

WEST

B U S I N E S S S C H O O L

Bachelor of Business Administration (BBA)
Program and Module Outcomes

| | | |
|---------------------------------|----------------------------|-------------------------------|
| Level EQF / MQF 5 & 6 | Credits 180 ECTS | Accredited by MFHEA |
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MFHEA Accredited · WES Approved · UK ENIQ Comparable

Programme Overview

The following modules form part of the WEST Bachelor of Business Administration pathway.

| Award Title | MQF Level |
|---|-------------|
| Business Communication Skills | MQF Level 5 |
| Introduction to Business and Management | MQF Level 5 |
| Human Resources Management | MQF Level 5 |
| Business Finance and Accounting | MQF Level 5 |
| Marketing for Managers | MQF Level 5 |
| Business Environment & Economics | MQF Level 5 |
| Business Analytics & Intelligence | MQF Level 5 |
| Digital Business Strategy | MQF Level 5 |
| Entrepreneurship & Innovation | MQF Level 5 |
| Customer Service Excellence | MQF Level 5 |
| International Business | MQF Level 5 |
| Managing Change | MQF Level 5 |
| Strategic Management | MQF Level 6 |
| Strategic Marketing | MQF Level 6 |
| International Human Resources | MQF Level 6 |
| Business Law | MQF Level 6 |
| Leadership in Organizations | MQF Level 6 |
| Professional Placement | MQF Level 6 |

Program Outcomes

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|--|--|
| <p>Learning Outcomes for Knowledge obtained at the end of the programme</p> | <p>The learner will be able to:</p> <ul style="list-style-type: none"> a) Demonstrate advanced knowledge of a field of work or study involving a critical understanding of theories and principles about the knowledge and understanding of organisations (internal aspects, functions and processes including diverse nature, purposes, structures, governance, operations and management) b) Critically understand the knowledge that builds upon advanced general education and typically includes some aspects that will be informed by knowledge at the forefront of the field of study. c) Use detailed theoretical and practical knowledge which is at the forefront of a field of study and involves critical understanding of theories and principles. d) Critically understand the methods and tools in a complex and specialized field of business and associated and innovate in terms of methods used. e) Independently make judgements based on relevant social and ethical issues that arise in a field of work or study f) Critically appraise professionals’ situations and scenarios where organizations operate in terms of legal, social, ethical, moral, economic and sustainability issues. g) Critically analyze and evaluate the role of professional business manager and the professional and ethical considerations associated with this role and its contexts as well as organizational and strategic management processes within the broad context of the prevailing internal and external environment |
| <p>Learning Outcomes for Skills obtained at the end of the programme</p> | <p>The learner will be able to:</p> <ol style="list-style-type: none"> 1. Analyse business situations and problems utilising conceptual frameworks drawn from management theories, economics, business law, accounting, finance, and marketing. 2. Identify and invoke mechanisms for the stimulation of creative thinking in organizational setting 3. Demonstrate effective problem-solving and decision-making skills using appropriate qualitative and quantitative methods 4. Develop business plans and management strategies necessary for survival, development and growth of the organisation 5. Inculcate effective communication skills; promote team-building and team work 6. Employ current analytics and digital business strategies in order to solve business problems and adapt new technologies to compete in digital space |

Business Communication Skills

MQF Level 5
10 ECTS

COURSE OVERVIEW

This module recognises the importance of effective integrated internal and external communications in building sustainable relationships and delivering customer value. Students will learn to communicate effectively in business and academic settings, understanding the fundamentals of presentation skills, written communication, and professional communication.

ENTRY REQUIREMENTS

- a) High school certificate or equivalent, such as a matriculation certificate (MQF Level 4).
- b) 18 years of age or above.
- c) English Language Proficiency: Non-native speakers must present IELTS at 6.5 or above. This requirement may be waived for native English speakers or those who completed secondary education in English.
- d) Digitally literate with fundamental skills in computing, including word processing, spreadsheets, presentation software, and the internet.

Mature Learners: May apply with at least 3 years of relevant work experience.

Transfer/RPL: RPL accepted for prior accredited qualifications at MQF Level 5. RPL policy approved by MFHEA.

