

Employability and Professional Development Employability as the fourth pillar of the Business Management programme.

BA (HONS) BUSINESS MANAGEMENT PILLARS

Department of Strategy, Enterprise and Sustainability

3 Pillars Design to Reflect Department Identity

	Year 1 (Level 4)	Year 2 (Level 5)	Final Year (Level 6)
Sustainability	Global Concerns in Sustainably Development	Investing Responsible Enterprise in a Global Context	Business, Ethics and Responsible Leadership
Enterprise	Innovation and Creativity Skills for Business	Social Innovation through Entrepreneurship	Entrepreneurs & Business in a Globalised Society
Strategy	Managing People in a Contemporary Economy	Principles of Strategic Management	Strategic Management in the Global Context

BA (HONS) BUSINESS MANAGEMENT PILLARS

Department of Strategy, Enterprise and Sustainability

Fourth Pillar of our Department - Business in Action- CMDA Apprenticeships, professional development (Skills and Behaviours), Work-based projects

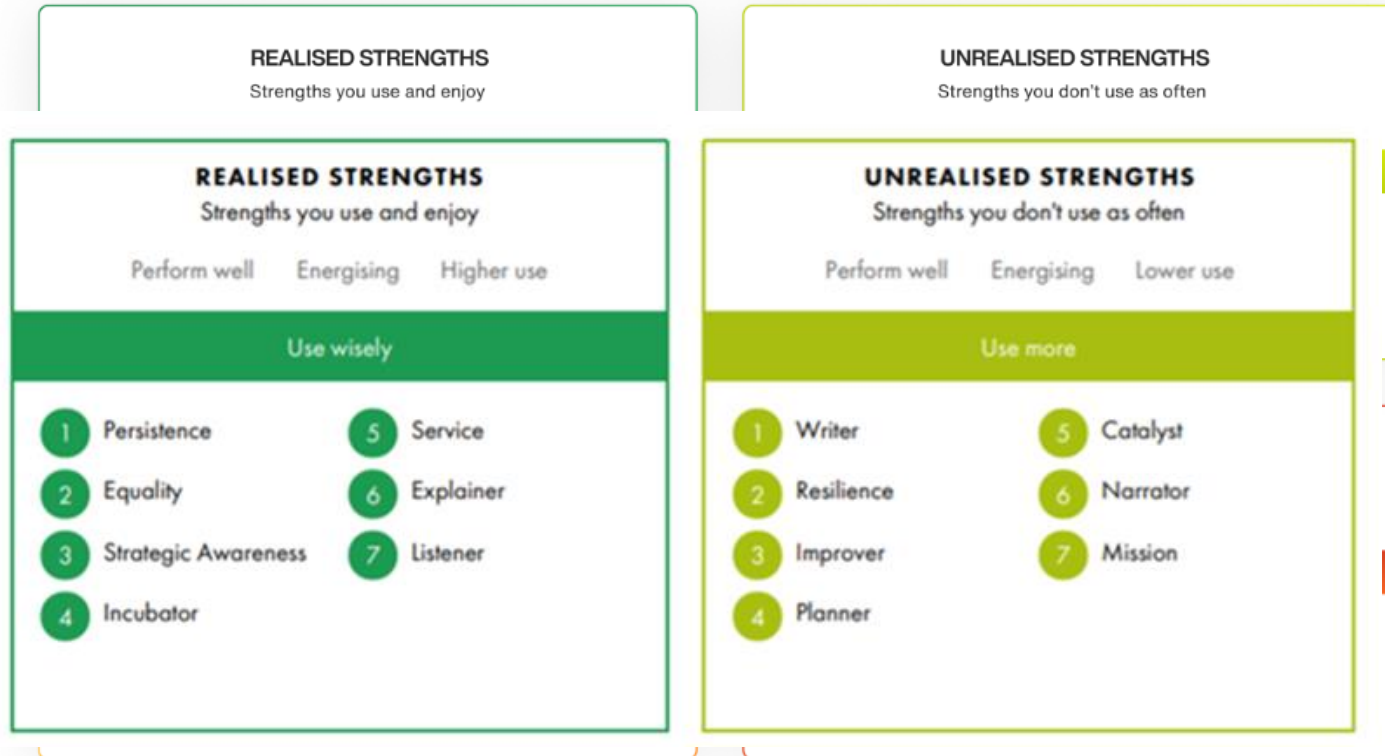
	Year 1 (Level 4)	Year 2 (Level 5)	Final Year (Level 6)
Sustainability	Global Concerns in Sustainably Development	Investing Responsible Enterprise in a Global Context	Business, Ethics and Responsible Leadership
Enterprise	Innovation and Creativity Skills for Business	Social Innovation through Entrepreneurship	Entrepreneurs & Business in a Globalised Society
Strategy	Managing People in a Contemporary Economy	Principles of Strategic Management	Strategic Management in the Global Context
Professional Development	Digital Awareness and Professional Development	Employability skills and Managing your Digital Footprint	Professional Practice Units

How do we deliver the knowledge, but especially build back in the kind of skills and behaviors required for our undergraduate business students to succeed ?

