

APPROVED

By Laura Harris at 9:01 am, Feb 05, 2026

University of Plymouth

Academic Registry, Partnerships

Weymouth and Kingston Maurward College



Programme Specification

BA (Hons) Business Management Top Up

8250/8251

Full/ Part time route

Start Date: September 2027

BA (Hons) Business Management Top Up
(Part time only Blended option)

Start date: January 2027

Date of First Award:

2027 Full Time

2028 Part Time

Date of Approval

October 2025

1. Programme Overview

Programme Title:	BA (Hons) Business Management Top Up
Exit Award(s):	
Faculty/school/Partner:	Weymouth and Kingston Maurward College
Delivery location:	Kingston Maurward campus
Mode of delivery:	Taught, face to face, full time and part time
Level of qualification:	Level 6
Programme duration: Full/Part-time	Full time: 1 years/ Part time: 2 years
Programme Entry Points:	Level 6
QAA Subject Benchmark Group(s):	Business and Management (2023)
UCAS code:	D404
HECOS code(s):	1000078

[The QAA UK Quality Code for Higher Education](#)
[OfS Quality and Standards](#)

2. Brief description of the programme (max 2 paragraphs):

This Level 6 Honours Top-Up programme will specifically provide progression for Foundation degree and HND students to prepare them for employment in a range of professional contexts requiring graduate level skills within the business sector locally, within the UK and abroad.

The programme further develops professional and practical business skills for leadership and strategy in business from the FdA Business Management at the College. There are option modules to specialise in for project management or consultancy for the rural sector. The Dorset economy is diverse sector, with many small to medium enterprises (SME), often in rural settings and the programme aims to provide graduates with skills and knowledge for employment in these types of businesses, or to start up their own enterprises. There are also larger employers such as the NHS and local authority recruiting graduates with good business skills in areas such as human resources and finance.

It provides a potential route for 'non-traditional' students drawn from a variety of academic backgrounds to progress from a Foundation degree or HND to a full Honours degree in a subject area often oversubscribed.

3. Professional Accrediting Body (if applicable, and date of accreditation renewal):

N/A

4. Teaching and Learning (indicate how a range of teaching and learning methods are used, related to learning outcomes):

The design and delivery of this programme aims to meet the strategic aims of both Weymouth Kingston Maurward College and that of University of Plymouth. The College has a new post-merger purpose to inspire its students by '*partnering with industry and our community to inspire students and apprentices for individual success beyond expectation – to ensure they are 'future-ready', prepared for today and tomorrow's world.*' This programme is designed to provide a degree level programme that develops real industry skills and cements a detailed understanding of the business sector and the tools that support performance and success. It also allies strongly with [University of Plymouth's Education and Student Experience Strategy](#) to support transformative, multi-disciplinary and inclusive learning. The programme is a key provision for the local Dorset population to access higher education within the county, where they might not otherwise have opportunity.

Knowledge and Understanding

Core knowledge and understanding is acquired through lectures, practical sessions, and tutorials. There will be frequent industrial visits throughout the year which will include visits to a range of local enterprises and using the College campus commercial activities as a source of case studies. Students will also be expected to use published sources to investigate a range of key concepts.

The programme takes distinct steps to integrate application of knowledge and understanding with practical learning to meet learner needs. A highly varied approach is taken in all lessons to use group and individual work, alongside discussion and active research to develop a distinctly inclusive learning environment.

Intellectual skills

Intellectual skills are acquired through the teaching and learning methods outlined above. At this level self-directed learning and independent reading are fundamental to academic progression and development. This is fostered within the seminar/academic tutorial framework that supports formal lectures.

The intellectual skills are assessed through analytical reports, presentations and coursework, where students will need to critically analyse and evaluate data, either from sources or from their own data collection projects. B1 will be extensively assessed through specific modules such as the business dissertation and modules that will need to include broader perspectives. The dissertation module develops aspects of B2-B5, but opportunity to apply these is also gained through applied subjects such as Strategic Leadership and Enterprise and Entrepreneurship,

where students may complete individual or group projects leading to analysis and evaluation. Evaluation is a strong feature in modules such as Project Management and Consultancy for Rural Business.