ASSESSMENT METHODS

- ▶ Essays
- ▶ Case Studies
- ▶ Literature Reviews
- ▶ Individual Reflective Learning Logs
- ▶ Portfolios & Group Presentations
- ▶ Critical Reflection of Group Work
- ▶ Posters
- ▶ Project Proposals and Project Reports

LEARNING OUTCOMES

Upon successful completion, the learner will have the responsibility and autonomy to:

1. Create effective communications to deliver value to customers via an understanding of brand-building.
2. Create an environment encouraging open communication.
3. Convey ideas and feedback from superiors or subordinates in a well-structured way.
4. Understanding the application of software for professional business activities.
5. Exercise management and supervision by reviewing performance of communication efforts.
6. Express a comprehensive internalized personal world view on differences in communication between different stakeholders and audiences.
7. Evaluate the communication practices that are essential to effective business leadership.
8. Carry out frequent and effective meetings with teams and employees to ensure frequent communication.

Introduction to Business and Management

MQF Level 5

10 ECTS

COURSE OVERVIEW

This module introduces students to business fundamentals, including organisational structure and the nature of modern business practices. It provides opportunities to acquire a broad understanding of management by exploring the skills and characteristics of effective managers and leaders. The module introduces theories of management, organisational cultures, internationalisation, and corporate social responsibility.

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- a) High school certificate or equivalent, such as a matriculation certificate (MQF Level 4).
- b) 18 years of age or above.
- c) English Language Proficiency: Non-native speakers must present IELTS at 6.5 or above. This requirement may be waived for native English speakers or those who completed secondary education in English.
- d) Digitally literate with fundamental skills in computing, including word processing, spreadsheets, presentation software, and the internet.

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LEARNING OUTCOMES

Upon successful completion, the learner will have the responsibility and autonomy to:

1. Demonstrate an understanding of management processes and functions.
2. Explain the concept of organisational structure.
3. Evaluate critically how external factors have an impact on organisations.
4. Examine critically government policies that influence the activities of business organisations.
5. Comparatively appraise the effectiveness of different management approaches within different organisations.
6. Compare the cultures of two organisational units using Quinn's or Handy's typologies.
7. Collect and understand evidence to make a comparative PESTEL analysis.
8. Compare the ways in which organisations conduct business internationally.
9. Demonstrate an understanding of the context of HRM and how it may affect practice and performance.

Human Resources Management

MQF Level 5
10 ECTS

COURSE OVERVIEW

This module provides learners with an understanding of human resources management and the business environments within which it operates. It enables learners to identify and review internal and external factors affecting organisations and assess the impact on the HR function. Learners are encouraged to ask questions, contribute ideas, collect data, evaluate evidence, and solve problems to provide practical HR solutions.

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LEARNING OUTCOMES

Upon successful completion, the learner will have the responsibility and autonomy to:

1. Investigate the importance HR policies and procedures have on the organisation's business.
2. Investigate external factors which impact on the organisation's business and their HR function.
3. Analyse thoughtfully the impact of different management styles on individuals and teams.
4. Understand the people management challenges in a multicultural environment.
5. Apply motivational theories to assess how different aspects of the working environment impact performance.
6. Evaluate a range of workforce development initiatives based on sustainability and ethical considerations.

Business Finance and Accounting

MQF Level 5
10 ECTS

COURSE OVERVIEW

This module introduces contemporary concepts and principles of accounting and finance, enhancing students' abilities by applying relevant management accounting, financial accounting, and financial management techniques. It covers the determination of appropriate operational financial decisions and the analysis of their effects on a firm's performance and financial position.

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LEARNING OUTCOMES

Upon successful completion, the learner will have the responsibility and autonomy to:

1. Interpret financial statements.
2. Support operational decision making by applying financial management techniques.
3. Describe and discuss the concepts and functions of accounting and finance.
4. Evaluate requirements (such as legal and tax requirements) and techniques for financial recording and reporting.
5. Appraise the usefulness of financial statements to stakeholders in business organisations.
6. Evaluate the organisational requirements for financial reporting across different entity structures.
7. Assess how working capital can be effectively managed by business organisations.
8. Prepare a budget.