Professional Development Pillar

- Level 4, Digital Awareness and Professional Develop (Identify, Articulate and Develop your Professional Strengths) EXPLORE
- Level 5, Employability and Managing your Digital Footprint (Deploy your Strengths through an application process and assessment centre) CREATE
- Level 6, units such as Consultancy, Young Enterprise, (Use your Strengths in a Professional Context and Build Experience) SUCCEED

Steps To Success : Personal Tutor As Skills Coach Through Strengths-based Coaching



Personal Tutors Trained and accredited as Strengths Coaches

Timetabled Personal Tutor Strengths-Coaching in Levels 4 and 5

Compulsory professional PDR meeting with Personal Tutor at Level 6 embedded as part of an assessment within the Synoptic project unit

Level 4 Professional Development Digital Awareness and Professional Development key features



Focus on them
through Strengths



'Whole university'
approach



Focus on Wellbeing
activities



Digital Literacy and
Digital Presence



Networking and
Connectedness



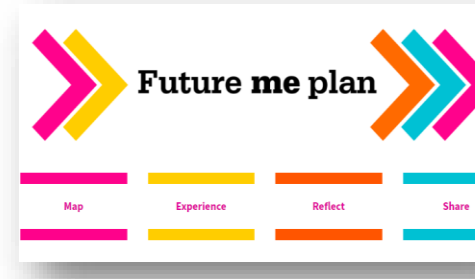
Study Skills



Growth Mindset



Time Management



FutureMe Plan



Employability



Poppy Gerrard ✓ (She/Her) · 1st
BA (Hons) Business Management Student at Manchester Metropolitan University



Amy Mulumba ✓ · 1st
BA (Hons) Business Management Student at Manchester Metropolitan University, seeking opportunities to increase my professional portfolio.



Ellie Pickett ✓ (She/Her) · 1st
Business Management with Law Student at Manchester Metropolitan University



Tate Fung ✓ · 1st
First Year BA (Hons) Business Management student at Manchester Metropolitan University currently seeking summer placement opportunities.



Beverly Nortey ✓ (She/Her) · 1st
1st year BA (Hons) Business Management student at Manchester Metropolitan University | Graduate 2026



Sienna Patel ✓ · 1st
First year BA (Hons) Business Management Student at The Manchester Metropolitan University



Using Digital Presence to Articulate Identity as Manchester Met Business Management Students

#mcrmetproud

WEEK 6 Networking Event and Careers Fair



Mandatory Event Monday Week 6 (Assessed in Reflection)

Meet RISE Team

Meet Careers Team

Meet the Wellbeing Team

Meet Study Skills Team

Meet Current Students on Placements

Meet Study Abroad Team

Meet the Student Union

Connect with Students from across the cohort

Meet Alumni and Employers



Attend the Careers Fair

Attend at Least 1 Week 6 Talk or Event

Get your LinkedIn Professional headshot

Elle Thomas (She/Her) • 1st
BA (Hons) Business Management with Law Student and Course...
4mo • 🌐

Today, I have attended day 1 of the Manchester Metropolitan Networking Week. Today has been not only eye opening but enjoyable. I have learned even more about what MMU has to offer as a student, as well as putting my networking skills to the test. From learning about study skills and careers to the very exciting international case competition. I look forward to the other events and workshops which will be taking place across this week. Especially, the graduate job and placement fair as I am very interested in learning more about placement opportunities and the summer internships that will be on offer!

#networkingevent #mmu



Study Skills sessions
in each unit and
Studiosity from
Week 7

1 pre-
Christmas
submission
to lighten
burden

Bespoke
Programme
Level FutureMe
Event with
National Grid and
Young Enterprise

Looking forward
events such as
Placement
Accelerator Day for
First Years



Level 5 Employability



Employer events and employability skills embedded in the curriculum with a focus on your Professional Development and developing your network



REALISED STRENGTHS
Strengths you use and enjoy

Perform well Energising Higher use

Use wisely

1 Persistence	5 Service
2 Equality	6 Explainer
3 Strategic Awareness	7 Listener
4 Incubator	

UNREALISED STRENGTHS
Strengths you don't use as often

Perform well Energising Lower use

Use more

1 Writer	5 Catalyst
2 Resilience	6 Narrator
3 Improver	7 Mission
4 Planner	

Level 6 Professional Practice

Structural Change

Compulsory Work-Integrated (Synoptic) Project on BA (Hons) Business Management introduced 2022-23



No opt out (e.g. dissertation – now optional, not an alternative)

Choice of Consultancy, Young Enterprise, Start-up, Community Project, Sustainability Project

All include significant interaction with external stakeholders: Business, Third Sector, Entrepreneurs and Investors (depending on the unit)

Outcomes



Highest number of placed students in the University

Some of the organisations our students have secured placements with 2024-25



Departmental Leaderboard

Department	Score*
Business, Information and Communications	4495.4
Strategy, Enterprise and Sustainability	113.9
Marketing, International Business and Tourism	56.5
Operations, Technology, Events and Hospitality Management	52.3
Health and Exercise Sciences	47.6
Design	46.6
Life Sciences	40.7
Psychology	39
Physical Sciences	38.4
Art and Performance	37.8
Computing and Mathematics	37.4
Engineering	36.1

