

The CIF provides core information to students, staff teams and others on a particular course of study.

<b>Section 1 - General Course Information</b>	
<b>Course Title</b>	Business Administration (Top up)
<b>Qualification</b>	BA (Hons)
<b>Intermediate Qualification(s)</b>	N/A
<b>Awarding Institution</b>	University of Bedfordshire
<b>Location of Delivery</b>	AA – On campus (UK) SLIIT – Sri Lankan Institute of Information Technology STIMU – Science and Technology Institute Myanmar University AI – London School of Commerce
<b>Mode(s) of Study and Duration</b>	Full Time 1 Year
<b>Core Teaching Pattern</b>	Core Pattern 1 October start Core Pattern 2 February start
<b>FHEQ Level</b>	Level 6
<b>Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement</b>	N/A
<b>PSRB Renewal Date</b>	N/A
<b>University of Bedfordshire Employability accreditation</b>	N/A
<b>Route Code (SITS)</b>	BABAT-S+BABATOWF+BABADOTF+ BABATAIF
<b>Subject Community</b>	SCBSS Business Systems
<b>UCAS Course Code</b>	N/A
<b>Relevant External Benchmarking</b>	QAA Quality Code section A1 (The Framework for Higher Education Qualifications) QAA Quality code Section A2: Subject Benchmark Statement Business & Management: February 2015

## Section 2 - Published Information

### Course Structure

The Units which make up the course are:

Unit Code	Level	Credits	Unit Name	Core (C) or Option (O)
BSS007-3	6	30	New Advances in Business	C
SHR004-3	6	30	Strategic Management	C
BSS042-3	6	15	Management and Administration of Operations(directed option)	O
BSS043-3	6	15	Management & Administration of Projects (directed option)	O
MAR004-3	6	30	Global Marketing	O
AAF017-3	6	30	Corporate Finance	O

### Why study this course

A final year top up course for students who wish to gain a BA (Hons) in Business Administration having already achieved two years of undergraduate equivalent study (Level 5). It will provide both subject specific and transferable skills that will equip the graduate for a successful career in a wide range of roles in business.

### Course Summary – Educational Aims

This course aims to provide you with state of the art analysis and business research skills with options to develop your expertise in Finance, Marketing or Project Management and Operations techniques. The awareness of business and the knowledge base developed in this course will equip you for a broad range of careers in the world of business. Specifically the course will develop skills and expertise in:

#### Enquiry

- To be able to identify relevant issues for research and to formulate them clearly and precisely,
- To be able to use on-line techniques to identify and retrieve appropriate material,
- To develop an ability to analyse, synthesise, and critically evaluate a wide range of subject matter,
- To be able to use concepts and techniques to develop and evaluate alternative strategies,
- To develop the skills of an independent learner.

#### Contextual understanding

- An ability to appreciate the broader economic, social, political, historical, ethical and cultural environments as a backdrop to Business,
- To be able to identify and to critically analyse strategic issues in business,
- To appreciate the appropriate application of Operations and Project Management techniques a wide variety of Business environments,

#### Collaboration

- To develop effective team working skills,
- To develop an ability to interface and work collaboratively with a wide range of people and functions in industry.

#### Enterprise

- To be able to undertake independent research in business related subject areas,

- The ability to plan and undertake tasks with minimal or little supervision,
- To develop information technology and numeracy skills as an aid to data gathering, analysis and presentation,
- To develop ability to present knowledge and analysis in a way which is readily comprehensible to others and which communicates data, analysis and recommendations clearly and succinctly.

### Entry requirements

#### Standard:

*Standard entry requirements for UK students* – <http://www.beds.ac.uk/howtoapply/ukugentryreqs>

*Students from the European Union* - <http://www.beds.ac.uk/howtoapply/eu/guides>

*International students* - <http://www.beds.ac.uk/howtoapply/international/apply>

Additional: This is a level 6 top-up programme designed for students coming directly in to the final year of a degree programme. Students will be expected to have completed some business-related course at Level 5.. The course title reflects the fact that Business Administration is more widely known and accepted outside the UK but the award is also designed to have more flexibility so that a combination of units can be tailored to your previous experience.