Marketing for Managers

MQF Level 5
10 ECTS

COURSE OVERVIEW

This module recognises the importance of marketing's role in driving success and delivering results. Students will learn about the different functions of marketing in the 21st century and study how an appreciation of consumer behaviour and the marketing environment can enable effective targeting and planning. Students will gain awareness of various tools available to the modern-day marketer.

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LEARNING OUTCOMES

Upon successful completion, the learner will have the responsibility and autonomy to:

1. Critically analyse and evaluate the key elements of the marketing function and how they interrelate with other functional units.
2. Critically engage with knowledge in the marketing area.
3. Carry out effective market research and planning.
4. Monitor current trends and identify challenges marketing may be facing.
5. Independently manage projects in marketing that require problem-solving techniques.
6. Develop learning skills to undertake study of marketing related units in the future.
7. Align marketing initiatives and strategies to business objectives to enhance operational marketing performance.

Business Environment & Economics

MQF Level 5
10 ECTS

COURSE OVERVIEW

This module introduces students to various aspects of the modern business environment, enabling them to appreciate challenges facing today's organisations. A grasp of economics is vital for managerial decision-making, understanding government policies, and appreciating how a modern market economy functions. The module covers business organisations, stakeholders, governance, external environment factors, and ethical behaviours.

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LEARNING OUTCOMES

Upon successful completion, the learner will have the responsibility and autonomy to:

1. Explain internal and external factors affecting the business environment.
2. Analyze the factors that lead to an increase in globalisation.
3. Analyze the innovation factors that affect globalisation.
4. Develop a global strategy to support decision-making for a given organisation.
5. Develop strategies that embed an integrated approach across different countries to achieve a competitive advantage.

Business Analytics & Intelligence

MQF Level 5
10 ECTS

COURSE OVERVIEW

The value of data to organisations is driving data management and governance to top-level priority in most business organisations. This module aims to develop a critical and practical understanding of the concepts and principles of analytics and the ability to apply these concepts to the systematic analysis of data within the contemporary business world.

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LEARNING OUTCOMES

Upon successful completion, the learner will have the responsibility and autonomy to:

1. Explain the main concepts and principles of analytics in the contemporary business world.
2. Assess the challenges of analytics in terms of the types and volume of data.
3. Critically examine and critique the impact of poor ethical behaviours and conduct in a specific context.
4. Develop data management processes that allow for improved decision making in ever-changing business environments.
5. Identify the need for AI technologies and its role and impact in an industry or business.
6. Propose how AI technologies can be best exploited for an industry or business.

Digital Business Strategy

MQF Level 5
10 ECTS

COURSE OVERVIEW

Changes in digital technologies have disrupted entire industries. This module aims to equip students with the skills needed to build digital competitive advantage in a rapidly changing world. Students re-examine four fundamental aspects of business to thrive in the digital era: strategy, value chain, customer engagement, and organisation structure.

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- a) High school certificate or equivalent, such as a matriculation certificate (MQF Level 4).
- b) 18 years of age or above.
- c) English Language Proficiency: Non-native speakers must present IELTS at 6.5 or above. This requirement may be waived for native English speakers or those who completed secondary education in English.
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LEARNING OUTCOMES

Upon successful completion, the learner will have the responsibility and autonomy to:

1. Demonstrate and evaluate how digital technologies have disrupted both business models and business landscapes.
2. Analyse the importance of digital innovation within the business environment.
3. Investigate the effectiveness of the use of digital technologies to achieve business objectives.
4. Critically evaluate a range of digital business approaches within global organisations to promote new business growth.

Entrepreneurship & Innovation

MQF Level 5
10 ECTS

COURSE OVERVIEW

This module provides students with the opportunity to discover how ideas are developed, how entrepreneurship operates, and an understanding of innovation and entrepreneurship theories within a business context. The module enables students to enhance their employment prospects by providing an understanding of the sought-after traits of entrepreneurship and innovation.

ENTRY REQUIREMENTS

- a) High school certificate or equivalent, such as a matriculation certificate (MQF Level 4).
- b) 18 years of age or above.
- c) English Language Proficiency: Non-native speakers must present IELTS at 6.5 or above. This requirement may be waived for native English speakers or those who completed secondary education in English.
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Mature Learners: May apply with at least 3 years of relevant work experience.

