

BSc (Hons) Management with Entrepreneurship; BSc (Hons) Management with Economics; and BSc (Hons) Management with Marketing

2020-21 Addenda to Programme Specification

Awarding Institution:

University of London (Interim Exit Awards made by Goldsmiths' College)

Teaching Institution: Goldsmiths, University of London

Name of Final Award and Programme Title:

BSc (Hons) Management with Entrepreneurship

BSc (Hons) Management with Economics

BSc (Hons) Management with Marketing

Name of Interim Exit Award(s):

Certificate of Higher Education in Management

Diploma of Higher Education in Management with Entrepreneurship

Diploma of Higher Education in Management with Economics

Diploma of Higher Education in Management with Marketing

FHEQ Level of Award: Level 6

Programme accredited by: Not applicable

Home Department: Institute of Management Studies

Department(s) which will also be involved in teaching part of the programme:

Psychology; Sociology; Politics and International Relations; Anthropology; History; Institute for Creative and Cultural Entrepreneurship

Overview of programme changes

Goldsmiths has needed to make changes to the way in which its programmes will be taught in 2020-21 in response to the ongoing global Covid-19 pandemic. This means that all programmes will be taught through a mix of online and in-person teaching sessions in 2020-21.

In some instances changes have also been made to assessment formats where necessary.

This addenda summarises approved changes that will be in place for 2020-21. Further programme information is provided in the published programme specification.

How you will learn and how you will be assessed

Academic year of study 1 for 2020-21 only

Module Title	Teaching Delivery	Assessment
Organisations and Organisational Strategies	10 online recorded lectures (asynchronous) combined with synchronous online Q&A. 2 tutorials on-campus.	Exam (50%) <u>changed to</u> multiple choice questionnaire take home paper (50%)
Foundations of Economics	20 pre-recorded lectures and interactive online session. 7 tutorials on-campus. Office-hours can be conducted face-to-face or remotely depending on specific student needs and preferences.	No change
Understanding Entrepreneurship	10 pre-recorded lectures and synchronous activities online. 2 tutorials on-campus and 1 pre-recorded.	No change
Introduction to Marketing	10 lectures and 3 tutorials pre-recorded and uploaded to the VLE. 13 Q&As/Discussion sessions (20% held in person), and VLE forum discussion.	Exam (50%) <u>changed to</u> take home exam (50%)
Developing Business Ideas and Opportunities	10 pre-recorded lectures uploaded to the VLE and 10 live interactive sessions online. VLE discussion forums. 2 in-person on-campus tutorials.	No change
Finance and Accounting	1 pre-recorded weekly lecture with a weekly interactive session online. 1 hour weekly tutorial on-campus.	Exam (50%) <u>changed to</u> multiple choice questionnaire take home paper (50%)
Marketing Management	10 lectures and 2 tutorials pre-recorded and uploaded to the VLE. 6 Q&A sessions in-person and 12 Q&As/Discussion sessions online (20% of these held in person), and VLE forum discussions.	Unseen exam (50%) and 2 x 1,250 word coursework essays (25% each) <u>changed to</u> 1 x take home exam paper (50%) and 1 x 1,500 coursework essay

Academic year of study 2 BSc Management with Entrepreneurship for 2020-21 only

Module Title	Teaching Delivery	Assessment
Entrepreneurial Finance	10 pre-recorded lectures, 8 synchronous online interactive live sessions and 5 face-to-face tutorials on-campus, 4 online forum discussions.	Group presentation (10%) <u>changed to</u> individual reflective report (10%)
Organisational Behaviour	10 lectures pre-recorded and uploaded to the VLE and 10 online discussion sessions. 1 pre-recorded assignment presentation online and 1 tutorial on-campus.	Unseen exam (50%) <u>changed to</u> take home exam (50%)
The Entrepreneurial Project	10 online pre-recorded lectures with 12 synchronous online interactive live sessions. 5 face-to-face meetings on-campus with groups for business plan development, and online simulation activity.	Group report (50%) <u>changed to</u> group report and presentation (50%)
Research in Management	10 lectures pre-recorded and uploaded to the VLE and 10 online discussion sessions. 1 tutorial on-campus.	No change
Entrepreneurial Behaviour	10 pre-recorded lectures plus 10 synchronous activities. 2 face-to-face assessment tutorials on-campus.	No change
Optional modules	Optional modules from an annually approved list	