This award is also being used for students coming from some Level 5 degrees, where the likely onward career is to be involved in setting up a small business or working in management alongside practice

### PSRB details

There are no professional body accreditations associated with this course.

### Graduate Impact Statements

The course is designed to develop graduates who are able to:

- Gather relevant information from a wide variety of sources, critically evaluate and analyse this with a view to proposing clear and effective business solutions supported by appropriate, analysis documentation and presentation
- Apply an understanding of the business environment to be able to engage effectively and appropriately, both orally and in writing, with a variety of audiences to analyse a situation, appreciate and evaluate different understandings and solutions,
- Work independently on defined business problems, suggest appropriate courses of action and evaluate contingent outcomes.
- Participate in major projects as an effective team member applying specific business skills and techniques creatively.

### Higher Education Achievement Report - Additional Information

### Learning and Teaching

The BA Business Administration course is designed to appeal to students with a broad range of prior experience gained from completing Level 5 business-related courses. Thus the teaching and learning strategies are designed to enable you to achieve level 6 general and course specific objectives expected of a graduate in Business.

One of the key objectives for a final year student is to develop the study skills required for you to become an independent learner.

Your teaching team will be composed of a mixture of academics who have relevant academic knowledge and who use their research to inform their teaching as well as having relevant industrial experience which enables them to inject an awareness of practice.

You will have a Personal Academic Tutor allocated to you who will be able to assist with any academic issues that may arise.

### Curriculum

The curriculum has been designed to be relevant to today's environment. The units chosen for this course are designed to complete your learning with a core of units and then to provide you with a set of options that permit you to choose the subjects that are of most interest to you. The Management of Projects and Management of Operations options have a strong practice based orientation which will provide you with

readily transferable skills.

### **Realistic Learning**

Learning is not passive. You will be actively engaged in the learning process and will be expected to learn independently using the research techniques you will be taught as well as learning from your peers in group situations. You will find that the tasks you will be given are often based in practice. Workshops and seminars will require you to prepare and enter into discussion where you develop your skills of analysis and debate.

### **Developing your employability**

The mix of units in the course will greatly enhance your employability. The practice based orientation of Management of Projects and Management of Operations give you directly transferable skills. The Strategic Management unit will give you significant analytical techniques which you will be able to use to evaluate a wide variety of businesses and situations and the dissertation element will develop personal skills of organisation, analysis, report writing and presentation which will be invaluable in any chosen career path.

### **Department (s)**

The Course is run by the Department of Strategy & Management of the Business School. You can find out more about the department by following this link

<http://www.beds.ac.uk/howtoapply/departments/businessschool/our-departments/management-and-business-systems2>

The department is closely associated with our research Institute which is a focus for our research active staff  
<http://www.beds.ac.uk/research/bmri/centres/bisc>

### **Assessment**

A range of assessment methods is used throughout the course. You are required to undertake a variety of individual based assessments throughout the course. These assessments include individual essays, reports, presentations, and examinations. The assessments are designed to test subject knowledge and understanding of the appropriate subject matter, but also to demonstrate the range of intellectual and subject specific skills identified elsewhere in this document. Providing a wide variety of types of assessment maximises your opportunities to develop a wide variety of transferrable skills such as presentation, and report writing and gives you the chance to play to your strengths.

At level 6 you are treated as an independent learner, and both the project unit (New Advances in Business) and the Strategic Management unit provide opportunities for you to draw together your business knowledge in an individual and more independent way. The Management and Administration of Projects unit invites you to practice Project Management skills through the organisation of an activity. Industry views this as a highly valued and transferrable skill. In all units you will find assessment support in terms of careful briefing, and the completion of formative stages with detailed feedback designed not only to benchmark your performance but also to give you insights into how you can improve your work. The summary of assessments for this course is available in the assessment map below..

