

HE07C Person Specification

TO BE SENT TO THE STUDENT IN ADVANCE OF INTERVIEW

Course Title	BA (Hons) Business Management with Marketing
--------------	--

1.	<p>Course Details</p> <p>To be a student of TEC Partnership based at University Centre Grimsby studying the course BA (Hons) Business Management with Marketing validated by Hull University.</p> <p>The validation document which describes the programme is published on the TEC Partnership website https://grimsby.ac.uk/higher-education-course/ba-business-management-marketing/ and is version number v3.2</p> <p>You will be required to complete 360 credits over the 3-year programme, including a 40 credit module at level 6.</p>
----	--

2.	<p>Student Activities</p> <p>Work as an individual to complete academic outputs that develop the skills of professional competency in terms of practical business output;</p> <p>Engage with diverse groups of colleagues and peers in a team setting towards assessed work or otherwise;</p> <p>Display professional proficiency in working with computers and associated information and communication technology to engage with others and complete assignment work;</p> <p>Attend sessions normally between 09:00 and 17:00 hours for any of the 5 days per week as specified on your timetable.</p> <p>Be available to attend lectures and sessions and complete work throughout the TEC Partnership Term Dates specified on the TEC Partnership website;</p> <p>To attend lectures and sessions on the specified days and maintain attendance above TEC Partnership expectations of 90%;</p> <p>Complete up to 39 hours a week work towards your qualification made up of a range of contact delivery, set work and work towards assessments;</p> <p>Have student finance or other means to pay for the course in place before enrolment;</p> <p>Take all reasonable steps to comply with the policies and procedures of TEC partnership, including our acceptable standards policy.</p>
----	---

3.	<p>Following full engagement in the programme, and upon its successful completion, students will:</p>
----	---

1. Critically evaluate types of organisation and the political and economic environmental and organisational behaviours through which they operate
2. Apply business research principles and academic skills to workplace practice; critically analysing their worth in a generic global business setting
3. Apply theories of business and management to practical contexts, critically evaluating the dynamic and changing local, national and international business environment.
4. Investigate and critically analyse data from information systems including financial markets and other key financial data for the purposes of developing business intelligence to enhance organisations through constructive change and development.
5. Critically appraise commercial opportunities for business innovation and enterprise development, in consideration of a range of stakeholder needs, political and ethical social responsibilities.
6. Conduct academic and business research with minimal supervision, demonstrating self-management of time and resources to synthesise knowledge through the collation, analysis and interpretation of theory and data to generate new concepts or ideas.
7. Critically analyse and deploy marketing information to inform strategic and operational decision-making.
8. Critically apply and synthesise a range of approaches for market analysis, market development and access, meeting and exceeding the expectations of customers in the evolving digital environment.

Qualities	Specific Requirements	Where demonstrated	E	D
Qualifications and Training	Standard entry requirement for the degree will be 80 UCAS points, with a minimum of grade 'C' or level 4 in both GCSE Maths & English. Meet the non-standard entry requirements as specified in the programme specification	Application	X X	
Specialist Knowledge	No specialist knowledge required. Considered specialist research topic in preparation for level 6 40 credit module.	Interview		X
Experience	An expectation of some business experience gained either through work; work placement; or voluntary initiatives.	Application and Interview		X
Skills and Attributes	Management of self - appropriate to higher education and 'management' in its broadest sense; Interest in developing enterprise and employability skills; Be able to work proactively and independently; Deal with uncertainty and complexity; Explore alternative solutions, problem solve and demonstrate ability to integrate theory and practice in a wide range of situations; Ability to work with others;	Interview	X X X X X	X
Other	Commitment to time demands of HE, recognising the need for attendance and achievement; Availability throughout the academic year and potentially the resit period; Knowledge about the use of Information Communication Technology; Student finance applied for or appropriate payment plan in place;	Interview	X X	X X

Qualities identified and determined by: E = Essential D = Desirable