described by the Council of Europe, see benchmarking documentation of this document for reference.
A.14	Understand role and importance of the study of the history of scholarship as a basis to determining a full understanding, correct use of accurate nomenclature and an appreciation of fundamental concepts associated with a subject area.

(FHEQ 3)		Intended LOs												
		Intellectual Skills					Practical Skills			Transferable Skills				
Module Code	Core Modules	B.1	B.2	B.3	B.4	B.5	C.1	C.2	C.3	D.1	D.2	D.3	D.4	D.5
L4ILSC	Interactive Learning Skills and Communication 4	✓✓	✓✓	✓✓	✓	✓✓	✓	✓		✓✓		✓✓	✓✓	
L4BAC01	Accounting and Finance	✓	✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓	✓	✓
L4BMN01	Management Fundamentals	✓	✓	✓✓	✓	✓✓	✓✓	✓	✓✓	✓✓	✓	✓	✓	✓
L4BMK01	Opportunity and Enterprise	✓	✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓	✓	✓
L4BMK02	Marketing Fundamentals	✓	✓	✓✓	✓	✓✓	✓✓	✓	✓✓	✓✓	✓	✓	✓	✓
L4BE01	Business Environment / Context	✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓	✓	✓

Intellectual skills:

B.1 Make full use of library and College/University e-learning search (catalogue and bibliographic) resources.

B.2 Apply basic research techniques to sourcing and selecting appropriate academic data and literature.

B.3 Integrate oral, written, listening, reading, non-verbal and diagrammatic skills to effect clear communication.

B.4 Ability to analyse data and various modes of information using appropriate techniques.

B.5 Ability to begin to evaluate and start to apply, reasoned thinking and supportive evidence collation to conflicting sets of information and academic opinion.

Practical skills:

C.1 Employ key communication skills appropriate to undergraduate study, inclusive of written, oral, reading, speaking, numerical, graphical and diagrammatic manipulation and presentation of information.

C.2 Employ analytical skills and methodologies as a basis to further study.

C.3 Ability to begin to engage critically with regard to the underlying challenges facing economies, sectors and businesses.

Transferable skills:

D.1 Select, read, digest, summarise and synthesise information material in a variety of forms, both qualitative and quantitative (text, numerical data and diagrammatic) and in an appropriate manner to identify and determine key facts/themes and relevancy.

D.2 Use and clearly communicate discursive, numerical, statistical and diagrammatic ideas, concepts, results and conclusions using appropriate technical and non-technical language and language style, structure and form.

D.3 Apply basic research and referencing techniques to all aspects of study, information collation, information presentation and formulation of academic opinion.

D.4 Embed the importance of self-study and reliance. This involves cultivating and developing a responsibility within each student to take cognisance for their own learning, initiative, effective time-management and self-discipline within the academic and professional environments.

D.5 Begin to develop a very good conceptual understanding and evaluation of the main aspects of the cognate area and the wider commercial and economic context.

Appendix 3
Teaching Rotations: FHEQ Level 4 Business

Semester 1 – all pathways

Week	Total Hours							
	L4ILSC		L4BAC01		L4BMN01		Contact hours/week	Self-directed study hours/week
	Interactive Learning Skills and Communication		Accounting and Finance		Management Fundamentals			
	Contact hours	Self-dir Study	Contact hours	Self-dir Study	Contact hours	Self-dir Study		
1	5	10	5	10	5	10	15	30
2	5	11	5	11	5	11	15	33
3	5	11	5	11	5	11	15	33
4	5	11	5	11	5	11	15	33
5	5	11	5	11	5	11	15	33
6	5	11	5	11	5	11	15	33
7	5	11	5	11	5	11	15	33
8	5	11	5	11	5	11	15	33
9	5	11	5	11	5	11	15	33
10	5	10	5	10	5	10	15	30
11	5	10	5	10	5	10	15	30
12	5	10	5	10	5	10	15	30
13	2	10	2	10	2	10	6	30
Total hours / module	62	138	62	138	62	138	186	414
Notional hours / module	200		200		200		600	
Credit Points	20		20		20		60	

Semester 2 – FHEQ Level 4 Business

Week	Total Hours							
	L4BMK01		L4BMK02		L4BE01		Contact hours/week	Self-directed study hours/week
	Opportunity and Enterprise		Marketing Fundamentals		Business Environment / Context			
Contact hours	Self-dir Study	Contact hours	Self-dir Study	Contact hours	Self-dir Study			
1	5	10	5	10	5	10	15	30
2	5	11	5	11	5	11	15	33
3	5	11	5	11	5	11	15	33
4	5	11	5	11	5	11	15	33
5	5	11	5	11	5	11	15	33
6	5	11	5	11	5	11	15	33
7	5	11	5	11	5	11	15	33
8	5	11	5	11	5	11	15	33
9	5	11	5	11	5	11	15	33
10	5	10	5	10	5	10	15	30
11	5	10	5	10	5	10	15	30
12	5	10	5	10	5	10	15	30
13	2	10	2	10	2	10	6	30
Total hours / module	62	138	62	138	62	138	186	414
Notional hours / module	200		200		200		600	
Credit Points	20		20		20		60	

Appendix 4 – Award map/equivalent modules
UNIC FHEQ Level 4 in Business

Table 1 below is a map of potential UoN modules that could be delivered as a ‘common’ FHEQ Level 4 First Year at UNIC for pathways in: Business; Marketing; Management; Economics; Business Entrepreneurship; HRM.