### **After Graduation**

You will be well prepared to enter the world of business including finance, marketing and Operations and Project Management. Many students work for large multinational organisations but increasingly they go to smaller organisations where there are opportunities to work across a number of functional areas. Some graduates work in charities and others pursue careers in teaching in a wide variety of roles and industries. Alternatively you might consider a Master's program (MSc or MA in Business/Management related courses, or an MBA) to further develop your skills.

### **Student Support during the course**

You will undergo an induction programme upon entry to the degree to introduce the key features of the University and specific aspects of the course. The induction programme is carried out both at the departmental and University levels.

The course is administered by a course Coordinator, who has oversight of all units and is the focus for all staff student meetings. Individual tutors will provide advice and feedback on their units. All academic staff are required to have surgery hours per week and are also contactable via e-mail outside of this.

Throughout the course, you will have access to the Academic Advisory Service within the Faculty, as well as central services provided by the University e.g. student counsellors and the Student Union. You will also be allocated a Personal Academic Tutor to whom you can go to for independent advice on academic matters. Full information about these services will be provided in the course handbook.

English language support is also available to anyone who requires additional support in the use of English language.

For further information with regard to referral arrangements and other matters concerning the support we offer during the course, see <http://www.beds.ac.uk/studentlife/student-support/sid>, and the Law Subject Community.

### **Students with disabilities**

There are no elements of the courses delivered within the university that should cause particular difficulties if you have disabilities. Documents such as course notes, exercises and examination papers can be produced in larger fonts and on different coloured paper and you may be given additional time to complete assessment. As advised by the Special Needs Adviser other adjustments can be made or other allowances given.

Advice on the nature of specific disabilities and the reasonable adjustments which can be made to accommodate disabled students is available from the Disability Advice Team - see <http://www.beds.ac.uk/studentlife/support/disabilities>



**Section 3 - Academic Information**

This section will be used as part of the approval and review process and **peer academics** are the target audience.

**Course Learning Outcomes**

Upon successful completion of this course, students are expected to demonstrate:

**Subject Knowledge and Understanding**

1. Review, consolidate and extend a detailed knowledge and understanding of the subject disciplines, concepts and main functional specialisms relevant to the study of business activity;
2. Understand the interrelatedness of the functional disciplines and understand the way in which business decisions in one area affect other areas of the business.

**Intellectual skill**

3. Exercise judgement across a broad range of functions so as to access, evaluate and utilise relevant data from a wide range of sources to assess options and make recommendations.

**Subject Specific skill**

4. In a diverse range of professional contexts, select and employ an appropriate approach to communicate with influence and impact;
5. Apply a range of creativity tools to tackle problems and propose novel, effective solutions;
6. Demonstrate a rigorous understanding of management and the inter-relationships between different elements of the discipline.

**Transferrable skill**

7. Apply skills of rational argument, objective interpretation of evidence, judgement, decision-making and planning, to the analysis and solution of complex business problems;
8. Display qualities of enquiry, reflection, imagination, creative thinking and innovation in the approach to the management of business enterprises.

**Course-specific regulations**

None

**Teaching, Learning and Assessment**

The teaching Learning and assessment strategy for this course is based on developing a wide range of transferrable skills derived from a syllabus which is appropriate to L6. In particular it recognises that students will not only come from a range of academic backgrounds but will also have particular subject interests.

Thus the course contains a core of Strategic Management combined with a research skills/ dissertation element which are designed to enable and develop the higher level skills of analysis synthesis and critical evaluation necessary for success at L6. Central to these skills is the ability to be an independent learner which is why assessments are all individual and open ended giving students the opportunity to shine.

The options provided represent a balance between giving students a range of popular and useful alternatives and an efficient teaching structure. In particular the rationale for providing Management of Operations and Management of Projects as semesterised courses is to enable a commonality between the Pre-Masters course. Offering students a choice of any two options from three allows them to specialise in the most popular subjects of Marketing or Corporate Finance or alternatively to acquire up to date skills in Project Management and Operations. Whichever options are chosen the combination of units develop a combination of subject knowledge and transferrable skills which are designed to maximise the employability of graduates and also to develop their skills as independent learners.