Practical skills

Practical skills on this programme are often industry skills in novel areas such as marketing, project management and consultancy skills in several relevant modules. This also includes developing professional plans and viable proposals.

Dissertation and case studies in Strategic Leadership and Enterprise and Entrepreneurship will meet C1-C5 through business case studies and scenarios to assess marketing and financial data. Practical industry skills are evidenced through assessment using the creation of engaging marketing presentations and sound proposals designed to influence stakeholders in businesses.

Analytical and data interpretation skills

Analytical and data interpretation skills are developed through the range of teaching and learning strategies outlined above. Students are required to undertake an analytical approach to the data and information they find and present in assessment. Regular feedback on assignments and in tutorials in addition to the seminar process allows students to develop both their understanding and ability to communicate their ideas.

Communication skills

All teaching, learning and assessment used in the programme will contribute to the students' skills in this area. However, the assessment of the Business Research Dissertation includes all elements of written and oral presentation in its assessment. The other modules all use aspects of summarising and presenting in written and verbal forms. These may include industry-based documents (e.g. consultancy reports), or marketing or strategic activities (C1, C6).

Digital Literacy and social media skills

The course has clear expectation on the submission of coursework using digital techniques and software. All submissions are completed electronically, and feedback is given via VLE platforms. The VLE is also a platform that provides supporting information to subjects and students are expected to use this as a resource to inform their learning and assessment. Access to journal and research articles is predominantly accessed through on-line search engines and libraries and students will develop skills in accessing and using these on-line sources during the programme. The use of social media has particular application to the dissertation as many students complete research using technology and digital platforms that are often made accessible through social media for marketing presentations and sales activities.

Interpersonal and Teamwork Skills

The independent Business Research Dissertation will require interpersonal skills to work with a supervisor appropriately to support their project aims. The nature of some projects may require working with others such as key contacts in industry bodies, or commercial staff in the college or other resources. Other modules will develop interpersonal skills such as Strategic Leadership, Project Management and Consultancy for Rural Business. The subject areas across the programme include a high level of concepts and ethical constructs that will lead students to need to respect and recognise the views of others (D3).

Self-management and professional development skills

Ethical and moral issues linked to business decision making included in the programme (e.g. Strategic Leadership, Consultancy for Rural Business), but also the Business Research Dissertation must be conducted under ethical protocols, and also any professional codes of conduct applicable. As a Level 6 programme there is a clear expectation for independent learning in all subjects (D1, D2, D4) but the Dissertation module requires independent project work and supervision provides guidance towards setting goals and constructing timescales to ensure that this project is achieved successfully and in a timely fashion. Supervision of project work will aim to identify personal strengths and weaknesses to enable students to effectively manage their time to meet project goals (D1, D4)

Teaching involves predominantly task-oriented lessons where learners are encouraged to apply critical thinking skills. A part of this process may involve activities whereby learners are provided with challenges in advance of the lesson, to have the opportunity to think and research before discussing amongst peers. Teaching may therefore involve elements of online activities for a blended learning style (where suitable to do so).

Lectures, seminars and practicals are used to encourage focus on real-world application for authenticity, and where possible, engage in practical activity. Learners are encouraged to reflect on their current skills and direction they wish to take their learning due to the broadness of the programme (e.g. learners could focus on, but are not limited to, sectors they plan to work in or already are employed in).

The programme has optional modules, though learners are welcome to attend sessions and activities for a holistic learning experience.

5. Assessment methods (indicate how a range of assessment methods are used to enable students to demonstrate the intended learning outcomes):

The assessment strategy is designed for authenticity and engagement in learners. In some cases, there will be the traditional report, presentation, or poster format. However, there is an emphasis for assessments to mirror industry tasks/ documentation or to analyse the outcomes of practical tasks or investigations. Module leads are challenged to be creative, and liaise with industry for ideas, to develop assessments. The use of authentic assessment is used to develop industry

skills and negate the impact of emerging technology such as AI in student assessment.