Academic year of study 2 BSc Management with Economics for 2020-21 only

Module Title	Teaching Delivery	Assessment
Organisational Behaviour	10 lectures pre-recorded and uploaded to the VLE and 10 online discussion sessions. 1 pre-recorded assignment presentation online and 1 tutorial on-campus.	Unseen exam (50%) <u>changed to</u> take home exam (50%)
Research in Management	10 lectures pre-recorded and uploaded to the VLE and 10 online discussion sessions. 1 tutorial on-campus.	No change

Module Title	Teaching Delivery	Assessment
Mathematics for Economics and Business	19 pre-recorded weekly learning resources and 19 interactive weekly sessions online. 16 interactive weekly seminar sessions on-campus.	Exam (70%), 2 x mid-term tests (10% each) and 8 take home problem sets (10%) <u>changed to</u> a take home exam (70%), 2 timed take home mid-term tests (10% each) and 8 take home problem sets (10%).
Economic Reasoning	10 pre-recorded weekly lectures with 10 weekly interactive sessions online. 2 seminars on-campus.	No change
History of Economic Ideas	10 pre-recorded weekly lectures with weekly interactive sessions online. 4 seminars on-campus.	No change
Optional modules	Optional modules from an annually approved list	

Academic year of study 2 BSc Management with Marketing for 2020-21 only

Module Title	Teaching Delivery	Assessment
Product Innovation and Management	10 pre-recorded lectures and online discussion sessions. 2 tutorials on-campus.	1 unseen exam (50%) <u>changed to</u> take home exam (50%)
Organisational Behaviour	10 lectures pre-recorded and uploaded to the VLE and 10 online discussion sessions. 1 pre-recorded assignment presentation online and 1 tutorial on-campus.	Unseen exam (50%) <u>changed to</u> take home exam (50%)
Marketing Communications	10 lectures pre-recorded and uploaded to VLE, complemented each week by a synchronous online meeting or asynchronous exercises via VLE Forums. 2 tutorials on-campus.	Individual Reflection (20%) <u>changed to</u> Quiz (20%)
Research in Management	10 lectures pre-recorded and uploaded to the VLE and 10 online discussion sessions. 1 tutorial on-campus.	No change
Brand Management	10 lectures and 2 tutorials pre-recorded and uploaded to the VLE. 12 Q&As/Discussion sessions (20% of these held in-person), and VLE forum discussion.	Individual Reflection (20%), Case Study (40%) and Group Project (40%) <u>changed to</u> take home Exam - Case Study (60%) and 1 Group Project - Report (40%)

Module Title	Teaching Delivery	Assessment
Optional modules	Optional modules from an annually approved list	
Consumer Behaviour	10 pre-recorded lectures and 10 synchronous activities, plus a written summary on the VLE. 1 tutorial on-campus (2 hrs) and Q&A VLE forum discussions. 1 pre-recorded exam revision lecture, followed by synchronous activity online, and Q&A VLE forum discussion.	Exam (50%) <u>changed to</u> Quizzes (50%)

Academic year of study 3 BSc Management with Entrepreneurship for 2020-21 only

Module Title	Teaching Delivery	Assessment
Leadership and Talent Management	10 lectures pre-recorded and uploaded to the VLE and 10 online discussion sessions. 1 pre-recorded assignment presentation and 1 tutorial on-campus.	Unseen written examination (50%) <u>changed to</u> 2 x 900 word essays in a single take-home examination (50%)
Innovation Case Studies	10 chunked synchronous lectures (lecture and discussion) recorded and uploaded to the VLE and 10 synchronous online guest lectures (lecture and discussion). 2 on-campus assignment tutorials.	2 x 1500 words case study (from selection of three options) (50% each) <u>changed to</u> 2 x Case Study Journals (1500 words or 300 words per weekly case study weeks 1-5 and 6-10) (50% each).
International Business	10 online recorded lectures (asynchronous) followed by synchronous online Q&A. 1 tutorial on-campus.	Exam (50%) <u>changed to</u> multiple choice questionnaire take home paper (50%)
Entrepreneurial Management and Growth	10 pre-recorded lectures uploaded to the VLE, 10 live online interactive sessions, and VLE discussion forums.	Individual Paper 1500 words (50%), Group Report 3500 words (50%) and Group Presentation (formative 0%) <u>changed to</u> Individual Paper 1500 words (40%), Group Report 3500 words (40%) and Group Presentation (20%)
Research Dissertation	3 online small group meetings and individual meetings (as needed) on-campus.	No change
Optional modules	Optional modules from an annually approved list	

