PROGRAMME SPECIFICATION
FOR TAUGHT PROGRAMMES AT ALL LEVELS

Name of Programme		Professional Management Certificate	
Final award (BSc, MA etc):		Certificate of Higher Education	
Awarding institution/body:	University of Buckingham	**Teaching institution:**	University of Buckingham
School of Study:	Business	**Parent Department:**	Business and Management
Length of the programme:	12 – 18 months	**Method of study:**	Part time
Framework for Higher Education Qualifications (FHEQ) Level	Level 5 (60 units)	**Relevant subject benchmark statement (SBS)**	QAA SBS: Business & Management 2015
Professional body accreditation (if applicable):	N / A		
Criteria for admission to the programme:	Relevant academic and / or assessed business experience	**Cohort(s) to which this programme specification is applicable:**	Irregular entry points starting immediate
UCAS Code	N/A		

Summary of Programme

The programme format as currently practiced is based on seven modules, including the introduction but excluding any assessment modules. The formal award is based on six validated modules with the associated presentations and assignments.

Educational Aims of the Programme

To provide a pragmatic course for busy managers to enable them to
- develop a range of personal management capabilities and learn how to deploy them in decision making, problem solving, and managing people
- enhance the understanding of the environment in which they operate and the major trends and changes that may affect it / them
- apply knowledge in context

Programme Outcomes

Knowledge and understanding of:	*Teaching/Learning Strategy*
1. a range of business disciplines 2. relevant industry context (external environment and pervasive issues) 3. core management skills 4. personal impact	The skills will be taught through a lecture followed by a group activity. The activity may be a case study, role play exercise, presentation, individual or group written work or other management timed task. Guided self-study will be used to increase the depth and breadth of students' knowledge and understanding of core theories relating to people management and their applications; Case studies and DVD/video clips (including movies) will be used to demonstrate application of concepts/frameworks and to stimulate discussion

		about contemporary issues in the area of managing people. Lecturers / presenters with particular specialist knowledge will be invited to contribute to sessions. Presentations will facilitate discussion and collaborative learning.

	→	***Assessment Strategy:***
		Knowledge and understanding of course material and skills will be assessed by;
		    1. Written assignments (2,500 – 3000 words) after modules 2, 4 and 5.
		    2. "Business style" presentations summarising written assignments made to peers and tutors after modules 1 (individual), 3 (individual), and 5 (group).
		    3. A personal learning and development log of 2,500 – 3000 words. This will be built up in portfolio format throughout the modules. This assessment will include a review of reflective skills and learning.

Cognitive (thinking) skills: 1. Ability to apply theoretical knowledge to practical organizational problems; 2. Ability to evaluate the efficacy of theory in relation to both wider academic debates and their existing practical work experience; 3. Ability to construct clear, concise and well-reasoned written arguments. 4. Perception 5. Logic and reasoning 6. Information processing 7. Ability to reflect on learning 8. Decision making (ability to evaluate and assess options)	→	***Teaching/Learning Strategy:*** The skills will be taught through a lecture followed by a group activity. The activity may be a case study, role play exercise, presentation, individual or group written work or other management timed task (in class test, quiz, or practical activity). Feedback provided by tutors and peers.
	→	***Assessment Strategy:*** See above
Practical/Transferable skills (able to): 1. Communicate effectively across a range *of* media and to a range of audiences taking individual differences and preferences into account (personal and interpersonal skills) 2. Negotiate and deliver a persuasive argument 3. Lead a team 4. Self manage (time keeping, deadlines, sticking to a brief) and manage projects 5. Work in multi functional / multi-ability groups and teams 6. Research from a range of sources 7. Apply knowledge and understanding into order to make decisions and resolve problems 8. Use a range of technology to present information 9. personal and interpersonal skills	→	***Teaching/Learning Strategy:*** See above
	→	***Assessment Strategy:*** See above

Programme Director(s) Name(s):	**John Spoerry**
Date approved by School Learning and Teaching Committee	4th June 2014
Date approved by School Board of Study	
Date approved by University Learning and Teaching Committee	

PROGRAMME STRUCTURE
Format

The programme format as currently practiced is based on seven modules, including the introduction but excluding any assessment modules. The formal award is based on six validated modules with the associated presentations and assignments.

'Modules' are:

- Management and leadership
- Analysing your industry, your organisation and / or area of operation
- Developing research and communication skills
- Finance and Business Planning
- Marketing, customer service and quality management
- Strategy and implementation

Assessment

Each 'module' must be passed (min 40%). Work that does not reach the required standard can be reworked and resubmitted for capped marks (40%).

Assessment of written work is double marked by course tutors. Assessment of practical (presentation) work is done by tutors in session (against objective guidelines).
Marks following assessment are distributed as follows:

- Written assignments 3 x 20%
- Reflective log 1 x 10%
- Presentations 3 x 10%

NB each piece of assessed work must reach a minimum standard of equivalent 40% of total available

Engagement

Each module includes 16 hours of formal tutor / student contact time, making 96 hours in total. Informal contact time is provided by tutors being available immediately before and after each teaching session, and through email and phone between modules. Self guided learning time is 494 hours some of which takes place on the middle evenings of the modules.

Additional Information

It should be clearly understood that for this specific programme the teaching material along with the assessments will be contextualised for the client. The clients may come from any sector of business or industry hence the material must have an appropriate bias to be acceptable to the client.

While the main intention is for participants to come from a single organisation where students will be working and selected for the programme by the client organisation it is also possible that a programme may comprise participants from a variety of clients. In this case delivery will be much more generic, with project work carefully selected and managed to maintain client confidentiality.

Where participants come from a single organisation it is expected that senior managers from the organisation will meet the students and discuss issues that arise from the courses. Senior Executives from the client organisation(s) will meet and discuss industry issues arising from the programme with the students.

Where participants come from a range of clients specific arrangements regarding feedback from assignments will be agreed at the outset.

On the "Analysing your industry, your organisation and area of operation" module the criteria are again not prescriptive in order to allow tutors to keep the course relevant for the client. For example an organisation that provides logistics will have different interests to motor dealers or retail management.