A key distinctive feature of the programme is the practical nature of some modules, and the use of 'authentic' assessments. These features prepare graduates for entry into businesses with experience of both practical elements of the subject and experience of industry standard documentation or formats. Examples include:

- Business Proposals
- Business/ marketing plans
- Analytical reports or presentations
- Consultation documents
- Consultant/ Client scenarios
- Digital applications/ software for business data

Alongside the practical nature of some elements of the programme the programme still retains key elements of a business degree. Several modules promote and assessment skills in data analysis. These activities include:

- Data collection through desk-based studies and case studies
- Application of a range of applications and software for analysis
- Application of literature reviews to develop business cases and strategy

The programme is designed to allow students on the programme to select modules to follow career routes for both employment and preparation for postgraduate study.

The option modules can be selected from either Project Management or Rural Business Consultancy.

Assessment design follows University of Plymouth's Assessment Policy and Guidance. This is met by the following elements of assessment design:

- Use of authentic assessment that reflect industry tasks, documents or skills
- Elements of choice in assessment such as electing to use preferred or elected products, services, analysis techniques or business models and case studies.
- Choice in evidence in some assessments, such video or image diaries, or flexibility in reflective portfolio presentation
- There is a clear procedure for reasonable adjustments to adapt assessments as appropriate
- There are summative and formative feedback processes in place to allow verbal feedback as well as written via Turnitin/ MS Teams if appropriate
- All modules include 1-1 opportunity for students for formative feedback on assessment with their delivery.
- Clear expectation on teaching staff to provide pre-assessment guidance to clarify what is required

6. Admissions Criteria:

Applicants should confirm their ability to study on at Bachelor's Degree level by presenting evidence of:

- a) achievement of 240 credits to Level 5 in a suitable subject or qualification:
- I. Foundation degree in Business Management, or equivalent
 - II. HND in Business /Leadership and Management/ Marketing Management
 - III. 240 credits to Level 5 achieved in suitable subjects such as Business, Leadership and Management. At least 120 Credits should have been achieved at Level 5.

International students required to meet IELTS (Academic) 6.0 or above (with minimum 5.5 in each component)

b) Potentially suitable students may be interviewed so that their interest, motivation and academic suitability can be assessed.

7. Programme structure diagrams*

* the diagrams below can be amended but will need to include the information shown.

Full-time Course Structure:

Module code	Module title	Stage of study	Credits	Level	semester
WEYM3012	Business Research Dissertation	3	40	6	1 & 2
WEYM3013	Entrepreneurship and Enterprise	3	20	6	1
WEYM3014	Business IT and Data Analytics	3	20	6	1
WEYM3015	Strategic Leadership	3	20	6	2
WEYM3016	Project Management OPTION 1	3	20	6	2
WEYM3017	Consultancy for Rural Business OPTION 2	3	20	6	2

Part-time Course Structure:

Module code	Module title	Stage of study	Credits	Level	semester
WEYM3012	Business Research Dissertation	4	40	6	1 & 2
WEYM3013	Entrepreneurship and Enterprise	3	20	6	1
WEYM3014	Business IT and Data Analytics	3	20	6	1
WEYM3015	Strategic Leadership	3	20	6	2

WEYM3016	Project Management OPTION 1	4	20	6	2
WEYM3017	Consultancy for Rural Business OPTION 2	4	20	6	2

January Start, part time only route:

Module code	Module title	Stage of study	Credits	Level	Planned module delivery week Jan 2026 cohort
WEYM3012	Business Research Dissertation	4	40	6	w/c 25 January 2027 Kingston Maurward Hermes Vita Roldan
WEYM3013	Entrepreneurship and Enterprise	3	20	6	w/c 19 April 2027 Kingston Maurward Fran Wadham
WEYM3014	Business IT and Data Analytics	3	20	6	w/c 8 February 2027 Kingston Maurward
WEYM3015	Strategic Leadership	3	20	6	w/c 28 September 27 Kingston Maurward Hermes Vita Roldan
WEYM3016	Project Management OPTION 1	4	20	6	w/c 2 November 27 Kingston Maurward Rob Whiting
WEYM3017	Consultancy for Rural Business OPTION 2	4	20	6	w/c 2 November 27 Kingston Maurward Fran Wadham

8. Programme Aims:

The primary aim of this programme is to provide a clear progression route from the FdA Business Management at Weymouth and Kingston Maurward to a full honour's degree.