Module Title	Teaching Delivery	Assessment
Training, Coaching and Counselling	10 lectures pre-recorded and uploaded to the VLE and 10 online discussion sessions. 1 pre-recorded assignment presentation and 1 tutorial on-campus.	Unseen written examination (50%) <u>changed to</u> 2 x 900 word essays in a single take-home examination (50%)
Project Management	10 asynchronous recorded lectures and uploaded to the VLE and 5 labs delivered on-campus. 1 pre-recorded assignment presentation and 1 tutorial discussion on-campus. <u>Update 16 October 2020: This text replaces the text above. This module is delivered in the autumn term via 10 asynchronous recorded lectures uploaded to the VLE and 5 online labs. 1 pre-recorded assignment presentation and 1 tutorial discussion on-campus.</u>	Unseen written examination (60%) <u>changed to</u> take-home written examination (60%)
Psychology of Marketing and Advertising	9 pre-recorded lectures and 9 synchronous activities. 1 presentation session on-campus and written summary on VLE. 1 tutorial on-campus and Q&A VLE forum discussion. 1 pre-recorded exam revision lecture plus synchronous Q&A activity and Q&A VLE forum discussion.	Exam (50%) <u>changed to</u> take home exam (50%)
Assessment and Selection	10 lectures pre-recorded and uploaded to the VLE and 10 online discussion sessions. 1 pre-recorded assignment presentation and 1 tutorial on-campus.	Unseen written examination (50%) <u>changed to</u> 2 x 900 word essays in a single take-home examination (50%)
Work Placement	Optional module not available in 2020-21.	

Academic year of study 3 BSc Management with Economics for 2020-21 only

Module Title	Teaching Delivery	Assessment
Leadership and Talent Management	10 lectures pre-recorded and uploaded to the VLE and 10 online discussion sessions. 1 pre-recorded assignment presentation and 1 tutorial on-campus.	Unseen written examination (50%) <u>changed to</u> 2 x 900 word essays in a single take-home examination (50%)
Intermediate Microeconomics	10 pre-recorded lectures and 10 weekly online interactive sessions. 8 seminars on-campus.	Final exam (90%) <u>changed to</u> take home exam (90%)

Module Title	Teaching Delivery	Assessment
Intermediate Macroeconomics	10 pre-recorded lectures and 10 weekly online interactive sessions. 5 seminars on-campus.	Unseen written exam (100%) <u>changed to</u> take home exam (100%)
International Business	10 online recorded lectures (asynchronous) followed by synchronous online Q&A. 1 tutorial on-campus.	Exam (50%) <u>changed to</u> multiple choice questionnaire take home paper (50%)
International Economics	10 pre-recorded weekly learning resources with 10 interactive weekly online sessions. 1 interactive seminar session online on coursework assessment and 4 interactive seminar sessions on-campus.	Unseen written exam (50%) <u>changed to</u> take home exam (50%)
Individual and Institutional Economic Behaviour	10 pre-recorded lectures followed by online discussion forums. 4 seminars on-campus.	No change
Manias, Bubbles, Crises and Market Failure	10 pre-recorded lectures and 10 weekly interactive sessions online. 4 seminars on-campus.	No change
Further Mathematics for Economics	10 pre-recorded lectures and 10 weekly online interactive sessions. 8 smaller group seminars on-campus.	Final exam (80%) and test (20%) <u>changed to</u> take home papers (80% and 20% respectively)
Optional modules	Optional modules from an annually approved list	

Academic year of study 3 BSc Management with Marketing for 2020-21 only

Module Title	Teaching Delivery	Assessment
Leadership and Talent Management	10 lectures pre-recorded and uploaded to the VLE and 10 online discussion sessions. 1 pre-recorded assignment presentation and 1 tutorial on-campus.	Unseen written examination (50%) <u>changed to</u> 2 x 900 word essays in a single take-home examination (50%)
International Business	10 online recorded lectures (asynchronous) followed by synchronous online Q&A. 1 tutorial on-campus.	Exam (50%) <u>changed to</u> multiple choice questionnaire take home paper (50%)
Marketing Strategy	6 pre-recorded lectures uploaded to the VLE and 6 online discussion sessions. 6 group surgery sessions on-campus.	Group Simulation Report (10%) <u>changed to</u> Quiz (10%)
Research Dissertation	3 online small group meetings and individual meetings (as needed) on-campus.	No change

Module Title	Teaching Delivery	Assessment
Digital Marketing and Social Media	10 lectures and 2 tutorials pre-recorded and uploaded to the VLE. 12 online Q&As/Discussion sessions (20% of these held in person), and VLE forum discussion.	Individual Reflection (20%) and Case Study (40%) <u>changed to</u> Case Study (60%)
Optional modules	Optional modules from an annually approved list	