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LEARNING OUTCOMES

Upon successful completion, the learner will have the responsibility and autonomy to:

1. Apply theories to practical issues associated with the management of innovation and entrepreneurship.
2. Critically examine different creative thinking processes that generate novel ideas to problems or opportunities.
3. Judiciously select initiatives that are aligned to sustainable entrepreneurship.
4. Critically apply a range of business processes and management approaches to inform the creation of an innovative business plan.
5. Manage your personal brand using information communication technology tools.
6. Make entrepreneurial decisions as an individual or managing a team, being aware of ethical consequences.
7. Arrange an opportunity observing market needs or create a concept from a new idea.
8. Outline a business plan in order to generate a business venture idea.
9. Create a business plan for a new business to gain stakeholder support.

Customer Service Excellence

MQF Level 5
10 ECTS

COURSE OVERVIEW

This module introduces students to the world of customer service. Customer Service is key to the survival and growth of any business enterprise. The module focuses on communication, guest or customer experience enhancement, and training practices in customer service. It also covers complaint handling and complaint management.

ENTRY REQUIREMENTS

- a) High school certificate or equivalent, such as a matriculation certificate (MQF Level 4).
- b) 18 years of age or above.
- c) English Language Proficiency: Non-native speakers must present IELTS at 6.5 or above. This requirement may be waived for native English speakers or those who completed secondary education in English.
- d) Digitally literate with fundamental skills in computing, including word processing, spreadsheets, presentation software, and the internet.

Mature Learners: May apply with at least 3 years of relevant work experience.

Transfer/RPL: RPL accepted for prior accredited qualifications at MQF Level 5. RPL policy approved by MFHEA.

ASSESSMENT METHODS

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LEARNING OUTCOMES

Upon successful completion, the learner will have the responsibility and autonomy to:

1. Evaluate and carry out reflective practice using case studies to develop customer-focused thinking.
2. Evaluate a broad range of different target customer groups' needs and expectations in terms of customer engagement.
3. Evaluate the delivery of customer service strategies and communication, making valid recommendations for improvement.

International Business

MQF Level 5
10 ECTS

COURSE OVERVIEW

This module aims to develop a critical and practical understanding of the concepts and principles of international business and trade, and the ability to apply these concepts to the contemporary international business world.

ENTRY REQUIREMENTS

- a) High school certificate or equivalent, such as a matriculation certificate (MQF Level 4).
- b) 18 years of age or above.
- c) English Language Proficiency: Non-native speakers must present IELTS at 6.5 or above. This requirement may be waived for native English speakers or those who completed secondary education in English.
- d) Digitally literate with fundamental skills in computing, including word processing, spreadsheets, presentation software, and the internet.

Mature Learners: May apply with at least 3 years of relevant work experience.

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LEARNING OUTCOMES

Upon successful completion, the learner will have the responsibility and autonomy to:

1. Apply the main concepts and principles of international business strategy to realistic commercial situations.
2. Critically evaluate the theories of international trade in terms of its commercial consequences.
3. Evaluate how global factors, including macroeconomics, influence organisations in different international contexts.
4. Assess the implications of information communication technologies (ICT) on organisational efforts towards internationalisation.
5. Select appropriate strategies for an organisation to develop a broader, more global, presence.
6. Show creativity in managing projects and resources in international business and trade.
7. Understand and explain the main concepts and principles of international business and globalisation.

Managing Change

MQF Level 5
10 ECTS

COURSE OVERVIEW

Organisations are seeing change at a more rapid speed than ever before, with technology playing a big part. This module aims for students to understand the different types and scope of change that may occur in an organisation, illustrate the drivers for change and how they affect organisations, and apply a range of change management concepts including diagnosing driving/resisting forces and planning for change.

ENTRY REQUIREMENTS

- a) High school certificate or equivalent, such as a matriculation certificate (MQF Level 4).
- b) 18 years of age or above.
- c) English Language Proficiency: Non-native speakers must present IELTS at 6.5 or above. This requirement may be waived for native English speakers or those who completed secondary education in English.
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LEARNING OUTCOMES

Upon successful completion, the learner will have the responsibility and autonomy to:

1. Develop a range of tools and techniques to support the diagnosis and implementation of effective change management.
2. Investigate how forces driving and resisting change influence leadership decision-making.
3. Recommend a range of leadership approaches to change initiatives.
4. Produce a comparative analysis of the different types and drivers of change in business.