The programme intends to allow students:

- To develop skills in Business, Management and Leadership that equip them for employment, enterprise and lifelong learning
- To develop practical and professional skills with underpinning knowledge within the business sector to create strategic plans and business proposals
- To develop skills in project management and in supporting others in business decision making in an advisory capacity
- To develop knowledge and understanding of the ethical and moral responsibilities of businesses and an awareness of important global issues

The programme intends to develop wider skills to include:

- The ability to synthesise objective opinions, recommendations and solutions from prior learning in response to new situations and challenges;
- Demonstrating skills and knowledge for further academic study at post graduate level;

- Displaying communication and managerial skills that can be applied within diverse business settings;
- Using ICT skills, applications and software to analyse complex data;
- marketable and transferable skills to seek alternative employment in related industries.

9. Programme Intended Learning Outcomes

Under “Module Code(s)” list the modules or modules in which each learning outcome is **primarily** assessed.

A. Knowledge and Understanding			
LO	On successful completion of the named award, students should have developed knowledge and understanding of:	Module Code(s)	Module Learning outcomes
A1	Underpinning knowledge of business practice and ethics to respond to challenges in diverse business settings	WEYM3012 WEYM3013 WEYM3014 WEYM3016 WEYM3017	1 1 1 1 1
A2	Aptitude in business start-up and solutions in a diversity of enterprises	WEYM3013 WEYM3016 WEYM3017	1 2 2
A3	Contemporary digital literacy that can be used to support analysis and forecasting	WEYM3012 WEYM3016 WEYM3014 WEYM3017	6 1 1 3
A4	Principles and qualities of strategic leadership	WEYM3015 WEYM3016 WEYM3017	1,3 1,3 2
A5	Principles of influential, relational and collaborative behaviour in the workplace at a strategic level	WEYM3014 WEYM3015 WEYM3016 WEYM3017	4 1,2,3 1,3 4,5
B. Cognitive and Intellectual skills			
LO	On successful completion of the named award, students will be able to:	Module Code(s)	Module Learning outcomes
B1	Critically analyse financial performance to develop evidence-based business solutions	WEYM3013 WEYM3014 WEYM3016 WEYM3017	2,3 2,3 2 2,3
B2	Critically evaluate business concepts for viability, market share and sustainability	WEYM3013 WEYM3014 WEYM3016 WEYM3017	2,3 2 2 2

B3	Implement information systems to enable data-driven and informed decision-making	WEYM3012 WEYM3013 WEYM3014 WEYM3016 WEYM3017	6 2,3 2,3 2 2
B4	Seek out, analyse, synthesise, summarise and evaluate information from academic literature and other sources of information	WEYM3012 WEYM3014 WEYM3015 WEYM3017	2 2,3,4 2 2,3
B5	Show a well-developed ability to integrate lines of evidence from a wide range of sources	WEYM3012 WEYM3014 WEYM3015 WEYM3016 WEYM3017	2 3 2 2 2,3
C. Practical and Employment related skills			
LO	On successful completion of the named award, students will be able to:	Module Code(s)	Module Learning outcomes
C1	Suggest, plan, conduct and present an independent investigation using appropriate support from a supervisor	WEYM3012	1,2,3,5
C2	Communicate innovative business ideas to create or co-create new products, services or organisations that will generate a return on financial and/or social investment	WEYM3012 WEYM3013 WEYM3016 WEYM3017	5 4 2,4 2,3
C3	Demonstrate effective techniques in strategic leadership decisions	WEYM3015 WEYM3016 WEYM3017	3,4 3 5
C4	Synthesise solutions to improve business performance through the application of detailed performance data	WEYM3012 WEYM3013 WEYM3014 WEYM3016 WEYM3017	6 2,3 2,3 2,4 2,3
C5	Demonstrate appropriate professionalism to lead and advise others and to cultivate business contacts and partnerships	WEYM3014 WEYM3015 WEYM3016 WEYM3017	4 3,4 3 4,5
C6	Interpret and present evidence-based business intelligence using tools for data visualisation and reporting techniques	WEYM3012 WEYM3013 WEYM3014 WEYM3016 WEYM3017	5,6 2,3 2,3 2,3,4 2
D. Key and Transferable skills			
LO	On successful completion of the named award, students will be able to:	Module Code(s)	Module Learning outcomes
D1	Lead, advise, negotiate and work with others to achieve business aims using effective communication and interpersonal skills.	WEYM3012 WEYM3013	1 4 3,4

