

Programme Specification

BA (Hons) Business Administration (Top Up)

Date of Publication to Students: 2014/15

NOTE: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes advantage of the learning opportunities that are provided. More detail on the specific learning outcomes, indicative content and the teaching, learning and assessment methods of each module can be found (1) at <http://www.bcu.ac.uk/business-school/courses.html>, (2) in the Module Specifications and (3) in the Student Handbook.

The accuracy of the information contained in this document is reviewed by the University and may be checked within independent review processes undertaken by the Quality Assurance Agency.

Awarding Institution / Body:	Birmingham City University
Teaching Institution:	Birmingham City University
Interim Awards and Final Award:	BA (Hons)
Programme Title:	BA (Hons) Business Administration
Main fields of Study:	Business
Modes of Study:	1 year FT
Language of Study:	English
UCAS Code:	N101
JACS Code:	N101

Relevant subject benchmark statements and other external reference points used to inform programme outcomes:

General business and management benchmark

University Teaching and Learning Strategy

Faculty Teaching and Learning Strategy

Faculty Mission Statement

Programme philosophy and aims

Preparation for a career in marketing, equipping you with the practical skills required

to make an immediate impact and conceptual framework to make a long-term difference.

Explain the overall approach adopted by the programme and how it leads to the aims shown below

The aims of the programme are to:

Provide students with:

- an in-depth understanding of business theory;
- the ability to apply business theory in a variety of business situations;
- tasks and challenges that develop key transferable skills essential to a career in business and management;
- the skills and underpinning knowledge necessary to evaluate dynamic business situations which require cross-functional business solutions;
- key transferable skills essential to a career in business.

Intended learning outcomes and the means by which they are achieved and demonstrated:

Learning Outcomes¹

A. Knowledge and Understanding of:

- A1 The international business environment in which managers operate.
- A2 The application of business concepts to specialist aspects of business.
- A3 The development of business strategy within a UK and international context.

B. The ability to:

- B1 Apply business concepts to a range of specific organisational scenarios.
- B2 Synthesise appropriate solutions to complex business problems.
- B3 Evaluate the effectiveness of business activity.

C. The skills necessary to

- 1. Analyse operational situations and devise approaches that may improve performance of the business aspects of an organisation.
- 2. Generate ideas for new business activity and evaluate the feasibility of those ideas.

¹ Guidance on the specification of learning outcomes is available from the Centre for the Enhancement of Learning and Teaching.

3. Evaluate the business environment and make judgements as to how business activity might be adjusted to respond to those changes.
4. Act independently in constructing own learning models, plan and undertake tasks, and accept accountability for own learning decisions.
5. Identify accurately those issues which require research, and apply appropriate methodologies using a variety of sources.

D. Deploy the following transferable skills:

1. Communicate in writing appropriate for specific academic and professional audiences.
2. Reference all source materials consistently and accurately using the Harvard referencing system.
3. Present effectively for specific academic and professional audiences.
4. Productively use appropriate information and communications technology.
5. Work independently.
6. Problem solving skills
7. Research skills and the use of modern online electronic sources and databases.
8. Manage time and prioritise workloads.

Learning teaching, and assessment methods used

The application of key concepts during lectures and workshops and explored further during seminars and self-directed study. Case studies are used to explore concepts applied to real-world scenarios. Experiential learning is encouraged via project-based assignments. Analysis, synthesis and evaluation are developed as themes throughout the programme.

A wide variety of assessment approaches are used across the programme. These include portfolios, articles, business reports, presentations, projects and examinations (case-based, open-book and closed-book).

Programme structure and requirements, levels, modules, credits and awards

The structure of the course, the modules, levels and credit values, and the awards which can be gained are shown in the diagram below.

BA Business Administration Top-Up Degree

Level 6 – Honours Degree

Term One	International Business Strategy (30 credits)	Option	Option	Option
Term Two		Option	Option	Option

Options worth 90 credits must be selected from the following

Level 6 – 30 credit options

Dissertation OR
Management Consultancy Project

Students can only take ONE of the above 30 credit options modules or choose from the options below

Level 6 – 15 credit options

Term One	Term Two
Sustainable Marketing	Social Marketing
Digital Marketing Strategy	Creative Industries Marketing
Global Marketing	Relationship Marketing
PR Planning	Contemporary Advertising
Managing the Human Resources Function	International HRM
Managing and Leading Strategic Change	The Real world of Management
Making sense of organisations	Business operations and systems
Business Statistics	Globalisation

Support for Learning including Personal Development Planning (PDP)

Students will receive assistance for their own development through co-curriculum activities including dedicated study weeks and extended induction programmes. They are encouraged to identify and, with guidance, to reflect on their own learning needs and are offered the following support as appropriate to meet those needs:

- Course Administrators.
- Departmental Undergraduate Coordinator for academic support.
- Personal Tutors for academic and personal support and guidance.
- Module tutors and module coordinators are available for individual student support and guidance.
- Academic study skills from Learner Support tutors.
- Business English support from CELT.
- Placements Office.
- Student services including Careers, Disability Services, Health and Child Care, Financial advice and Counselling Services.

To increase the employability of our graduates, co-curriculum activities will be implemented utilising the Future Proof Graduates Employability Skills Framework as a method of benchmarking the skills needed.

Criteria for admission

Candidates must satisfy the general admission requirements of the programme.

The current admission requirements can be found under the 'Entry Requirements' tab of the web page for this course.

Methods for evaluation and enhancement of quality and standards including listening and responding to views of students

All Business School degrees are subject to a range of quality assurance and enhancement procedures. A full review of the programme is conducted every five years, by a panel of internal and external experts. Within these five-year periods internal annual monitoring of the operation of the programme is undertaken.

The programme is subject to a number of mechanisms to ensure academic standards. All awards and assessments are subject to a rigorous system of internal marking and moderation, and to the approval of a team of external examiners who ensure that awards are comparable with those made by other universities.

Student feedback on their experience is sought in a number of ways. A Board of Studies comprising academic staff teaching on the programme and student representatives meets at least once each term and is supplemented by course representative meetings. Students are also asked to complete module feedback questionnaires, and random samples of them are asked to participate in the University's annual student satisfaction survey. Final year students are encouraged to participate in the National Student Survey (NSS). Actions taken to address issues raised by students through these various mechanisms are discussed in the Board of Studies and in annual monitoring reports.