Strategic Management

MQF Level 6
10 ECTS

COURSE OVERVIEW

This module presents a systematic approach to the study of strategic management, building upon an array of ideas and theories ranging from industrial organisation theory to institutional economics. It outlines the fundamentals of strategic management and gives students an introduction to this important area of business management, including how organisations achieve sustainable competitive advantage.

ENTRY REQUIREMENTS

- a) Holding an MQF Level 5 qualification.
- b) 18 years of age or above.
- c) English Language Proficiency: Non-native speakers must present IELTS at 6.5 or above. This requirement may be waived for native English speakers or those who completed secondary education in English.
- d) Digitally literate with fundamental skills in computing, including word processing, spreadsheets, presentation software, and the internet.

Mature Learners: May apply with at least 3 years of relevant work experience.

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LEARNING OUTCOMES

Upon successful completion, the learner will have the responsibility and autonomy to:

1. Critically evaluate the role of strategic management within organisations and the process issues associated with it.
2. Critically evaluate organisational complexity in the context of strategic management.
3. Assess current performance taking into consideration the internal and external environment of an organisation.
4. Synthesize a framework of strategic statements prepared from an environmental analysis of a contemporary business.
5. Monitor and assess business current state against future goals to identify areas requiring change.
6. Critically evaluate the contribution of resources and capabilities to successful strategic practices.
7. Synthesize appropriate strategies to improve competitive edge and market position.

Strategic Marketing

MQF Level 6
10 ECTS

COURSE OVERVIEW

This module builds on marketing foundations and provides a staged approach to the nature of strategic marketing which contributes to the achievement of competitive advantage. It introduces the broader aspects of strategic marketing that reflect contemporary developments in advocacy and ethics, designed at MQF Level 6.

ENTRY REQUIREMENTS

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LEARNING OUTCOMES

Upon successful completion, the learner will have the responsibility and autonomy to:

1. Critically analyse key information to inform strategic decision making and synthesize a strategic marketing plan.
2. Reflect on a wide range of factors including strategic aims, changing market environments, and digital marketing developments.
3. Critically evaluate strategic marketing arguments and make judgments that guide the development of marketing plans.
4. Demonstrate recognition of challenges of implementing marketing strategies and the need to manage resources effectively.
5. Show creativity in identifying, evaluating, and innovating strategies to circumvent factors influencing marketing in a global context.

International Human Resources

MQF Level 6
10 ECTS

COURSE OVERVIEW

This module provides comprehensive knowledge and understanding of managing people in an international context. The impact of national and cultural contexts, international human resource management approaches (IHRM), and the future of IHRM will be covered. This module is designed in line with MQF Level 6.

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LEARNING OUTCOMES

Upon successful completion, the learner will have the responsibility and autonomy to:

1. Critically evaluate and implement appropriate human resources systems and policies in an international context.
2. Critically assess the implications of different national cultures on the way organisations operate.
3. Critically evaluate the factors critical to the effective utilisation of human resources.
4. Critically analyse the internal and external factors that influence complex international HR practices and policies.
5. Innovate solutions to circumvent the complexity and challenges of cross-cultural HR from the perspective of HR and business strategy.
6. Demonstrate specialised knowledge in the application of current IHRM theory and associated challenges.
7. Demonstrate advanced knowledge in International Human Resources to evaluate challenges leaders face in a complex global environment.

Business Law

MQF Level 6
10 ECTS

COURSE OVERVIEW

This module aims to develop a critical understanding of the concepts and principles of law as it applies to business and the ability to apply them to practical business situations. Students will gain knowledge of business law and examine the impact of the law on business operations and decision-making, identifying legal solutions available to business owners.

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- c) English Language Proficiency: Non-native speakers must present IELTS at 6.5 or above. This requirement may be waived for native English speakers or those who completed secondary education in English.
- d) Digitally literate with fundamental skills in computing, including word processing, spreadsheets, presentation software, and the internet.

Mature Learners: May apply with at least 3 years of relevant work experience.

Transfer/RPL: RPL accepted for prior accredited qualifications at MQF Level 6. RPL policy approved by MFHEA.