		WEYM3015 WEYM3016 WEYM3017	3,4 4,5
D2	Select, justify and apply creative and innovative methods to solve challenging problems in an authentic manner	WEYM3012 WEYM3013 WEYM3014 WEYM3015 WEYM3016 WEYM3017	2,4 43 3,4 4,5 4,5
D3	Synthesise actions to affect change within industry with consideration for empathy, inclusivity and sensitivity.	WEYM3012 WEYM3013 WEYM3014 WEYM3015 WEYM3016 WEYM3017	2,4,5 4 4 4 2,3 3,4,5
D4	Demonstrate effective skills in digital literacy and business creativity and development	WEYM3012 WEYM3013 WEYM3014 WEYM3016 WEYM3017	5,6 4 2,3 2 4,5
D5	Demonstrate professional skills in self-management in their own motivation, resilience and attitude	WEYM3012 WEYM3015 WEYM3016 WEYM3017	3,4 4 2 4,5

10. Placement Opportunities (if applicable):

n/a

11. Any additional costs:

Students fees will cover the face to face delivery of modules by teaching staff, on line and face to face assignment support via MS Teams and provision to teaching resources/ documentation and online resources such as journal access via Athens.

There will be an additional cost towards industry visits.

Day tours from £20 – 30, this would usually involve 5-6 visits per year for those on a full-time programme

The part-time only route offered using blended learning will require 1 week blocks to teach each module, followed by online assignment support until submission. A module would be taught over 5 x 6-hour days to provide equivalent hours of planned full-time delivery. An outline timetable of module delivery can be provided on application.

Students from outside the local area attending the Kingston Maurward campus for these delivery weeks will need to source suitable accommodation as required.

Some of these modules will be delivered to the tourism sector at tourism park sites in the UK/ Costs of these will vary but students will need to factor in travel,

accommodation and subsistence costs for a week block module of £300-£400. Only 1-2 modules will be offered each year in this method.

Students should ensure they have a device they can regularly bring to college to support their studies as part of the University Centre Bring Your Own Device (BYOD) Policy.

Students may wish to purchase some textbooks and a reading list is provided for each module. It is not a requirement to obtain these texts and they are available via the Learning Resources Centre (LRC). The LRC, and other areas of college have printing/ photocopying facilities to students can use. However, there are charges for these services of 5p per A4 B&W page/ 8p per A3 B&W page/ 18p per A4 Colour page/ 35p per A3 Colour page.

Students should bring their own stationery for classes, but the LRC does hold a small stock of stationery items for purchase of needed.

12. Non-standard regulations and date approved:

n/a

13. Progression opportunities:

Progression from the programme, outside of employment, will be into appropriate postgraduate study such as taught or research masters programmes. Subjects would include progression to an MBA, but could also include programme such as those offered at the UoP Business School including:

MSc Business and Management	MA Human Resource Management
MSc Business Psychology	MSc International Business
MSc Digital and Social Media Marketing	MBA Master of Business Administration
MSc Finance	MSc Project Management

14. Transitional arrangements for existing students (if applicable):

n/a

15. Additional points

n/a