The range of assessments cover both practical practice based assignments in Project Management as well as classic evaluation of students' ability to acquire analyse and synthesise academic material in a dissertation. The Strategic Management unit has a focus of dynamic enquiry which requires student to possess core knowledge of strategic techniques which are assessed by the student's ability to apply these appropriately with judgement in a wide range of scenarios making the learning relevant, challenging and leading directly to the development of transferrable employable skills.

**Additional Academic Information**

**Peer-assisted learning (PAL)**

N/A

**Initial Assessment**

Students will be required to write a summative assessment in Week 6. The length required is 1,000 words. This will be their interpretation of an academic paper in their own words. Students will be required to summarise and explain the objectives, methods, results and conclusions in their own words in clear English avoiding jargon. This will be used as a diagnostic for tutors to advise them on where they need to focus their effort.

**Improving students' learning**

All students who are non-native English speakers are given a diagnostic test at the start of the course and a program of supportive English tuition is tailored to their needs.

During the dissertation phase of New Advances students are required to produce a formative proposal outlining the background and structure of their proposed dissertation early in the semester. Additional support is provided by librarians who provide practical support in the use of the electronic library. Positioning the proposal early in the time available encourages students to start the research process early, giving them adequate time to produce high quality work. Proposals are discussed in a series of short tutorials to assist students to develop a clear, focused approach. Experience shows that this approach avoids many pitfalls that were encountered in previous approaches (students being too ambitious, going off at a tangent, lack of rigour, starting too late).

All units are designed to maximise student interaction and peer group learning is encouraged by means of appropriate seminar discussion.

In addition, all staff are required to make themselves available to students for fixed and advertised periods for personal consultation in addition to any formal tutorials.

Feedback and moderation is of critical importance, especially in the final year, and the university 2Q system is fully implemented.

**Academic Integrity**

Correct referencing using the Harvard system is a prerequisite for all assessments and is emphasised in all units.

Assessments are structured to minimise the possibility of contracting out wherever possible.

In addition, rather than focussing on the negative concept of Plagiarism, the course follows the DVC(A)'s lead and actively promotes good academic practice. The ethos is one of instilling pride in one's work and ensuring that students for whom English is not their first language are assured that the occasional gaucheism is not a negative attribute but rather an indication of authenticity! On the other hand, students are made aware of the penalties for poor academic practice and that the university regulations permit holding a viva to ascertain quality.

**HEAR implementation****Internationalisation**

The focus of this course is on the International Environment; in this sense an opportunity is taken throughout the individual units and the course itself to draw comparison between the domestic and global environments and their impact upon global business. The academic diet is designed to give the student the opportunity to consider such entities as the European Union, ASEAN, OAU, the World Trade Organisation and where appropriate make direct comparison in respect of the business environments that have shaped and continue to shape the application of business and management theories into practice.

**Sustainability**

**Section 4 - Administrative Information**

This section will be used as part of the approval and review process and peer academics are the target audience.

<b>Faculty</b>	<b>UBBS</b>
<b>Portfolio</b>	<b>Business</b>
<b>Department/School/Division</b>	<b>Department of Strategy &amp; Management</b>
<b>Course Coordinator</b>	<b>Dr Markus Haag</b>
<b>Version Number</b>	1/17
<b>Approved by (cf Quality Handbook ch.2)</b>	
<b>Date of approval (dd/mm/yyyy)</b>	
<b>Implementation start-date of this version (plus any identified end-date)</b>	

Form completed by:

Name: Dr Markus Haag

Date: 24 November 2015

Authorisation on behalf of the Faculty Teaching Quality and Standards Committee (FTQSC)

Chair: .....

Date: .....

<b>Course Updates</b>		
<b>Date (dd/mm/yyyy)</b>	<b>Nature of Update</b>	<b>FTQSC Minute Ref:</b>
24/11/2015	Adding of MAR004-3 Global Marketing as an optional unit to the course diet	tba
Aug 2016	Add LSC as delivery location	
July 2017	Assessment map updated	