ASSESSMENT METHODS

- ▶ Essays
- ▶ Case Studies
- ▶ Literature Reviews
- ▶ Individual Reflective Learning Logs
- ▶ Portfolios & Group Presentations
- ▶ Critical Reflection of Group Work
- ▶ Posters
- ▶ Project Proposals and Project Reports

LEARNING OUTCOMES

Upon successful completion, the learner will have the responsibility and autonomy to:

1. Apply the principles of company law to realistic business situations.
2. Assess and apply the main concepts and principles of the law of contract, tort and consumer legislation.
3. Critically evaluate company law in terms of its relevance to commercial practices.
4. Critically evaluate the effectiveness of legal solutions, legal advice and support for dispute resolution.
5. Evaluate the effectiveness of the legal system in terms of recent reforms and developments.

Leadership in Organizations

MQF Level 6
10 ECTS

COURSE OVERVIEW

This module aims for students to gain a well-rounded understanding of leadership concepts, along with the competences and skills needed to be effective leaders in organisational settings. The module provides comprehensive insights into leadership theories, practices, and real-world applications, designed as an elective at MQF Level 6.

ENTRY REQUIREMENTS

- a) Holding an MQF Level 5 qualification.
- b) 18 years of age or above.
- c) English Language Proficiency: Non-native speakers must present IELTS at 6.5 or above. This requirement may be waived for native English speakers or those who completed secondary education in English.
- d) Digitally literate with fundamental skills in computing, including word processing, spreadsheets, presentation software, and the internet.

Mature Learners: May apply with at least 3 years of relevant work experience.

Transfer/RPL: RPL accepted for prior accredited qualifications at MQF Level 6. RPL policy approved by MFHEA.

ASSESSMENT METHODS

- ▶ Essays
- ▶ Case Studies
- ▶ Literature Reviews
- ▶ Individual Reflective Learning Logs
- ▶ Portfolios & Group Presentations
- ▶ Critical Reflection of Group Work
- ▶ Posters
- ▶ Project Proposals and Project Reports

LEARNING OUTCOMES

Upon successful completion, the learner will have the responsibility and autonomy to:

1. Critically assess leadership effectiveness within their organisation and across different leadership contexts.
2. Develop abilities to resolve conflicts and negotiate effectively within teams or with other stakeholders.
3. Apply leadership strategies that align with organisational goals, helping organisations navigate changes in dynamic business environments.
4. Critically assess the ethical considerations in leadership and the responsibility leaders have in promoting integrity and ethical decision-making.

Professional Placement

MQF Level 6
10 ECTS

COURSE OVERVIEW

The Professional Placement module offers students the opportunity to gain firsthand experience within their chosen industry, while enhancing their employability and strengthening graduate career prospects. Students will deepen their understanding of their academic discipline, acquire comprehensive knowledge of industry practices, and apply knowledge gained throughout their academic programme in real-world settings. Note: Students who have not found a suitable placement are required to take an alternative module. The Placement requires a minimum of 30 working days in industry with weekly contact with a Module Tutor.

ENTRY REQUIREMENTS

- a) Holding an MQF Level 5 qualification.
- b) 18 years of age or above.
- c) English Language Proficiency: Non-native speakers must present IELTS at 6.5 or above. This requirement may be waived for native English speakers or those who completed secondary education in English.
- d) Digitally literate with fundamental skills in computing, including word processing, spreadsheets, presentation software, and the internet.

Mature Learners: May apply with at least 3 years of relevant work experience.

Transfer/RPL: RPL accepted for prior accredited qualifications at MQF Level 6. RPL policy approved by MFHEA.

ASSESSMENT METHODS

- ▶ Essays
- ▶ Case Studies
- ▶ Literature Reviews
- ▶ Individual Reflective Learning Logs
- ▶ Portfolios & Group Presentations
- ▶ Critical Reflection of Group Work
- ▶ Posters
- ▶ Project Proposals and Project Reports

LEARNING OUTCOMES

Upon successful completion, the learner will have the responsibility and autonomy to:

1. Demonstrate responsibility, reliability, and ethical conduct within a professional environment.
2. Develop ability to analyse issues, evaluate solutions, and make informed and innovative decisions.
3. Develop ability to communicate effectively with colleagues, supervisors, and clients by working with diverse teams.