

## **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**

<b>Module Title</b>	<b>Teaching Delivery</b>	<b>Assessment</b>
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**

<b>Module Title</b>	<b>Teaching Delivery</b>	<b>Assessment</b>
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	

<b>Module Title</b>	<b>Teaching Delivery</b>	<b>Assessment</b>
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%) <del>changed to</del> 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.	Unseen written examination (60%) <del>changed to</del> 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%) <del>changed to</del> 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%) <del>changed to</del> 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**

<b>Module Title</b>	<b>Teaching Delivery</b>	<b>Assessment</b>
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%) <del>changed to</del> 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%) <del>changed to</del> take home exam (90%)
Intermediate Macroeconomics	10 pre-recorded lectures and 10 weekly online interactive sessions. 5 seminars on-campus.	Unseen written exam (100%) <del>changed to</del> take home exam (100%)
International Business	10 online recorded lectures (asynchronous) followed by synchronous online Q&A. 1 tutorial on-campus.	Exam (50%) <del>changed to</del> multiple choice questionnaire take home paper (50%)

<b>Module Title</b>	<b>Teaching Delivery</b>	<b>Assessment</b>
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 take home exam</u> (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 take home papers</u> (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**

<b>Module Title</b>	<b>Teaching Delivery</b>	<b>Assessment</b>
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 2 x 900 word essays in a single take-home examination</u> (50%)
International Business	10 online recorded lectures (asynchronous) followed by synchronous online Q&A. 1 tutorial on-campus.	Exam (50%) <u>changed to multiple choice questionnaire take home paper</u> (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 Quiz</u> (10%)
Research Dissertation	3 online small group meetings and individual meetings (as needed) on-campus.	No change
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 Case Study</u> (60%)
Optional modules	Optional modules from an annually approved list	