FHEQ Level 4 – Business – Module Conversion				
Core Modules		Credit Points	% Examination	% Coursework
University of Northampton (UoN) Module Code / Module Name	UNIC College Module Code /Module Name			
<i>Blend of the following UoN modules to ensure curriculum parity: LEI1007: English for Business Studies HRM1017: Reflections of Work</i>	L4ILSC Interactive Learning Skills and Communication	20	40	60
ACC1003 Introductory Accounting and Finance	L4BAC01 Accounting and Finance	20	50	50
BUS1001 Business Environment	L4BE01 Business Environment/Context	20		
MKT1003 Enterprise and Opportunity	L4BMK01 Opportunity and Enterprise	20	40	60
MKT1001 Foundations of Marketing	L4BMK02 Marketing Fundamentals	20	50	50
BUS1004 Introduction to Management	L4BMN01 Management Fundamentals	20	-	100
Stage 2 : Business		120 Credit Points		

FHEQ Level 4 – Advertising and Digital Marketing – Module Conversion					
Core Modules		Credit Points	% Examination	% Coursework	
University of Northampton (UoN) Module Code / Module Name	UNIC College Module Code /Module Name				
<i>Blend of the following UoN modules to ensure curriculum parity: LEI1007: English for Business Studies HRM1017: Reflections of Work</i>		L4ILSC Interactive Learning Skills and Communication	20	40	60
MKT1022 Business Modelling for Marketers	L4BAC01 Accounting and Finance	20	50	50	
	L4BE01 Business Environment/Context	20	40	60	
	L4BMK01 Opportunity and Enterprise	20	50	50	
MKT1001 Foundations of Marketing	L4BMK02 Marketing Fundamentals	20	50	50	
MKT1002 Introduction to Marketing Communications UoN Module to make up 120 credits		20			
Stage 2 : Business		120 Credit Points			

FHEQ Level 4 – Marketing Management – Module Conversion					
Core Modules		Credit Points	% Examination	% Coursework	
University of Northampton (UoN) Module Code / Module Name	UNIC College Module Code /Module Name				
<i>Blend of the following UoN modules to ensure curriculum parity: LEI1007: English for Business Studies HRM1017: Reflections of Work</i>		L4ILSC Interactive Learning Skills and Communication	20	40	60
MKT1022 Business Modelling for Marketers	L4BAC01 Accounting and Finance	20	50	50	
	L4BE01 Business Environment/Context	20	40	60	
	L4BMK01 Opportunity and Enterprise	20	40	60	
MKT1001 Foundations of Marketing	L4BMK02 Marketing Fundamentals	20	50	50	
MKT1002 Introduction to Marketing Communications UoN Module to make up 120 credits		20			
Stage 2 : Business		120 Credit Points			

FHEQ Level 4 – Fashion Marketing – Module Conversion					
Core Modules		Credit Points	% Examination	% Coursework	
University of Northampton (UoN) Module Code / Module Name	UNIC College Module Code /Module Name				
<i>Blend of the following UoN modules to ensure curriculum parity: LEI1007: English for Business Studies HRM1017: Reflections of Work</i>		L4ILSC Interactive Learning Skills and Communication	20	40	60
MKT1001 Foundations of Marketing	L4BMK02 Marketing Fundamentals	20	50	50	
	L4BMK01 Opportunity and Enterprise	20	40	60	
FSH1105 Fashion Through time UoN Module to make up 120 credits		20			
FSH1108 21 st Century Fashion UoN Module to make up 120 credits		40			
Stage 2 : Business		120 Credit Points			

FHEQ Level 4 – Events Management – Module Conversion					
Core Modules		Credit Points	% Examination	% Coursework	
University of Northampton (UoN) Module Code / Module Name	UNIC College Module Code /Module Name				
<i>Blend of the following UoN modules to ensure curriculum parity: LEI1007: English for Business Studies HRM1017: Reflections of Work</i>		L4ILSC Interactive Learning Skills and Communication	20	40	60
ACC1006 Accounting and Finance	L4BAC01 Accounting and Finance	20	50	50	
	L4BMK02 Marketing Fundamentals	20	50	50	
	L4BMK01 Opportunity and Enterprise	20	40	60	
LEI1005 Event Logistics UoN Module to make up 120 credits		20			
LEI1006 The Events Industry UoN Module to make up 120 credits		20			
Stage 2 : Business		120 Credit Points			

FHEQ Level 4 – Business Entrepreneurship – Module Conversion				
Core Modules		Credit Points	% Examination	% Coursework
University of Northampton (UoN) Module Code / Module Name	UNIC College Module Code /Module Name			
<i>Blend of the following UoN modules to ensure curriculum parity: LEI1007: English for Business Studies HRM1017: Reflections of Work</i>	L4ILSC Interactive Learning Skills and Communication	20	40	60
ACC1003 Introductory Accounting and Finance	L4BAC01 Accounting and Finance	20	50	50
	L4BE01 Business Environment/Context	20	40	60
	L4BMK01 Opportunity and Enterprise	20	40	60
MKT1001 Foundations of Marketing	L4BMK02 Marketing Fundamentals	20	50	50
MKT1005 Entrepreneurial Skills Development UoN Module to make up 120 credits		20		
Stage 2 : Business		120 Credit Points		